

Transcript of Webinar

Tools for Expanding Apprenticeship

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*Transcript by
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JENNIFER JACOBS: Again, we wanted to welcome you to today's tools for expanding apprenticeship webinar, and if you haven't already done so, please introduce yourself in that chat window.

And now, without further ado, I'd like to turn things over to our moderator today, Amy Young, senior program manager with Maher & Maher. Amy?

AMY YOUNG: Thanks, Jen, for kicking us off, and thank you all again for joining us today for our tools for expanding apprenticeship webinar. My name is Amy Young, and, as Jen said, I am with Maher & Maher. And I am pleased to be your moderator today and to be able to spend the next hour with you.

So our goals for the webinar today are to – excuse me. Our goals for the webinar today are to share with you the resources developed by national organizations to really help you, giving you new ideas and tools that you can incorporate into your own effort. We have multiple audiences joining us today, but the one thing we all have in common is that you're all working in different ways to grow and diversify apprenticeship.

And we have several speakers who are leaders in advancing apprenticeship. I'll introduce them in a minute, and they're going to share with you their own tools that they've developed in their work and use in their work to grow apprenticeship. And so we'll be sharing over the next hour some outreach and recruitment materials, a great guide on building effective apprenticeship programs. We're also going to share some social media examples, and we even have a tool for screening potential apprentices. So we will be sharing those all with you throughout the webinar.

And before I introduce our speakers, we really wanted to get a sense of who has joined us today. And, Jen, if you could pull up that – the poll, that would be great. We had invitations that went out to several different groups, our national industry and equity partners who we're going to actually talk about more in a minute, grantees that have received investments from the Department of Labor, so both American Apprenticeship Initiative grantees and State Apprenticeship Expansion grantees, as well as staff from the U.S. Department of Labor, Office of Apprenticeship and colleagues at state apprenticeship agencies. So it looks like we actually have a pretty good mix across all of those audiences. Lots of folks from Department of Labor but the grantees and partners as well.

And while you all just have another minute to finish that slide, I'll just start sharing a little bit about our speakers today. And I'm pleased to be able to have Cierra Mitchell joining us. She is with the U.S. Department of Labor, Office of Apprenticeship. And, Jen, I think we're – if we want, we just want to go ahead and pull down the poll. Thanks.

So we have Cierra Mitchell from the U.S. Department of Labor, Office of Apprenticeship, and she is going to be our first speaker. And then we have five speakers. I won't go through their names now, but as I mentioned, these are all organizations that have been selected by the U.S. Department of Labor to work as national industry partners and national equity partners. So I'll actually introduce those one by one before they share their tools and resources.

I also just wanted to mention, and Jen conveyed this as well when we started, that we are going to be taking questions throughout the webinar. So you can enter those questions into the chat box, and so enter them as they pop into your head because we will take them throughout. I also wanted to mention that, as we go through the tools and resources today, there's a couple of ways you can access these.

I wanted to point you to there's a file share window where you can download documents. You'll see that on your screen. So it not only has today's PowerPoint. It also has a step-to-step guide that will be one of the resources to share, and it also has a – just a simple one-pager with all the tools and resources that are going to be shared and the link to those resources. We also have a web link box. So we always get questions on how you can access those resources, and there's multiple ways. So whichever one works best for you.

And with that I would like to turn it over to Cierra Mitchell. She's going to share more about the national industry and equity partners who are speakers today and a little bit more about the work they do and the important role they are playing. So, Cierra?

CIERRA MITCHELL: Thank you, Amy. Hi, everyone, and thank you for joining today's second webinar on tools for expanding apprenticeship. Here on the screen you'll see a list – a current list of the current national industry and equity partners. The ones listed in black were the ones who participated in the first webinar in December, and the ones in red are the ones who will be participating today. And you probably noticed, if you missed the first webinar, that recording link is in the invite. So please take a look at it, if you missed it. Next slide. Thank you.

So on this slide we just want to reiterate that communication and collaboration is critical for success, not only among the industry and equity partners but among OA staff, AAI grantees, SAE grantees, and our SAA partners. And I'm happy to see that a lot of that important communication and collaboration has already been taking place, and we want to make sure that we reiterate that we hope that it continues. So what we've done is we have attached the current contact information for the industry and equity partners to this webinar.

