

Executive Summary

Employer-Centered Strategies to Engage New Employers in Apprenticeships

5/10/21

Moderator: [Zodie Makonnen](#)

Speaker(s): [Jeffery Brown](#), [Montez King](#), [Regina Serrano](#)

Employer engagement is critical to the success of apprenticeship programs. In the past year, apprenticeship programs have struggled to engage new employer partners, due to the COVID-19 crisis, in addition to other factors. In this webinar, apprenticeship program technical assistance providers shared tips, tricks and tools for addressing challenges related to recruiting and retaining apprenticeship program employer partners by understanding and responding to employer's workforce needs. After the facilitator provided an overview of the webinar, the panel members shared their employer engagement experiences and insights. The webinar provided:

- Foundational knowledge on the role employer engagement in the success of apprenticeship programs
- An overview of successful employer engagement techniques, tips and tools
- Employer Engagement implementation steps
- Answers to participant-questions

[Zodie Makonnen](#) welcomed participants and provided an overview of the presentation and then [Jeffrey Brown \(MSG SA TA Coach\)](#) facilitated a conversation among [Montez King \(NIMS\)](#) and [Regina Serrano \(MedCerts\)](#) as they shared their strategies for implementing successful employer engagement strategies.

Run of Show

Speakers	00:21
Webinar Objectives	02: 55
Employer Engagement Process and How it Works	06:14
Strategies that Work for Us	16:55
Final Word- Let Them Build It and They Will Use It	23:15
Q&A	25:36