H1B Apprenticeship Virtual Convening

Session 9: Messaging and ROI to Market Apprenticeship to New Employers

October 21, 2020 1:45pm-2:45pm EDT
Introduction

✓ **Facilitator: Dina Igoe**, Director of Business Development, NIMS

✓ **Barbara Murray**, Executive Director of ACCELerate Apprenticeship, AMERICAN ASSOCIATION OF PORT AUTHORITIES

✓ **Janene Erne**, Regional Apprenticeship Administrator, OAKLAND COMMUNITY COLLEGE/ WORKFORCE INTELLIGENCE NETWORK
What is Apprenticeship?

Apprenticeship is an industry-driven, high-quality career pathway where employers can develop and prepare their future workforce, and individuals can obtain paid work experience, classroom instruction, and a portable, nationally-recognized credential. It consists of at least three elements:

- Paid work and mentored on the job training
- Structured learning (classroom, online or onsite)
- Portable, national credential
ACCELerate Apprenticeship: American Association of Port Authorities
Why ACCELerate?

- Valuable tool for developing workforce & transitioning Veterans
- Empowers employers with incentives to enhance workforce
- Offers expertise for successful apprenticeship development
- Ensures supply chain efficiency by offering candidates tailored training
- Provides platform for discussing changing workforce needs & a plan forward
**OUR SERVICES**

**PROGRAM EXPERTISE**
Our team of apprenticeship experts can walk you through the key components of apprenticeship, design a program to meet your occupational needs, and secure buy-in from organizational leaders.

**TECHNICAL ASSISTANCE & TOOLS**
We deliver critical technical assistance across the entire spectrum of apprenticeship services including developing workplace learning plans and related education, building partnerships with key stakeholders, providing mentor training, customizing marketing and outreach materials, and more.

**INCENTIVE FUNDING**
ACCELapp can provide limited, strategic funding for new or expanded apprenticeship programs. Funds can be utilized for program administration, related instruction costs, materials and tools, mentor training, and more.

**WHY APPRENTICESHIP?**
Apprenticeship provides employers with a proven strategy for long-term workforce development in critically-needed occupations. It provides apprentices with paid, on-the-job training and work-linked learning aligned with industry-valued and academic credentials. On average employers earn $1.47 ROI on every $1 invested in apprenticeship; apprentice graduates earn $300,000 more over their careers than their non-apprentice peers.

Apprenticeship is a Workforce Win-Win!
Our Partners & Their Experience

- AAR
- Oceaneering
- Wallenius Wilhelmsen Solutions
- Ivy Tech Community College
- Port of Long Beach
6 Quick Steps to Building Your Program

1. Identify your occupational needs
2. Develop an on-the-job work plan
3. Develop a related instruction plan
4. Create program guidelines and train mentors
5. Engage partners and access resources
6. Launch
Questions?
Previous AAI grant developed several sustainable tools to increase the number of RA in SW Michigan and offer solutions to skilled talent shortages.

- Registered Apprenticeship in a Day (RAPiD)
- “How to, step by step” process guide
- Employer intermediary
- ROI calculator
OCC Workforce Intelligence Network: ROI Calculator

Return on Investment (ROI):
- A performance measurement used to evaluate the efficiency of an investment
- Measures the amount of return on an investment, relative to the investment’s cost

ROI Calculator
- User-friendly, web-based system that was developed to connect employers to validated skills data tailored to industry, occupation, and location
- Measures the return on investment for the employer investing in an apprenticeship
OCC Workforce Intelligence Network: WIN Model

- WIN Model is based on the Institute of Motor Industry model from the UK
- Includes assumptions based on productivity of new apprentices, average hourly wage for apprentices through the course of the program, average hours and wages working for experienced technicians, billing rates for companies and costs of training
- Shows state average, able to fully customize data
- ROI Calculator

![ROI Calculator](image)

<table>
<thead>
<tr>
<th>Occupation ROI</th>
<th>Wages</th>
<th>Costs</th>
<th>Benefits</th>
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<td>Annual Benefit</td>
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- ROI: 5.5226
- Exit Wage: $23.20
- Cost of Training: $12,244.00
- Cumulative Annual Benefit: $79,862.98
Questions?
Resources

- Accelerate Apprenticeships
- MiApprenticeship
- ROI Calculator
Thank You!

Please be sure to take the DOL evaluation poll.