Please contact me if you have any additional questions on how to follow up with them afterwards to learn more about the programs that they're developing and the work that they're doing. And again, for all the speakers for today's webinar, the contact information will also be included at the end of the PowerPoint presentation. So again, communication and collaboration is important. These industry and equity partners, like our grantees, are an extension of us, and so please feel free to reach out to them any time to help expand apprenticeship. Next slide.

All right. And I will turn it back over to Amy. Thanks again, everyone. Looking forward to hearing more about these great tools.

MS. JACOBS: And, Barbara, you might be on mute. Go ahead and hit *6 on your line.

MS. YOUNG: Oh, sorry. And I was actually on mute myself. So I'm sorry. This is Amy. Before Barbara starts I just did want to mention again, go ahead and enter your questions into the

chat. We are actually going to take questions after each speaker today, as well as having some time at the end. And I'm pleased to introduce our first speaker, Barbara Murray with TransPORTs who's going to be sharing a guide to designing and launching a successful apprenticeship program. Go ahead, Barbara.

BARBARA MURRAY: Thank you, Amy. Good afternoon, everyone. Yeah. TransPORTs, we created – go ahead to the next slide, please.

So why did we create this interactive program for development workbook or the guide that we've done now which has got step-by-step guides in it? And this is actually to assist the new and potential employers, and we found that by explaining the apprenticeship model and the steps to developing a program with TransPORTs can sometimes be lengthy. So these new employers that were new to this and understanding this asked for something more. So the new potential sponsors – sometimes those are colleges, sometimes employers – wanted to know and have materials that they could take back that explain the process to their internal stakeholders.

And so from there we needed to set up and give them a work outline that guided the partnership to the next step. They wanted to have some further steps so that these motivated sponsors could then get their items aligned. They could have sort of a checkoff list and have some samples of what that looks like. So these are all included in this step-by-step guide.

We wanted to demonstrate how the program design worked this right into the existing Department of Labor materials, and we include things like work process schedules, the registrations for apprentices, Form 671 that many know about, the occupational standards, examples of how to lay out and look at the RTI, the related technical instruction, and looking at that and spelling out to make that easier how does one do that over four years? How do we look at that in hours and design that and lay that out? So these many tools to give as examples of how to pull that about. Next, please.

So this step-by-step guidebook or this workbook that designing successful apprenticeship programs and launching this program can be found on the TransPORTs website. That's www.transportsapprenticeship.com. And there's an introduction, and then you can also contact us there and set up a more individual meetings and information for assessing various things about what you may need.

So it walks through with potential sponsors a set process, again, what they need, what they could do for design, how does that fit them, how does that look in there, and really giving them some good examples. It also has some good key questions that they can pull out some information from, whether that be from the manager there that's working through that, whether that be human resource people, or the people trying to decide more for that.

And then TransPORTs is currently now working on something similar. We found that these tools are working, and this is what they're needing. So we're doing something similar for a parallel workbook for community colleges and intermediary sponsors. Next, please.

So in that we've got some tools that we've unpacked some documents in there. So we've – and we've found that people needed to see examples, again, for setting up. So what does the apprenticeship application look like? What kind of information would they need? What information is provided? So we gave them the forms that they could fill out. We've done some sample filled in forms.

The other one there to the right that you see in the middle of the page is actually the 671 form. So when we explain to people this is what's needed, you'll need to know their names, their information. What is their occupation? When do they start? The basics, some very specific information, and then the wage guide at the bottom there too so that, if they have – if they've filled out the other information and the other forms on here, this will be completed in this piece.

Some marketing materials are in there, and we've also got some other processes that, depending on which ones are either under TransPORTs now or other ones in the broad transportation industry. So we've laid those out too and given those. We have some links to some areas that would open up those other materials.

We also have things in there so there's – they know how to apply for the and put in the certificate of completion request form, and there's some other FAQs. So throughout that we've got the occupational standards so they can walk through and look at that and how does it apply to themselves.

And then also we'll be including some of the apprenticeship videos. We have three videos now that are very specific that TransPORTs has created for this that really explain the benefits of – to the – both the employer and to the apprentice and the ROI in there and actually to the three-minute videos that really show they're happy. They work. They're making money. This is great from the employee who's the apprentice standpoint and from the employer, showing that this is what is a stable workforce and this creates a sustainability.

