

THE   
**BECOMING**  
PROJECT, INC.  
Employer Partnership Guide

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*Building the Salesforce Workforce Together*

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A U.S. Department of Labor National Registered Apprenticeship Program  
16 Years | 700+ Graduates | Four Partnership Tiers  
[thebecomingproject.org](https://thebecomingproject.org)

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# A Message from Our Founder

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When I founded The Becoming Project sixteen years ago, I believed something that most people thought was idealistic: that given the right structure, the right mentorship, and the right employer partnerships, anyone — regardless of their background — could build a thriving career in technology.

Today, with more than 700 graduates working in Salesforce roles across the country, that belief is no longer just an idea. It is a proven model.

But this model does not work without employers like you. Every certification earned, every competency demonstrated, every career launched traces back to an employer partner who opened their doors, invested their time, and trusted that our participants were worth the investment.

They always are.

This guide will walk you through everything you need to know about partnering with The Becoming Project — what we ask of you, what we promise in return, and how together we can continue building the most diverse, skilled, and mission-driven Salesforce workforce in America.

We are honored to have you with us.

## **ZeE Browning**

*Founder & CEO, The Becoming Project*

Salesforce Hall of Fame Inductee | 5x Certified Salesforce Professional

# Who We Are

The Becoming Project (TBP) is a U.S. Department of Labor National Registered Apprenticeship Program headquartered in Georgia, with participants and employer partners nationwide. We design and deliver structured pathways for individuals from underrepresented and underserved backgrounds to enter and advance in Salesforce ecosystem careers.

## Our Model

TBP operates two interconnected program tracks:

### Pre-Apprenticeship Training

Classroom-based programs that prepare candidates with foundational Salesforce knowledge and professional skills:

- **6-Week Salesforce Basics**
- **10-Week Salesforce Admin Program**

### Registered Apprenticeship

DOL-registered, work-based learning programs combining on-the-job training with structured coursework:

- **Salesforce Specialist (2,000 hrs)**
- **Salesforce App Developer (3,000 hrs)**
- **Junior Cloud Engineer (2,000 hrs)**

## Our Numbers



### WHY THIS MATTERS

*"The Salesforce ecosystem is projected to create 9.3 million jobs by 2026. TBP has been building the pipeline to fill them — one career at a time — for 16 years."*

# The Partnership Model

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A TBP employer partnership is not a donation. It is a talent investment — a direct pipeline to skilled, certified Salesforce professionals who have been trained specifically to succeed in enterprise technology environments.

Here is how the partnership works from your perspective:

## Step 1: Choose Your Partnership Tier

TBP offers four partnership tiers designed to match different levels of organizational commitment, workforce needs, and community investment goals. Your tier determines how many apprentices you can host, when you access our talent pipeline, and what additional benefits your organization receives.

(Full tier details are outlined in Section 4 of this guide.)

## Step 2: Sign the Partnership Agreement

Once your tier is selected and your contribution is confirmed, TBP prepares a formal partnership agreement that outlines the responsibilities of both parties. This agreement is the foundation of a relationship — not a contract to be filed away.

## Step 3: Onboard Your Team

For Gold and Platinum partners who will be hosting apprentices, TBP walks your team through a structured onboarding process:

1. Your organization's designated supervisors are onboarded to the TBP Employer Portal — a simple digital system for managing all apprenticeship obligations.
2. TBP verifies that each supervisor meets the DOL journey-level qualification standard: a minimum of two years of professional Salesforce experience and at least one current Salesforce certification.
3. Supervisors complete a brief orientation on TBP's apprenticeship structure, OJT requirements, and competency sign-off process.

## Step 4: Host Your Apprentice(s)

TBP carefully matches apprentices to employer partners based on your technical environment, team culture, and the apprentice's career goals. Once matched:

- ✓ A three-party apprenticeship agreement is signed by your organization, TBP, and the apprentice.
- ✓ Your apprentice joins your Salesforce team, typically in an associate-level or junior role.
- ✓ They spend the designated hours per week in direct, supervised Salesforce work.
- ✓ Concurrently, they continue their TBP coursework and certification preparation.

