

BUSINESS SERVICES REPRESENTATIVES:

Enhance Your Level of Interaction with Your Apprenticeship Training Representative

No matter what your current level of partnership with your Apprenticeship Training Representative (ATR), you can take steps to enhance your work together. The model below illustrates the three Cs of effective partnership: Communication, Coordination, and Collaboration. Each requires a different level of investment and commitment.



The Three Cs

Communication: Business Service Representatives (BSRs) and ATRs make a point to talk to each other, but without a plan to share information or data.

Coordination: BSRs and ATRs work together to align services, but there is no formal structure for the interaction. Interaction may be on a case-by-case basis.

Collaboration: BSRs and ATRs plan and act jointly. They work together and support each other in reaching organizational goals.

By connecting more intentionally with ATR counterparts, BSRs can leverage and utilize Apprenticeship system resources to engage employers. By working with frontline workforce case managers, BSRs can develop a pool of potential candidates for apprenticeship employment, helping to increase WIOA/RA co-enrollment.

Assess Your Level of Interaction

Even though both BSRs and ATRs are charged with working with employers to address workforce issues, in many instances they work in parallel systems and lack the coordinated approach employers need. Better communication, coordination, and collaboration help to ensure that the parallel systems interact with each other and align on employer needs and solutions. How would you assess your current level of interaction?

Currently do not work with the ATR

- Find out who the ATR for your region is and introduce yourself
- Talk about your respective outcome measures and how you can support each other
- Share the list of companies you are working with

Currently work with the ATR and want to enhance the impact

- Plan a joint partner visit
- Develop a strategic approach to company outreach
- Create a shared informational database

Good working relationship with the ATR but want to plan/act jointly

- Get buy-in from leadership
- Conduct joint outreach to high priority companies
- Track outcomes to show impact of the collaboration

No matter where you fall on this continuum, you can take specific actions to enhance your interaction with your apprenticeship counterparts and move to the next level. It can be challenging because levels of interaction are influenced by many factors, including size of the local board, funding levels, staff turnover due to COVID, etc. And many BSRs lack basic knowledge about Registered Apprenticeship and how it operates.

Why Interact with Apprenticeship?

Helping employers navigate and take part in Registered Apprenticeship will:

- support employee development and retention
- recruit underserved and underrepresented populations into RA programs
- move enrollees on Individual Training accounts into living-wage jobs
- help meet WIOA Performance measures

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