So each one of these is we're looking for some more feedback from folks. We are just launching this now. Again, in our works with folks we really found that, even though we might do Accelerator, we've given them – developed information that's specific to them, in order to have them come to the table and say, we are now ready to do an apprenticeship piece, by giving them those steps of information along the way and getting basically this checkoff list that they can come to the table with, particular items, then we're able to help lead them further. And this is something that we're testing out through several of our sponsors now. Thank you.

MS. YOUNG: Thanks, Barbara. One thing I'll say that I really like about this guide, a step-by-step guide is a good name because it really breaks down the process.

And one other thing I just wanted to highlight that I think is really great about this as a resource, you've really broken down a lot of the questions that people need to think about when they're designing apprenticeship programs, so whether it's entrance requirements for apprentices or mentor to apprentice ratio, but all of those things you get to to develop registered apprenticeship programs, what are those things to be thinking about, and also giving ideas and examples. So encourage you all to check that out.

We do have one question from a participant, and that is – so this is for you, Barbara. "Where are standards coming from, and are they only ones that TransPORT uses?"

MS. MURRAY: No. We've got the ones that TransPORTs use, but the ones we've done with companies and work with them or ones that they have that they submitted to us that we're doing perhaps expansion or new programs. So we're giving examples in there for standards that we're working with so that the companies that we've worked with and the sponsors that we've done to help register their program, whether that be an expansion in their state or in some cases it's a new national program. And we'll be developing – we'll be putting more on there right now. They're just initially coming from the ones that TransPORTs has action with and has used right now.

MS. YOUNG: Oh, great. Great. I – looks like a couple people are typing, but one other question that I had, I wanted – it's kind of a two-parter. But I want – I do think this is such a great resources. How applicable do you think it is to other industry sectors or – and then kind of a part two of that is, if people needed to adjust this or wanted to adjust this for maybe a different industry sector to the extent it would need to be adjusted, what would be your advice of how to get started?

MS. MURRAY: I think the basics of this was to be used across all sectors. This could be used – yeah. And then it would actually just be the occupational standards. And when someone was asking about standards, we're not – we're talking occupational standards. So yeah. What – so that they could share what does that look like? How does that layout look? So for that particular one, that's much the company standards.

MS. YOUNG: OK. Well, great.

MS. MURRAY: (Inaudible) – someone said that they're proprietary.

MS. YOUNG: Yeah. Thanks for adding that as well. Thank you, Barbara. We'll get back to you if there's more questions after.

Right now, let's turn to our next speaker, and that is Art Lujan with North America's Building Trades Unions. And Art is going to start off talking about a diversity toolkit that they have developed. So with that, Art, you can take it away.

ART LUJAN: Thank you. Good afternoon. I tried to log in, and the user limit for the meeting has been exceeded. So I'll work strictly off of the paperwork I have in front of me. Can you hear me?

MS. YOUNG: Yes, Art. We can hear you. Thank you.

MR. LUJAN: OK. Art Lujan representing North America's Building Trades Unions. As the Department of Labor likes to refer to us, we are the mature system of registered apprenticeship in the construction industry. We have and we knew before we went into the most recent depression that we have an aging skilled workforce.

And the leaders in the industry, the heads of our international unions felt this as an opportunity to diversify our workforce, targeting communities of color, women, and our transitioning veterans to supply the \$1.3 billion a year training system in which we have 1600 training facilities around the country and 20,000 certified instructors that are engaged in continuing education at all times tied to collectively bargain through contracts with 70,000 employers, both large and small.

What we did last year in January was convene a diversity summit to seek out best practices for the diversification for the recruitment to retention of a new and diverse workforce. Those organizations that participated with us in sharing their best practices were YouthBuild, Building Pathways out of Boston, National Urban League, Catholic Charities has many great programs in the Latino communities, Chicago Women in the Trades, Oregon Tradeswomen, Young (inaudible), Jobs with Justice, our own tradeswomen committee, Building Futures out of Providence, Jobs for the Future, New England Non-Traditional Employment for Women out of New York City, the National Governor's Association, and a number of representatives from the Department of Labor, including our representative and Daniel Villao. Next slide, please.