## Step 5: Verify and Mentor Monthly

Your supervisor's primary ongoing obligation is a simple monthly workflow:

1	<b>Review the OJT log</b> Each month, your apprentice submits a log of their hours worked and activities completed. Your supervisor reviews the log for accuracy.
2	<b>Verify the hours (5 minutes)</b> Using the TBP Employer Portal, your supervisor confirms the hours and certifies accuracy with a typed digital signature. This takes approximately 5 minutes per month.
3	<b>Sign off on competencies as you observe them</b> As your apprentice demonstrates specific Salesforce skills in their work, your supervisor records these competency achievements in the portal. There is no strict timeline — this happens naturally as part of the work relationship.
4	<b>Complete quarterly evaluations</b> Four times a year, your supervisor completes a structured performance evaluation covering technical skills, professional development, and overall progress. This takes approximately 15 minutes per evaluation.

## Step 6: Hire, Refer, or Graduate

When an apprentice completes the program, you have choices — and all of them reflect well on your organization:

- Hire them directly into a permanent role at your organization.
- Refer them to your network with TBP's full recommendation.
- Connect with us to host the next cohort.

Many of our strongest employer relationships began with a single apprentice placement and grew into multi-year, multi-cohort partnerships because employers discovered that our graduates performed exceptionally well.

# Partnership Tiers

TBP offers four partnership tiers structured to meet employers at every stage of their workforce development journey – from organizations exploring the model for the first time to those ready to make workforce development a cornerstone of their talent strategy.

## BRONZE PARTNER

*Complimentary | Community Engagement Tier*

Bronze Partnership is our entry point – designed for organizations that want to engage with TBP's mission, access our talent pipeline, and begin building a relationship with our community before committing to apprenticeship hosting.

### What You Receive

- ✓ Access to TBP Employer Portal (limited features)
- ✓ Talent pipeline access (public release date)
- ✓ Hiring request submission
- ✓ Invitations to TBP networking events
- ✓ Named in TBP Community Partner listing

### What We Ask

- No financial contribution required
- Good-faith engagement with TBP communications
- Willingness to be listed as a community partner

## SILVER PARTNER

*\$5,000 – \$9,999 Annual Investment | Talent Pipeline Tier*

Silver Partnership is ideal for organizations that are not yet ready to host apprentices but want meaningful access to TBP's talent pipeline and the visibility that comes with being a named program supporter.

### What You Receive

- ✓ **All Bronze tier benefits**
- ✓ Full talent pipeline access (public release date)
- ✓ Named in TBP program materials and annual report
- ✓ Dedicated TBP staff point of contact

### What We Ask

- **Annual investment: \$5,000–\$9,999**
- Annual partnership renewal
- Good-faith engagement with talent pipeline process

- ✓ Priority invitation to TBP signature events

## GOLD PARTNER

*\$10,000 – \$24,999 Annual Investment | Apprenticeship Hosting Tier*

Gold Partnership is our full apprenticeship hosting tier — the model at the heart of TBP's mission. Gold partners host one to two apprentices, participate directly in shaping the next generation of Salesforce talent, and enjoy early access to our graduate pipeline.

