

Executive Summary

Apprentice Outreach: Strategies and Tools for Recruiting a Diverse Workforce

07/10/2018

Moderator(s): **Zach Boren**

Speaker(s): **Layli Oliver**, **Art Lujan**, **Charnetia Young**

Building a strong apprenticeship program means building a diverse apprenticeship program. The Equal Employment Opportunity (EEO) regulations for apprenticeship programs requires sponsors to take specific steps to increase outreach and recruitment with the aim of broadening and diversifying their apprentice candidate pools.

This webinar offers an opportunity to learn about sponsor requirements for outreach and recruitment, watch a demonstration of the newly developed Universal Outreach Tool, and hear directly from sponsors about successful efforts in diversifying their apprenticeship programs.

Presenters include:

- Layli Oliver, a project manager from Maher & Maher who helped develop the Universal Outreach Tool designed to assist apprenticeship sponsors in their outreach and recruitment efforts.
- Art Lujan, Special Assistant to the President of North America's Building Trades Unions (NABTU), who will discuss the ways in which NABTU has worked to diversify the skilled trades.
- Charnetia Young, an Advisor in CVS Health's Workforce Initiatives, who will discuss the importance of a diverse workforce to the work of CVS Health and the programs CVS has put in place to do targeted outreach.

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