As a result of that convening, we put together best practices that we learned from presentations at that summit, and as you can see, the index that we have provided with this document, things like elements for recruiting and retaining diverse apprentices from Oregon Tradeswomen, Apprenticeship: What Works for Women, Chicago Women in the Trades. We included strategy for engaging underrepresented populations, the National Governor's Association, as well as the Helmets to hardhats for the purposes of working with transitioning veterans. Next slide, please.

This is a letter that went out or is at the front of the diversity toolkit, and there you can see the names of all of the international presidents that are involved in the construction industry, as well as the signature of the officer or secretary treasurer of NABTU as well as Vicki O'Leary, Women in the Trades Committee. She's the chair.

But in there the quote is, "We are dedicated to providing the training necessary to produce the safest, most highly skilled, and productive construction workers in the world, as well as providing opportunities in middleclass careers to historically underserved populations, particularly communities of color, women, and transitioning veterans."

So this is an indication of the commitment of the heads of our respective organizations. This document was unveiled last year at our national legislative conference with 2,000 delegates in attendance. At one of the panels that we had, Vicki O'Leary presented this living document, and at the same time she announced that the ironworkers international had just developed a paid maternity leave program, which is the first one in the industry.

Now, this document has been sent to all 385 of our local, regional, and state councils, has been distributed to our national training directors, my colleague who is on the phone, Tom Krieger, and I, every presentation we make we point people in the direction of this particular document. It has been proven to have been very effective for those organizations that are working with recruitment and retention and developing new programs to meet the needs of the industry. And quite frankly, the contracting community is very appreciative of this. The construction users,

especially political subdivisions that want to see their local residents participate in middleclass career opportunities. Next slide.

This is our webpage, and if you go along the top, there's a section that says apprenticeship and training. We actually have two sections there, one for apprenticeship and one for apprenticeship readiness. A lot of that material has been developed through the use of the DOL contract. There's a tremendous amount of information for construction users, contractors, awarding agencies. There's a section in there that deals with teachers, guidance counselors, training directors. So that – this is a very informative webpage.

Anyone – the other industries, if you're looking for ideas, I would suggest that you look at this page. We have videos there. We have best practices from our SEAs last year, day in the life of an apprentice, what it means to be a construction electrician apprentice and the type of work that it entails. So we're very pleased with this document. We say it's a living document because as we travel we keep hearing different best practices, and we will update this document as needed.

We have a program out in Berkeley, Rising Sun, that has been targeting women, and they will be sharing their best practices with us in the very near future. But we value our equity partners, and we put into practice those things that they have shared with us. And wherever we are standing up apprenticeship readiness programs, they will be at our stakeholder tables. Thank you. I hope I didn't go over the seven minutes.

MS. YOUNG: No. Thanks, Art. Thank you. That is a great resource, and thank you for sharing. We do have one question. "Is the diversity toolkit proprietary?" I know I think Art was sharing this today because we want others to be able to benefit from these useful tools and resources that are in that toolkit; correct?

MR. LUJAN: Absolutely. That's the reason it's on the webpage. It's for everyone's use.

MS. YOUNG: Yeah. So just to repeat, there's a website for that. You can get it there. There's also in – in the file share window you can easily download. There's a document that is called tools and resources, and that actually has links to all of the resources being shared as well. So if you want to download that document, that's one easy way to get to the resources.

MR. LUJAN: And, Cierra – Cierra, if I can – one last comment that you can find the diversity toolkit in several spots throughout that apprenticeship pulldown and the apprenticeship readiness pulldown.

MS. YOUNG: Great. Thank you so much, Art.

So with that I think let's move on to our next speaker. Pleased to have Brad Bentley from FASTPORT joining us today and is going to share a video that they're using in their efforts to promote apprenticeship and opportunities in this industry sector. So, Brad, I will turn it over to you.

BRAD BENTLEY: Thank you. Good afternoon, everybody. We've only got a couple of slides because, again, the majority of our presentation is actually a video. But I'm going to give you a little bit of background and perspective on why we created it, what we are doing with it currently, and how that changed after we got the industry intermediary contract.