### What You Receive

- ✓ **All Silver tier benefits**
- ✓ Host 1–2 registered apprentices (DOL)
- ✓ Talent pipeline: 14-day early access before public release
- ✓ Employer Portal: full OJT and evaluation management
- ✓ TBP-managed DOL compliance documentation
- ✓ Quarterly employer impact report
- ✓ Featured in TBP marketing and social media

### What We Ask

- **Annual investment: \$10,000–\$24,999**
- Designate at least one qualified supervisor (2+ yrs SF experience + current SF certification)
- Monthly OJT log review and verification (approx. 5 min/month)
- Competency sign-offs as skills are demonstrated
- Quarterly performance evaluations (approx. 15 min each)
- Annual partnership renewal

## PLATINUM PARTNER

*\$25,000+ Annual Investment | Founding & Strategic Partner Tier*

Platinum Partnership is reserved for organizations that see TBP not merely as a talent vendor, but as a strategic partner in building the Salesforce workforce of the future. Platinum partners shape the direction of our program, influence our curriculum, and have the most visibility into our graduate pipeline.

### What You Receive

- ✓ **All Gold tier benefits**
- ✓ Host 3–5 registered apprentices (DOL)
- ✓ **Talent pipeline: 30-day exclusive early access**
- ✓ **Designated TBP Advisory Board seat**

### What We Ask

- **Annual investment: \$25,000+**
- All Gold tier obligations (supervisors, verifications, evaluations)
- Advisory Board participation (2–3 meetings per year)

<ul style="list-style-type: none"><li>✓ Named title sponsorship of one TBP program cohort per year</li><li>✓ ESG/CSR impact report with program attribution metrics</li><li>✓ Custom talent pipeline sourcing (specific skill requirements)</li><li>✓ Curriculum advisory input for target certification tracks</li><li>✓ Priority co-branded marketing and press opportunities</li></ul>	<ul style="list-style-type: none"><li>• Multi-year partnership commitment preferred (3-year minimum recommended)</li></ul>
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# Partnership Tier at a Glance

Benefit	BRONZE	SILVER	GOLD	PLATINUM
<b>Annual Investment</b>	Complimentary	\$5K–\$9,999	\$10K–\$24,999	<b>\$25,000+</b>
<b>Apprentice Hosting Slots</b>	—	—	<b>1–2</b>	<b>3–5</b>
<b>Talent Pipeline Access</b>	Public release	Public release	<b>14 days early</b>	<b>30 days early</b>
<b>Employer Portal Access</b>	Limited	Standard	<b>Full</b>	<b>Full + Priority</b>
<b>Event Invitations</b>	✓	✓ Priority	✓ Priority	✓ VIP
<b>Named in Program Materials</b>	Community listing	✓	✓ <b>Featured</b>	✓ <b>Title Sponsor</b>
<b>Employer Impact Report</b>	—	—	✓ Quarterly	✓ <b>ESG/CSR Report</b>
<b>Advisory Board Seat</b>	—	—	—	✓ <b>Designated</b>
<b>Curriculum Advisory Input</b>	—	—	—	✓

# Supervisor Qualifications & Responsibilities

The success of an apprenticeship depends significantly on the quality of workplace supervision. TBP takes supervisor qualifications seriously — not to create barriers, but because DOL standards exist to protect the integrity of the apprenticeship and ensure that our participants receive genuine, expert mentorship.

## Who Qualifies as a TBP Supervisor?

To serve as an authorized TBP apprentice supervisor, an individual must meet all of the following criteria:

Requirement	Standard
<b>Salesforce Experience</b>	Minimum 2 years of professional, hands-on Salesforce experience in a practitioner role (not sales or project management alone)
<b>Salesforce Certification</b>	At least one current, active Salesforce certification (any credential counts — Administrator, Advanced Administrator, Platform App Builder, etc.)
<b>Employment Status</b>	Actively employed at the partner organization in a Salesforce-related role at the time of supervision
<b>Willingness to Engage</b>	Committed to the monthly verification workflow and quarterly evaluations; able to dedicate the approximately 30 minutes per month required

### **DOL JOURNEY-LEVEL STANDARD**

*The U.S. Department of Labor defines a qualified apprenticeship supervisor as a "journey-level worker" — someone who has achieved full competency in their trade or occupation. TBP interprets this for the Salesforce ecosystem as a practitioner with demonstrated real-world experience and credentialed expertise.*

