

Executive Summary

Engaging Employers to Scale Apprenticeships: The Employers' Perspective

March 22, 2021

Moderators: Zodie Makonnen

Speakers: Jan Bray, Carol Fineagan, Abigail Clothier, Sean Welsh

It is important for grantees to understand the evolving issues employers encounter and how to address some of those issues through apprenticeships. This is as especially important as grantees overcome the impacts of the Covid-19 crisis. This webinar provided Scaling Apprenticeship (SA) grantees access to an in-depth discussion between SA employer partners from health care, IT and advance manufacturing industries. Participants gained:

- Information on general strategies for engaging employers
- Knowledge around how different employers have interacted with SA grantees
- Specific strategies for building strong relationships with employers
- Information on what has worked to keep employers in healthcare, IT, and advanced manufacturing engaged with the SA grant

Zodie Makonnen welcomed participants and provided an overview of the presentation and then Jan Bray (MSG SA TA Coach Lead) facilitated a conversation among Carol Fineagan (formerly of Franklin Covey), Abigail Clothier (Centura Health), and Sean Welsh (West Pharmaceuticals Services), as they discussed the needs of their company and industry and how they view the role of apprentices in meeting strategic goals.

Run of Show

Welcome – Zodie Makonnen	00:30
Webinar Objectives	00:56
Introduction of Speakers	03:07
General Strategies for Employer Engagement	07:15
SA Employer Partner Engagement	11:21
Building Strong Relationships with Employers: A Dialog	17:41
Employer Engagement Resources	55:36