For the ones of you who don't know us, FASTPORT is one of the industry intermediaries for the transportation and logistics sector. We're very fortunate that a lot of people within our organization have a lot of experience in their career with the largest subsector of transportation, which is actually the trucking industry.

Our founder of FASTPORT actually used to be a trucking company owner. I was president of the Truckload Carriers Association prior to going to FASTPORT, and our subject matter expert Dave Harrison actually was with a very large multi-billion-dollar company, one of the largest in the industry, J.B. Hunt Transport.

So we've got some unique perspective going into this, and kind of to our point from the last presentation, one of the things they noticed was an aging workforce. And this is something that has been an issue for the last several years in the trucking industry. Several studies have been done.

Depending on the stats that you – which study you want to look at, the current shortage is anywhere from 35,000 to 40,000 drivers and professional truck drivers, which is the most critical need, and that number is going to go up to needing about 100,000 new drivers over the course of the next decade to combat the aging workforce and other reasons people would get out of the industry.

So one of the things that developed from an industry perspective, whether it's the American Trucking Associations, truckload carriers, other groups out there, is recognizing why people were leaving the industry. And one of the most consistent things that was out there was a lack of appreciation and respect.

So a concept was created a few years ago called National Truck Driver Appreciation Week where events would be held at the local level, a lot of those employers, to try to hear those drivers out, learn what some of their concerns were. And image is something that is pretty consistent in the industry as far as things in the news being more negative than positive. So FASTPORT wanted to do something to try to help out National Truck Driver Appreciation Week initially, and we created a concept called the IMAGINE video. And you're going to see it. It's only a couple of minutes.

Just want to tell you a couple of success stories and what we're doing with it before we actually play the video, but again, that was during National Truck Driver Appreciation Week. And within the course of that seven days that we launched that and it went viral, we're very proud that it was viewed over a million times, and that was because a lot of people were sharing it. It was getting a lot of positive momentum out there through social media.

So what FASTPORT has done since that time, this was right before we won the industry intermediary contract, and we wanted to repurpose that video because we believe in telling stories with our technology platform, with job postings not only for truck drivers but other positions within the industry through job wrapper. So we repurposed this.

We added some information in there specific to apprenticeships, and we're fortunate that we're able to go out through partnerships because we are a technology company that helps transitioning military service members find civilian jobs. We are constantly on military bases. We're doing workshops at transition summits, and we have baked this into all of our presentations because the content that you see in there we have found resonates, especially with people coming out of the military. They want to continue serving their country, and you'll see some of the reasons why when we queue up the video.

I will say before we go to the next slide, please unmute your speakers because I was told that the audio portion of the video will not play unless you do, and I think it would be a lot more impactful if you're able to hear the music and the background that goes with it. So with that, why don't we queue up the video, and then we'll have a little bit of time for questions at the end?

MS. YOUNG: Brad, is there anything else you wanted to add after showing the video?

MR. BENTLEY: Well, I think the main thing, we've been very successful with our contract. We're very proud of that with more than 3,000 apprentices placed, but I personally witnessed this with the military contacts. About 40 percent of our apprentices are people that have been coming out of the military.

So over 1,000 young men and women have come into the industry, and they all give us really positive feedback on this because I think when you can talk to them about how they have a chance to do something critical to our nation's economy, things that are needed on an everyday basis, that's something that really hits home, even if it's only for a couple of years. And then getting into a registered apprenticeship program is a good way for them to do it. So we're very pleased with the results so far. We're happy to share that with anyone. I think you have the link as part of the presentation today.

MS. YOUNG: Yeah. Thank you so much, Brad. I will say that I've actually watched that many, many times, and I never get tired of it. I think it's one of the best examples out there promoting a specific industry sector and promoting the opportunities in it.

You'll see in the chats here there's lots of thumbs up and support for that same sentiment as well. And I did want to just ask one question. We have one question from the audience. You mentioned 3,000 apprentices. The question is, "Over what period of time was that?"

MR. BENTLEY: That's since the beginning of the contract. So a year and four months now.

MS. YOUNG: OK. Great. And one thing I wanted to mention, I wrote this down because that was an impressive number. I think you said that this has been viewed about one million times. Can you talk a little bit about how you've amplified that using social media or other means, kind

of how you got to that number? I know a lot of it is just it's a great video. So I'm sure everyone wants to share, but I think others would be interested to hear how that got out to that extent.