## What Supervisors Do — Month by Month

We intentionally designed TBP's supervision model to be lightweight for the supervisor. We respect that your team members are busy professionals. Here is a realistic picture of the monthly time commitment:

Activity	Estimated Time	Description
<b>OJT Log Review &amp; Verification</b>	5 minutes / month	Review the apprentice's monthly hours log, confirm accuracy, and submit a digital verification through the Employer Portal.
<b>Competency Sign-Offs</b>	As opportunities arise	When you observe an apprentice successfully demonstrating a specific Salesforce skill in their work, log a competency sign-off. This happens organically — no scheduling required.
<b>Quarterly Evaluation</b>	15 minutes / quarter	Complete a structured 4-dimension performance evaluation four times per year covering technical skills, professional development, learning agility, and overall performance.
<b>General Mentorship</b>	Varies	Answer questions, assign appropriate work, and provide the day-to-day guidance that comes naturally from a senior-to-junior working relationship. This is the most valuable part of the model.

If your organization needs to change a supervisor assignment at any time during an apprenticeship, notify your TBP program coordinator and we will manage the transition to minimize disruption.

# The Employer Portal

All apprenticeship management — OJT verification, competency sign-offs, evaluations, talent pipeline access, documents, and communications — is handled through the TBP Employer Portal. The portal is designed to be simple, mobile-friendly, and easy to use even for supervisors who log in infrequently.

## What the Portal Does

Feature	How It Helps You
<b>Dashboard</b>	See all pending tasks at a glance: OJT logs awaiting verification, evaluations due, and messages from TBP. No digging through email.
<b>OJT Verification</b>	Review and verify monthly OJT logs in seconds. Accept logs or return them to the apprentice for correction with a single click. Every action is timestamped and stored automatically.
<b>Competency Sign-Offs</b>	View the full competency framework for each apprentice. Log a sign-off when you observe a skill being demonstrated, with the date and optional notes. A progress bar shows how close the apprentice is to completion.
<b>Quarterly Evaluations</b>	A guided evaluation form is available in the portal when evaluations are due. Reminders are sent 14 days and 3 days before the deadline. Submitted evaluations are stored permanently for your records.
<b>Talent Pipeline</b>	Browse graduate profiles filtered by certification, program, and availability. Access is tier-gated — Gold partners see profiles 14 days before public release; Platinum partners see them 30 days early.
<b>Messaging</b>	Communicate directly with your TBP program coordinator through the portal. All messages are stored and searchable — no more digging through email threads.
<b>Documents</b>	Access and download all partnership documents: apprenticeship agreements, OJT verification summaries, impact reports, and invoices. No documents are sent by email and then lost.
<b>Impact Reports</b>	Gold partners receive quarterly impact reports; Platinum partners receive full ESG/CSR-formatted impact documentation with program attribution metrics to support internal reporting.

**DESIGNED FOR BUSY PROFESSIONALS**

*"We built the portal with supervisors in mind — people who are managing a full-time Salesforce role while also mentoring an apprentice. The most common task takes 5 minutes. The most complex task takes 15. Everything else is a notification telling you what to do next."*

# What to Expect — Your First Year

For Gold and Platinum partners entering the model for the first time, here is a realistic timeline of what to expect across your first twelve months of partnership:

