

Effective Outreach for Case Managers: Promoting the Value of Registered Apprenticeships to Career Seekers



Fastport Webinar
Wednesday, May 21st, 2025

Center of Excellence Overview



- U.S. DOL initiative to increase systems alignment across apprenticeship, education, and workforce
- Led by Safal Partners; 5 national partners
- We provide no-cost services including:
 - Monthly webinars
 - Quarterly virtual office hours
 - Individual compliance assistance and services
 - Online resources (desk aids, guides, frameworks, etc.)



[Visit our website, request assistance](#)



Welcome and Agenda

- Center of Excellence Overview
- Basic Building Blocks of Registered Apprenticeship
- Role of a Local Workforce System Case Manager
- Fastport Overview
- Benefits of Registered Apprenticeship for Career Seekers
- Effective Outreach Strategies to Connect with Career Seekers
- Q&A and Closing



Basic Building Blocks of Registered Apprenticeship



Assessing Your RA Knowledge

Basic

I know what it means, but I don't know how to utilize it and don't have significant experience with it.

Intermediate

I understand RA, I've had experience with RA in some capacity, and I feel comfortable educating internal and external stakeholders about it.

Expert

I have extensive knowledge and relevant experience developing and implementing programs and standards, recruiting apprentices, and convening stakeholders.

What is Registered Apprenticeship?

Registered Apprenticeship (RA) is a proven, customizable, and industry-relevant and US Department of Labor-approved model for organizations to ***find, train and retain new talent*** as well as ***upskill current workers*** in critical occupations.



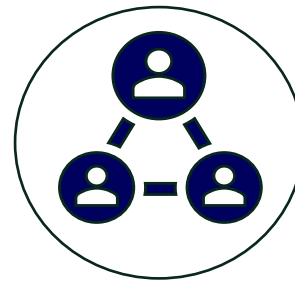
Five Core Components of Apprenticeship



Industry Led



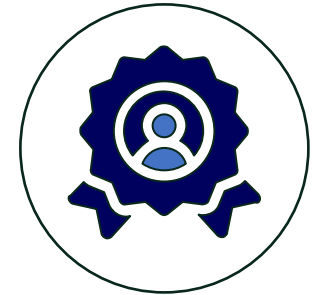
Paid Job



Structured On-the-Job Learning (OJL)/ Mentorship



Supplemental Education



Credentials

A WIDE RANGE OF INDUSTRIES



Agriculture



Healthcare



Cybersecurity



Biotechnology



Transportation



Construction



Energy



Hospitality



**Financial
Services**



**Information
Technology**



Education



**Advanced
Manufacturing**



**Critical
Supply Chain**



Infrastructure



Engineering



Telecommunications

The Roles of Case Managers

Roles of a Local Workforce System Case Manager



Career Counseling



Job Search Assistance



Training Referrals







Real-time Labor Information



Reporting and Documenting



Additional Responsibilities

-  Individualized Support
-  Resource Management
-  Advocacy
-  Access to Resources



Barriers to Work Addressed by Registered Apprenticeships

Registered Apprenticeship (RA) programs are structured to address many barriers to work.

Potential Barrier

RA Solution



Financial



Paid training



Lack of formal education/credentials



Focus on skills/competencies



Limited access to career pathways



Structured training and advancement



Additional supports



Mentorship, housing and childcare assistance, transportation aid

Guest Presenters



Dave Harrison

Executive Director of Workforce
Development & Government Relations
Fastport



Scott Ellsworth

Member of the Fastport Team,
Principal & Owner
Sherpa Management Solutions

Introduction to Fastport



As a U.S. DOL Industry Intermediary, Fastport supports workforce development initiatives by:

- Acting as an accelerator for Workforce Development
- Supporting workforce grant applicants
- Connecting industry and candidates
- Focusing on earn-and-learn career opportunities

Learn more about [Fastport](#)

FASTPORT



Strategy for Workforce Development

- Simplify apprenticeship creation
- Expand and accelerate programs
- Build national apprenticeship models
- Liaison between government and business



Accelerating Career Seeker Success

- Streamlines talent acquisition
- Advances candidate careers
- Bring experience across 45+ industries
- Leverages 200+ years of combined expertise
- Reduces turnover costs
- Increases workforce productivity



Snapshot of Success

770%

Contract Goal

Fastport's achievement to goal ratio for DOL contract deliverable

26k+

Apprentices Hired

Fastport's programs have helped to successfully hire over 26,000 Registered Apprentices into TDL occupations

200

Organizations

Created Registered Apprenticeship programs through Fastport (includes both associations and employers)

33

Occupations

Registered Apprenticeship occupations developed



FASTPORT

Introducing RA to Your Career Seekers



Benefits of RA to Career Seekers

- Earn While You Learn
- Structured Training and Certification-
Earned Credential
- Mentorship and Guidance
- Career Advancement
- Job Opportunities
- Alternative to Traditional Education
- Increased Retention and Job Satisfaction
- Competitive Advantage

APPRENTICESHIPUSA™
★★★

94%

of apprentices who
complete a Registered
Apprenticeship retain
employment,
with an average annual
salary of \$84,000

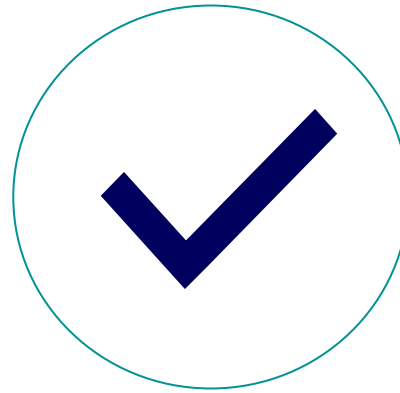
U.S. Department of Labor:
Apprenticeship 101 Factsheet



Communication Tips for Case Managers



**Tailor
Your Pitch**



**Keep it
Simple**



**Highlight Career
Pathways and
Long-term Growth**

Effective Outreach Strategies

- Leverage one-on-one interactions
- Use plain language and real success stories
- Tailor messaging to career seekers
- Host or attend local career fairs
- Promote RA programs through AJC digital channels



Effective Outreach Strategies

- Share printed and digital materials
- Connect with local partners
- Utilize existing RA tools
- Support targeted outreach campaigns (e.g., National Apprenticeship Day)
- Track career seeker interest in RA



Effective Outreach Strategies

- Industry sector specific campaigns
- Real world testimonies/success stories
- Recorded outreach material engagement



Questions



Share Promising Practices

WHAT YOU DO MAKES A DIFFERENCE

We Want to Highlight Your
Promising Practices for
System Alignment with
Registered Apprenticeship.



Submit your promising
practice here:



Become a Center Partner

- ✓ **Receive** no-cost expert services, including materials and support
- ✓ **Network** with potential partners nationwide
- ✓ **Be** nationally recognized for your work

**Scan for Partner
Form**



THANK YOU FOR JOINING US

Email us your questions at RA_COE@SafalPartners.com

For more information, visit: dolcoe.safalapps.com