MR. BENTLEY: Well, a big part of our overall strategy with the DOL contract was working through industry trade associations. So that worked very well for us where it was distributed by them down to their members, and since we've added the military component, we've done that through a lot of the veteran services organizations as well. So made that available to them along with our digital tools, and it seemed to have worked pretty well for us.

MS. YOUNG: Great. Thank you so much. All right. I want to make sure we don't run out of time because we actually have two more great, great speakers and resources to share.

Up next is Jennifer Carlson from the Washington Technical Industry Association who's going to share with us the Apprenti Tech Assessment. So, Jennifer, please go ahead.

JENNIFER CARLSON: Great. Thank you very much. Everybody there? Can you hear me?

MS. YOUNG: Yes. We can hear you just fine.

MS. CARLSON: OK. Great. So WTIA is the trade association for technology in the state of Washington, and Apprenti is the registered apprenticeship program for technology that was started here as a pilot program in Washington in 2015 with an open date in 2016 and started to expand across the U.S. in early 2017.

And as probably you can well imagine, it's a relatively new concept for the tech sector, specifically in this country, while apprenticeship has been employed in other countries. So we have taken best practices out of the U.S. and the European models in developing a system that can work for our tech companies to adopt here in the U.S.

One of the things that we took away as our – I kind of jokingly refer to our system as eHarmony for tech because it's an art meets science kind of assessment – skills assessment program. Companies were concerned early on about how and where to make strategic investment in training apprentices to ensure that they were making viable investments.

So one of the things that they tasked us with as their intermediary was to identify a way to screen candidates since we, unlike everything from universities to code academies, pre-train people who then get interviewed after the fact, and our system is designed to only train those that the companies have agreed to make an investment in. So we did an outreach to community organizations to fill the pipeline with our target populations, primarily women, persons of color, and veterans.

And I saw, Diane, your comment earlier about wanting to not take disability off the table, and I wanted to clarify that through this process 12 percent of the people we've placed have also identified as having disabilities with light needs for reasonable accommodation, which has been a great step for our industry as well. But we're working with industry to identify the best way to screen candidates to come in.

So what you see here is the 4800 people who have applied for apprenticeship to get into the system. Our screening process then kind of drills down to very specific areas of competency, and that's math, logic and critical thinking, and soft skills. Those are the areas that our industry has identified as requisite for having the potential to be retrained or trained into this sector.

What you see online, if you go to apprenticareers.org, is a process that does not have any forethought for your prior educational attainment or work experiences but focuses exclusively on your performance and aptitude in these three areas so that everybody is on a level playing field. But because apprenticeship is a job, we only train those that have had an offer extended to them by the employer.

So they get through this system, take that assessment. We then do interviews and pre-screenings before sending them to the client for a final interview. And I think, if we look at how we typically treat things that are free, we tend to not take them very seriously. So while this is a free assessment to the public and anybody can come and take it, it is a significant time investment on the part of the person taking it.

So two to three hours is how long it takes for somebody coming in to take the screening, and they must complete that within 10 days to be considered. And then they have opportunities for retakes over time, if they didn't do well enough to be in the consideration pool. That time investment, for those who do get into the candidate pool, almost 50 percent of them retake it a second time to try and improve their score. So they take it very seriously.

The test prep, basically, when you're the candidate, you see at the end of your assessment how you performed in that section. You can see your current score and prior scores, if you've taken it more than once, and then there's test prep that's been pre-loaded out there. So they can opt to take other training online before coming back to retake the assessment. Their overall score is at the top, and that tells them whether or not they're in the candidate pool.

But more importantly, that test prep or that assessment score can be dictated by the local market. So we may have a higher standard in California or Washington where we have significant high tech needs, but in other cities where its corporate America, Fortune 500 that are non-tech that just have tech needs, the score could actually be lower for people to get through but they're taking the same base assessment. So that percentage of competency to get into an apprenticeship could be fluid.

And then ultimately, the company is seeing their score results on a composite basis, and the individual gets to see it at a macro level like this. It's a red, yellow, green kind of idea, and if you do not have at least yellows and greens across the board, you would not be a candidate. We set in Washington, for example, 85 percent as the minimum threshold for competency. So you have to score a composite score of 83 – or 85 percent. So the 53 percent that this reflects is our dummy score. That person would not be a candidate.

