INCAP
INDIANA CAREER APPRENTICESHIP PATHWAY

INCAP School Toolkit: Website Messaging

Title/Subject Options (30 to 50 Characters):

- What Is An INCAP Apprenticeship? Learn More. (44 chars)
- Is an INCAP Apprenticeship Right for Your Student? (50 chars)
- 2027–28 INCAP Apprenticeships are Now Available. (47 chars)
- Explore INCAP Apprenticeship Opportunities. (43 chars)
- INCAP Apprenticeships are Here! (30 chars)

Message Body Options (150 Words)

OPTION 1 (146 Words + Call To Action):

The Indiana Career Apprenticeship Pathway (INCAP) is now available at [SCHOOL NAME]. The pathway offers multi-year apprenticeships that begin in high school, combining classroom learning with paid on-the-job education and training. INCAP is designed with Indiana's new high school graduation requirements in mind. Here's how it works:

- INCAP provides a structure for students to earn the **Employment Honors Plus** diploma seal.
- INCAP apprenticeships provide at least 650 hours of work-based learning.
- INCAP apprenticeships culminate in an INCAP credential or degree, depending upon the apprenticeship. These are included on Indiana's **Credentials of Value** list.
- INCAP credentials and degrees may count toward college credit.
- Many INCAP apprenticeships allow students to pursue the **Enrollment Honors Plus** or **Enlistment & Service Honors Plus** diploma seals, expanding their options after high school.

PARENTS: Encourage your student to think about their next steps, including whether an INCAP apprenticeship is right for them.

Contact your INCAP Connector or school counselor for more information, or learn more at IndianaCAP.org.

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OPTION 2 (125 Words + Call To Action):

INCAP, the Indiana Career Apprenticeship Pathway, is a new way for [SCHOOL NAME] students to earn their high school diploma and get paid work experience at the same time. INCAP apprenticeships provide opportunities for students to gain experience with an employer, earn an industry-recognized credential, and prepare for whatever comes next.

The INCAP Apprenticeship Program:

- Offers two- and three-year apprenticeships that begin in high school.
- Aligns classroom learning with paid on-the-job education and training.
- Opens the door to occupations in a variety of high-demand industries, including healthcare, banking, advanced manufacturing, IT, construction, and more.
- Satisfies the key requirements for earning Indiana's **Employment Honors Plus** diploma seal.

PARENTS: Encourage your student to think about their next steps, including whether an INCAP apprenticeship is right for them.

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