

TRADES FUTURES



FOR IMMEDIATE RELEASE
June 11th, 2026

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TradesFutures Expands AI Training and Workforce Readiness Efforts with Support from Google.org

Washington, D.C. — Today, TradesFutures announced a new initiative to modernize skilled trades training and expand access to in-demand, high-wage careers, supported by funding from Google's philanthropy, Google.org.

As the U.S. economy modernizes, traditional trades are rapidly evolving. Building the next generation of American infrastructure—from grid modernization to advanced manufacturing—requires a workforce of skilled tradespeople.

Across the U.S., demand for skilled trades labor has reached an all-time high as the economy modernizes. This shift is creating a powerful engine for lucrative jobs, ensuring that the economic benefits of our technological future are shared by everyone. This is the time to ensure that we are building access to life-changing career opportunities in the skilled trades.

With Google.org's support, TradesFutures will address this challenge by strengthening workforce readiness and access to apprenticeship opportunities across its national network of Apprenticeship Readiness Programs. The initiative will help equip instructors and program staff with the tools, training, and resources needed to ensure program participants are placed into registered apprenticeships, integrate emerging technologies and AI-related competencies into pre-apprenticeship operations, and ensure participants are prepared for the evolving demands of today's skilled trades workforce.

"The TradesFutures network of over 200 Apprenticeship Readiness Programs creates on-ramps from local communities into union construction careers in 34 states across the country. This critical investment from Google.org allows TradesFutures to launch a new stage of our work, supporting programs as they place an increasing number of graduates into registered apprenticeships across the skilled trades." – Marina Zhavoronkova, Executive Director of TradesFutures

The new funding is part of Google's expanded skilled trades support to help prepare more than 300,000 American workers across more than 20 states. The national [\\$50 million commitment](#) from Google.org's [AI Opportunity Fund](#) goes directly to the training experts who build these programs from the ground up. By supporting TradesFutures, this funding ensures workers gain the skills and credentials needed to thrive in their careers, wherever they choose to work.

"The skilled trades have always been the backbone of the American economy, and as technology evolves, so do the incredible opportunities for these essential workers," said **Maggie Johnson, Global Head of Google.org at Google**. "We are incredibly proud to back the organizations leading this charge, ensuring the next generation of builders is equipped with the advanced tools they need to shape our country's future. This initiative builds on Google's long-standing commitment to training Americans for high-impact careers that create lasting opportunities for their families and communities."

To learn more about TradesFutures and Apprenticeship Readiness Programs in your area, visit [TradesFutures](#).

About TradesFutures:

TradesFutures is a non-profit corporation organized to develop, promote, and improve Apprenticeship Readiness Programs ("ARPs"). ARPs are educational programs that provide students with the fundamental skills and knowledge necessary to choose, obtain, and succeed in a formal, registered apprenticeship in the construction industry. TradesFutures is also dedicated to assisting underserved communities in establishing and maintaining careers in the construction industry. Learn more about TradesFutures and its work to develop a more accessible quality construction workforce at [TradesFutures](#).

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