Timeframe	What Happens
Months 1–2	<p><b>Partnership Setup</b></p> <p>Agreement signed and archived. Your team onboards to the Employer Portal. Supervisors are verified against DOL journey-level standards. TBP begins the matching process to identify the right apprentice for your team.</p>
Month 3	<p><b>Apprentice Placement</b></p> <p>TBP proposes an apprentice match. You meet the candidate. If the match works for both parties, the three-party apprenticeship agreement is signed and the apprenticeship begins. The apprentice joins your team.</p>
Months 3–6	<p><b>Early Apprenticeship Phase</b></p> <p>Your supervisor begins the monthly OJT verification rhythm. Your TBP coordinator checks in monthly to ensure everything is on track. The first quarterly evaluation is completed at the end of this phase.</p>
Months 6–9	<p><b>Midpoint Review</b></p> <p>TBP conducts a midpoint check-in with you and the apprentice. Competency sign-offs are reviewed. A second quarterly evaluation is completed. If the apprentice is progressing well, you may see certification achievement in this window.</p>
Months 9–12	<p><b>Approaching Completion</b></p> <p>Your apprentice approaches the final hours of their program. Remaining competencies are signed off. TBP works with you to plan for completion — whether that means a permanent hire offer, a referral to the broader network, or preparation for your next cohort.</p>
Year 2+	<p><b>Partnership Renewal</b></p> <p>Your partnership renews. Your TBP coordinator reaches out 90 days before your renewal date to discuss your goals for the coming year — including whether you want to host additional apprentices, upgrade your tier, or provide feedback to shape the next cohort.</p>

# The Return on Your Investment

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Employer partnership with TBP is a talent investment that generates measurable returns across several dimensions. Here is how our partners typically experience ROI:

## Talent Pipeline at a Fraction of Recruiting Cost

The average cost to fill a Salesforce Administrator role through a staffing agency or recruiter is \$15,000–\$30,000 in fees, with no guarantee of retention. TBP Gold partners access a curated, credentialed talent pipeline for an annual investment starting at \$10,000 — and the candidates they hire are already proven performers who spent months working in a real Salesforce environment under expert supervision.

## Develop Talent Shaped by Your Own Environment

An apprentice who trains in your Salesforce org, learns your processes, and develops under your supervisors is not just a certified professional — they are a certified professional who knows your business. Organizations that hire their own apprentices consistently report faster time-to-productivity than any other hire source.

## Compliance & Documentation at No Additional Overhead

TBP manages all DOL apprenticeship compliance documentation. Your supervisors' obligations — monthly OJT verification and quarterly evaluations — are completed through a portal that generates, stores, and organizes all required records automatically. When a DOL audit occurs, TBP handles it. You do not need an HR team or legal counsel involved in the day-to-day.

## ESG & Corporate Responsibility Impact

For Platinum partners, TBP provides a full ESG/CSR impact report with program attribution metrics — data you can include in annual reports, grant applications, and investor communications. Hosting underrepresented workers in registered apprenticeships qualifies as a measurable diversity, equity, and inclusion initiative with documented outcomes.

## Tax Incentives

Employers who participate in DOL-registered apprenticeship programs may be eligible for federal and state tax credits related to wages paid to apprentices, training costs, and qualified workforce development investments. Consult your tax advisor regarding the Apprenticeship Tax Credit and applicable state programs. TBP provides the documentation necessary to support these claims.

### A PLATINUM PARTNER PERSPECTIVE

*"We came to TBP looking for talent. We stayed because the talent we found was extraordinary — and because what TBP is doing for the people in these programs is genuinely important work that we're proud to be part of."*

## Frequently Asked Questions

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### **Do we have to hire the apprentice after they complete the program?**

No. There is no obligation to hire. However, you will have the opportunity to do so, and many partners choose to hire their apprentices into permanent roles because they are proven, trained professionals who already know the organization. If you choose not to hire, TBP asks for good-faith participation in helping the apprentice connect with other opportunities.

### **What if an apprentice is not performing well?**

TBP monitors apprentice progress actively. If performance concerns arise, your program coordinator is your first point of contact. We work collaboratively with you and the apprentice to address issues. In cases where a match simply is not working, TBP can facilitate a reassignment — the apprenticeship continues, just with a different employer partner.

### **How many hours per week is the apprentice on-site with us?**

This varies by program and is agreed upon when the apprenticeship agreement is signed. Typically, apprentices work 20–40 hours per week in the employer's environment, concurrent with their TBP coursework. The specific arrangement is negotiated between TBP, the employer, and the apprentice at placement.