However, if they don't perform well enough to get into the pool for consideration, they do get referred to other resources. So they'll receive an e-mail that shows them their composite score

and where they need to focus their attention to improve, and then they'll be referred to resources that can help them in those areas, typically, workforce development councils, community colleges, and the like. It will also give them an e-mail and tell them if they've been bumped out of the candidate pool, since it's a fluid process. If more people rank into the pool and they're pushed down and out, they will again get referred to outside resources.

So all of the companies who work with us in this system work under the same set of standards, and the Apprenti technology standards have nine – I'm sorry – 11 occupations currently filed.

And we are working under a cohesive set of standards with the intent that we create a unified platform so that there is a high portability to both the process that you've engaged in and also the outcome for the skillsets that you have so that, without regard for whether you're in high tech, healthcare, or financial services, 80 percent of the job looks the same across those sectors for those tech roles and can port not only across sectors but across state lines. And so everybody gets dual registered both in the state of Oregon as well as the federal system. And that is all.

MS. YOUNG: Thank you, Jennifer, for that. I just want to make sure we don't run out of any time but I just wanted to note that I think this is a really unique approach and apprenticeship assessment I know is critical to – not only to – (inaudible) – the program but for finding the right talent for businesses. So I know that you gave me and I'm sure others a lot of ideas.

And I do want to move to our last speaker. We have Maurita Coley, and Maurita is with the Multicultural Media, Telecom, and Internet Council. She is partnering with the National Urban League on the industry partner project with the U.S. Department of Labor and is going to talk to us about multiple things around storytelling. So, Maurita, I will turn it over to you.

MAURITA COLEY: Thank you so much, Amy. We are – our presentation is on storytelling through social media, podcasts, and Storify. We would like to share what we do on a regular basis so that it can help the other equity partners and industry partners to amplify all of the great work that you're doing in a way that can achieve the results that the Department of Labor wants to achieve in promoting apprenticeship. So next slide, please.

So basically, the National Urban League equity partners consist of MMTC and also the wireless industry assoc- – Wireless Infrastructure Association, and what we use the social media for is to generate exposure of the mission and the work and resources of our consortium for the purpose of diversifying registered apprenticeship.

Our goal is to attract underrepresented populations and also to promote EEO diversity and inclusion. The way that we do this is through expansion of and strengthening of relationships through a variety of communities. Mentioned underrepresented communities, the community and industry partners that are part of this consortium, federal and state agencies, mainstream media and trade press, and numerous social media influencers.

We were excited to have had the chairman of the Federal Communications Commission, Ajit Pai. We had an opportunity to evangelize apprenticeship for him and to recognize the

importance of apprenticeship in the wireless and telecommunications industries in particular, and we've had all of the five FCC commissioners involved in our presentation. Next slide.

So as storytellers our objective, again, is to promote and spread the word on registered apprenticeship using these innovative storytelling tools. And the thing that we're so excited about being able to share this, although I notice that a number of the other presenters are also using these tools, but you can have a training or a panel or a conference and you can speak to maybe a couple of hundred people.

But through using social media and storytelling tools, you can amplify the information that you're presenting and disseminating it much more broadly than you can to just the people in the room. And even more, you can capture it and preserve it for eternity, if you would like.

And what we do is the main tool that we use is social media toolkit. It's specially designed for the National Urban League's equity partners. We use a combination of tools in this toolkit, namely the National Urban League's Urban Apprenticeship Jobs Program website, the conference website at any of our conferences.

MMTC has conducted a number of conferences where we have presented on apprenticeship. Wireless Infrastructure Association at its conferences does major sector on apprenticeship. We use podcasts, which I'll talk about a little later, and webinar links. We also use other tools like Facebook Live, Ustream to have a live broadcast of these events in addition.

The social media accounts we use are Facebook, Instagram, Twitter, and LinkedIn. We use social media ambassadors. Those are live people, either staff people or people who sign up to assist in amplifying the information at the conferences using the hashtags for either Department of Labor or for MMTC or WIA or National Urban League and amplifying this information in 280 characters or less with photos and videos and just creating excitement surrounding the events on apprenticeship.

