

YUPRO Placement uses Google Career Certificates to advance the skills and careers of its talent community

YUPRO Placement provides talent access to Google Career Certificates, job search coaching, and wraparound support to equip them with in-demand job skills

The Challenge: Boost talent employability in a scalable, cost-effective way

YUPRO Placement offers traditionally overlooked talent pathways to in-demand jobs through apprenticeships and job placement. YUPRO Placement helps build a career-ready talent community with Google Career Certificates, job search coaching bootcamps, wraparound support, informational career webinars, and more to ensure talent are building in-demand, high-value skills that enhance their employability and increase conversion to full-time employment post-program.

The Solution:

Integrating Google Career Certificates

YUPRO Placement used Google Career Certificates as the primary skills training method for a cohort of job seekers in its apprenticeship program. It integrated the certificates seamlessly into the services it already offers, which include on-the-job learning, a team of support, and career coaching.

The Results:

YUPRO Placement reported its outcomes consistently exceed industry standards with a 95% completion rate and its talent earning fair market wages in their skills-based roles.¹

The Foundation: Driving skills-based hiring with Google Career Certificates



Create more value for your clients with candidates that have in-demand skills from industry-recognized Google training



Efficiently increase candidate employability in a measured way by upskilling or reskilling talent



Grow your talent pool with access to a pipeline of skilled, diverse talent with job-ready skills in in-demand fields

¹Source: 2023 YUPRO Placement Program Outcomes Data

What YUPRO Placement Says:



*“Our partnership with Google broadens our clients’ candidate pools to talent overlooked in traditional hiring practices based on degrees, job titles, and past experience. **Google Career Certificates allow our candidates to quickly and flexibly develop skills that make them in-demand to our clients.** This approach **eliminates downtime and** builds a turnkey talent pipeline that strengthens workforces and builds equity into the recruiting process.”*

-Michelle Sims
CEO of YUPRO Placement

Google Career Certificates

- ✓ **Flexible and accessible online training** designed to meet talent where they are.
- ✓ **Candidates have job-ready skills** in 3-6 months.
- ✓ **Dedicated account support** with actionable reporting & insights, system integration and seamless implementation.
- ✓ **Available in high-growth fields**, including:



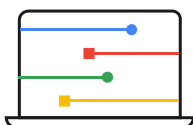
Cybersecurity



Data Analytics



Digital Marketing & eCommerce



IT Support



Project Management



UX Design

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