### **Can a supervisor be someone outside of our Salesforce team?**

The supervisor must have meaningful Salesforce expertise — at least 2 years of hands-on experience and a current certification. A non-technical manager or HR professional cannot serve as the primary supervisor. If your Salesforce team is small, TBP can discuss hybrid supervision arrangements.

### **What happens if our primary supervisor leaves the company during an apprenticeship?**

Notify your TBP coordinator immediately. We will work with you to designate a qualified replacement supervisor and ensure continuity of the apprenticeship. Supervision continuity is critical for DOL compliance, so it is important to communicate staffing changes promptly.

### **Can we start as a Bronze or Silver partner and upgrade later?**

Absolutely. Many of our strongest Gold and Platinum relationships began at the Bronze or Silver tier while the organization evaluated the model. Tier upgrades take effect at the next annual renewal period. Contact your TBP coordinator at any time to discuss an upgrade.

### **Is our contribution tax-deductible?**

TBP is a program operating through a registered 501(c)(3) entity. Partner contributions that are not associated with a direct commercial benefit may be deductible as charitable contributions or as business expenses. Please consult your tax advisor for guidance specific to your organization.

### **What if we want to hire a graduate but they were not our hosted apprentice?**

This is exactly what the talent pipeline is for. Bronze and Silver partners can browse graduate profiles and submit hiring requests without ever hosting an apprentice. Gold and Platinum partners have early access to the pipeline. TBP facilitates all connections between employers and graduates.

### **How does the three-party apprenticeship agreement work?**

TBP generates the apprenticeship agreement, which outlines the responsibilities of all three parties: the apprentice, the employer, and TBP as the program sponsor. Your organization reviews and acknowledges the agreement through the Employer Portal (digital signature via full name entry). TBP maintains the official record. The agreement is a standard DOL-compliant document — it does not require legal review on your part, though you are welcome to review it with counsel.

### **Can we have multiple supervisors for one apprentice?**

Yes. An apprentice can have a primary supervisor and one or more secondary supervisors. All supervisors must meet the qualification standard. OJT verification and competency sign-offs can be completed by any qualified, authorized supervisor on the account.

# Getting Started

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Becoming a TBP employer partner is a straightforward process. Here is how to begin:

4. Contact TBP to express your interest. You can reach us at [partnerships@thebecomingproject.org](mailto:partnerships@thebecomingproject.org) or through the contact form at [thebecomingproject.org/partners](https://thebecomingproject.org/partners).
5. Schedule an introductory call with a TBP Partnership Coordinator. We will walk you through the model, answer your questions, and help you identify the right tier for your organization.
6. Select your partnership tier and complete the partnership agreement. TBP prepares the agreement and sends it for your review and signature.
7. Your team is onboarded to the Employer Portal. If you are a Gold or Platinum partner, supervisor verification begins.
8. For apprenticeship hosting partners: TBP begins identifying your apprentice match. For pipeline-access partners: your portal is activated and you can begin exploring graduate profiles.

## OUR PROMISE TO YOU

*"TBP will always be your partner before we are your vendor. If something is not working, we want to know. If you need support, we are here. The relationship matters more than the transaction."*

## Contact Information

<b>Partnership Inquiries</b>	<a href="mailto:partnerships@thebecomingproject.org">partnerships@thebecomingproject.org</a>
<b>Program Information</b>	<a href="mailto:info@thebecomingproject.org">info@thebecomingproject.org</a>
<b>Website</b>	<a href="http://www.thebecomingproject.org">www.thebecomingproject.org</a>
<b>Location</b>	Atlanta, Georgia (participants and employers nationwide)

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*The Becoming Project is a U.S. Department of Labor National Registered Apprenticeship Program. This guide is current as of 2026. Tier benefits and contribution ranges are subject to change at annual renewal.*