We also use before, during, and after the event. Before we usually use e-blasts, the podcasts, and we post on social media to generate a buzz and excitement about the event. And then during the event, as I mentioned, we have both the attendees and the social media ambassadors tweeting and Instagramming about the event.

And then afterwards we use a tool called Storify that I'll go into in this presentation, and the difference that it makes is that at a conference where we might have in person somewhere between 200 or if it's WIA's conference it might be closer to 700 people, we're able to amplify this information in the range of two to three million social media counts. They call those impressions. So it really is an incredible way. FASTPORT's video I understood was viewed by a million people, and with the use of social media amplification, it could be amplified way beyond.

So I'm going to focus on our podcasts right now. We use two different online platforms, Soundcloud and TalkShoe. I'm sorry. Thank you. Next slide. This slide is good. We use Soundcloud, which is an online audio distribution platform, to record and stream in-person

podcast interviews. Soundcloud is free. It's very simple. You can operate it through any smartphone and upload your own podcast.

The only limitation with Soundcloud is that you have to be there in person. So we also use another online audio platform called TalkShoe, and that's for remote podcasts where you can have discussants call in on the phone or either on Skype or you can have multiple discussants such as you could have a podcast panel using TalkShoe. And podcasts have become extraordinarily popular.

I'd like to cut to a little clip right now from our 5G and telecom apprenticeships panel. Jen, if you could cut to that, let you hear about a 20-second clip from a podcast.

OK. Thank you. That was Dr. Rikin Thakker, our MMTC's vice president of telecom and spectrum policy speaking on 5G and apprenticeship this past February at our conference. We've also done apprenticeship panels at our November 2017 Tech Prep Summit where National Urban League and representatives of WIA and MMTC presented an apprenticeship panel targeted to historically black college and university students.

And we conducted another panel on apprenticeship at our Access to Capital Conference called You're Hired: Apprenticeship, Broadband, Infrastructure, and 5G. So these are ways to amplify beyond our – amplify this information beyond our conferences and share this information with the world. So the last – next slide.

The last tool that we'd like to amplify today is Storify. Storify is a social networking service that lets you just create stories or timelines using social media. In short, basically, what you do is at a conference we might have let's say 2,000 tweets. Storify enables you to pull in selected tweets and create a Twitter story.

So as you know, social media is quite fleeting, but with Storify you're able to aggregate your most prominent or your best tweets and have them tell the story that you want by just clicking and dragging them into a blog – just basically a blog of curated tweets. And you can look at an example. We've – we gave you a link to our back office of our Storify page. You can also look at our most recent Storify post from our apprenticeship panel last July.

In addition to the Storify platform, there's another platform called Wakelet, which is the same thing, but in addition to allowing you to aggregate your own tweets using your hashtags, you can aggregate other content from other websites on the internet.

So all of these tools, social media, podcasts, Storify are ways that all of us can help to amplify the message about the value of registered apprenticeship and make sure that it is disseminated broadly but that it can also be preserved and disseminated to the target audiences that we're trying to reach. So thank you very much.

MS. YOUNG: Thank you, Maurita. And we know we're coming up on the hour. That flew by very quickly. Just wanted to go over a few last things. First up, just a shout out for our resource.

If you haven't been on it, it's the Apprenticeship Community of Practice. You'll see the URL up there. This is an online hub for information on all things apprenticeship.

There are tools. There are promising practices. There are program examples on a range of topics from marketing to underrepresented populations to a number of things, and we've pulled together resources that exist from Department of Labor, from other federal agencies, from states, and from national organizations like you heard from today.

So I know that we have run out of time for any more questions. Two last quick things. Again, here's the list to the link of all the resources that were shared today. As I mentioned, in that file share you can both download the slides, and also there is a one-pager called tools and resources that has all of the links.

Also, if you have any questions that we didn't get to or you think of after we wrap up today, this slide has everyone's contact information, and again, you can download the slide so you can take this information with you.

And with that, I want to thank all of our presenters for today for sharing such great tools and resources and giving us all ideas for how we can use those in our own work to advance and diversify apprenticeship. And Jen Jacobs is going to wrap us up.

(END)