Session 3: Effective Participant Outreach and Recruitment

October 20 at 1:45 PM ET
Session 3 Panel

✓ Gina Cabrera, Idaho State Board of Education (Closing the Skills Gap Grant)
✓ Amber Pantiliano, County College of Morris (Scaling Apprenticeship Grant)
✓ Jennifer Strasle, County College of Morris
✓ Kimberly Whelan, County College of Morris
✓ Moderator: Jeff Brown, Scaling Apprenticeship TA Coach
Idaho Program Overview

- **Program Goals:**
  - Expand apprenticeships to new industries and occupations
  - Increase apprenticeship opportunities for all Americans

- **Target Populations:**
  - Unemployed, underemployed and incumbent workers
  - Veterans, military spouses, and transitioning service members
  - Populations traditionally underrepresented in apprenticeships
    - Women
    - People of color
    - Ex-offenders

- **Target Industries:**
  - I.T.
  - Healthcare
  - Advanced Manufacturing

- **Educational Partners**
  - Five institutions of higher education across the state
Idaho Outreach and Recruitment of Participants

- Coordinated Outreach Strategy
- Idaho Department of Labor and Idaho Workforce Development Council
  - Bimonthly meetings
  - Idaho Apprenticeships Grants Map
  - Shared CRM
  - Data-Sharing Agreements
  - USDOL Office of Apprenticeship

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ApprenticeshipIdaho.gov

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Research by Industry

Getting Idaho Back to Work

“Idahoans have faced much hardship this year, but we have worked hard to ease the challenges and restore the prosperity Idaho had before the global pandemic.”—Governor Brad Little

Hable con un consejero de carrera y solicite fondos para instrucción.
County College of Morris (NJ): Program Overview

- Advanced Manufacturing Boot Camp Program
  - Continuous enrollment makes it easy to join at any time
  - Remote, live instruction with our experienced instructor
  - Assessment testing, additional support and practice when needed will ensure you are ready to succeed
  - Four-to-nine-week program provides flexibility
  - Employer connections and interviews
  - Enjoy hands-on training in our new Advanced Manufacturing and Engineering building
  - Individual counseling and advising from experienced apprenticeship coordinators
County College of Morris: Participant Outreach and Recruitment Strategy

- Information sessions for students
- Engagement of local partners helped gain traction (One Stop) – expanding to chambers, etc.
- Campaign mirrors outreach to employers
- Social Media (Instagram, Facebook, LinkedIn)
County College of Morris: Utilizing LinkedIn to Promote your Program

- Once connected with employers on LinkedIn, share your program updates such as information sessions, virtual open houses, virtual program overview, etc.

- The more connections you make the better! Be a voice not only for your community college but also for your program!
County College of Morris Utilizing Instagram to Promote Your Program

- Marketing on Instagram
  - Create a weekly social media schedule
  - Posts include event promotion such as upcoming virtual open houses, program information, and statistics about advanced manufacturing
  - Add posts to stories’ tab to gain more traction and awareness
  - Use story highlights to make previous stories viewable
Resources:

- CareerAdvance USA Website
  - https://www.ccm.edu/apprenticeships/

- CareerAdvance USA Facebook
  - https://www.facebook.com/workforce.ccm/

- CareerAdvance USA Instagram
  - https://www.instagram.com/wfd_ccm_nj/

- CareerAdvance USA LinkedIn
  - https://www.linkedin.com/school/county-college-of-morris/
Questions?
Thank You!