Tools to Help Engage Employers and Job Seekers

While building your recruitment pipelines, keep in mind that there are useful resources on APPRENTICESHIP.GOV that you can access right now to facilitate employer and client outreach.

**Discover Apprenticeship Fact Sheet**
Everything you need to promote your program to prospective enrollees and employer partners. Here are all the basics of apprenticeship laid out clearly and concisely, from the main components of the apprenticeship model to the benefits apprenticeships offer to both participants and employers. **Download** this handy sheet to use for talking points and as a hand-out.

**Discover Apprenticeship Page for Employers**
A more in-depth resource designed to help you communicate the value of apprenticeships to employers in language they understand. With case studies and detailed information about the types of programs available, it demonstrates how apprenticeships address employer concerns about aracng skilled workers, improving profitability and productivity, reducing turnover, and increasing retention and diversity.

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**YARG GRANTEE HIGHLIGHT**

**Apprentice Success Story**

A *Northwest Florida State College* (NWFSC) apprentice working for a small plumbing company had been on the job for approximately nine months when he was assigned to work with PEX plastic piping at a customer’s home. When the customer requested copper piping instead, the business owner noted that he would have to reschedule the project, not having an available staff member who was qualified to work to the client’s specifications.

The apprentice spoke up, indicating that he had learned the process during his related training at NWFSC. The business owner allowed the apprentice to carry out the work, which after a full inspection and testing, was found to be error-free.

**Outcome:** The job was completed without a delay, and the customer was satisfied. The apprentice applied his newly acquired skills, gained favor with his employer, and has advanced to more complex work assignments.

**Impact:** This one success story is causing other employers to take notice of the NWFSC program.
January Peer-to-Peer

Recruiting and Service Delivery During a Pandemic

Tuesday, January 12, 2021, 2-3 pm EST

As a follow-up to our webinar, "Effective Recruitment and Outreach Strategies", this peer-to-peer is a forum to continue the discussion around creating systems and partnerships that drive recruiting success. The theme for our discussion will be how to modify service delivery to meet the needs of participants in a rapidly evolving workforce landscape. Some questions to consider in advance might be:

- What new barriers to program participation have been created by the pandemic? What existing barriers have become more difficult to navigate?
- How have you modified your services or delivery of services to overcome those barriers or to meet other changing needs of potential program participants?
- What unexpected opportunities, if any, has the pandemic or economic crisis created for your program?
- How has the current situation changed your relationships with your employer partners?
- What incentives have you found to be most effective at attracting and retaining opportunity youth?

Bring your success stories, challenge opportunities, ideas, and questions to ensure the conversation is robust. See you there!

REGISTER

RESOURCES

Building Recruitment Pipeline Tip Sheet

Active engagement with youth is the key to successful youth programming and apprenticeships – and engagement requires effective outreach and recruitment strategies.

The YARG Building Recruitment Pipeline Tip Sheet is a handy, one-page visual map offering creative techniques for connecting with youth by:
- maximizing social media,
- engaging youth as program ambassadors and increasing word-of-mouth efforts,
- developing community partnerships, and
- utilizing media outlets to highlight success stories

Use this tool to strengthen your recruitment pipeline and make solid connections with youth in your community!
Quick-Start Success Stories Guide

It’s never too early to start collecting success stories. Short narratives about past or current participants make your program impact come alive. You can use them to bolster your recruiting efforts, step up your partner engagement, and build a foundation for future sustainability.

Here’s a resource that simplifies the process. The *Quick-Start Success Story Guide* is a fill-in-the-blank template that tells you exactly what information to gather, enabling you to develop success stories in no time. Soon you’ll have built up a sizeable compilation of invaluable marketing materials.

Find the *Quick-Start Success Story Tool* [HERE](#) – and start using it today!

*Watch for more in-depth TA on communicating your program’s impact in future months.*

EVENTS

Expanding Diversity, Equity, and Inclusion in Tech Apprenticeships

VIRTUAL EVENT: TUES., DEC. 15, 2020, 1 - 2:30 pm ET

Technical expertise is now a prerequisite across a number of industry sectors, including health care and advanced manufacturing. This Urban Institute virtual event should prove useful to many YARG grantees looking to expand diversity in their apprenticeships across any number of industries.

Panelists representing employers, community organizations, and postsecondary institutions will discuss how they are recruiting diverse candidates, cultivating inclusive workplaces and classrooms, and ensuring equitable outcomes for groups who are underrepresented in tech fields.

[REGISTER](#)

NEWS

National Apprenticeship Act Reauthorized by House of Representatives

In late November the U.S. House of Representatives reauthorized the National Apprenticeship Act (NAA), sending the legislation to the U.S. Senate. If passed and signed into law, the National Apprenticeship Act of 2020 is projected to create nearly one million new apprenticeship opportunities over the next five years. It would invest billions of dollars in expanding apprenticeships to new business sectors such as health care, human resources, and IT; and it would strive to bring apprenticeship programs to new populations such as women, minorities, veterans, and the formerly incarcerated. It would also define and codify standards for registered apprenticeships programs.

Katie Spiker, director of government affairs at the National Skills Coalition, said the legislation is an important step "toward both modernizing apprenticeship and providing Congress the opportunity to put scaffolding around how the DOL spends its increasing appropriations for apprenticeship."
ESSENTIAL QUESTION

How do we prevent COVID restrictions from impacting program implementation and apprentice engagement?

1. Use the suggestions in the YARG Building Recruitment Pipeline Tip Sheet (above in Resources) to continue recruiting and to stay connected to your apprentices even after enrollment.

2. Find examples in the YARG grantee highlight and articles below of how programs around the country have adapted to the new normal.

**YARG grantee, CareerWise Colorado** devised an innovative solution. When Denver Public Schools (DPS) transitioned to online learning, high schoolers participating in the district’s Future Educator Youth Apprenticeship Pathway could no longer provide face-to-face instructional support to students. So, their mentor teachers deployed them to assist families in the transition to at-home and blended instruction. The students became a particularly crucial resource for Spanish-speaking parents, helping translate assignments and parent-teacher meetings.

**Youth Apprenticeship Programs Adapt to Meet Crucial Needs in Pandemic:**
Across the U.S., programs are helping young adults, employers, and communities adapt to rapid economic change.

**Apprenticeships Adapt to COVID-19 Challenges:**
Some building trades continue on-the-job learning where possible while following distance and mask protocols.

**The Future of Apprenticeships:**
Some pros and cons of moving apprenticeships to the online environment.