



Industry & Workforce: Effective Engagement to Expand Registered Apprenticeship

April 19, 2023



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DOL RA TA Center of Excellence

- Launched in July 2021
- Focus: **Building sustainable partnerships to support system alignment** of the national apprenticeship system with workforce and education systems
- **Three primary tasks:**
 - Provide TA on a national scope
 - Engage key stakeholders
 - Coordinate with federal and state investments
- **Website:** dolcoe.safalapps.com



Center of Excellence Partners



Brent Weil

Subject Matter Expert

Wireless Infrastructure Association (WIA)



Melissa Robbins

CEO

National Association of Workforce
Development Professionals (NAWDP)



Scott Ellsworth

Subject Matter Expert

FASTPORT

Today's Moderator



Megan Baird

Deputy Administrator

U.S. Department of Labor, Office of
Apprenticeship





Agenda

Registered Apprenticeship and the Workforce System

Employer Perspectives on RAPs and the Workforce System

Promising Practices in the Workforce System

Discussion and Q&A



**Training And
Employment
Guidance Letter
(TEGL) WIOA
No. 13-16:**

Operating
Guidance for
WIOA (2017)

**TEGL 13-16,
Change 1** (2021)

Operating Guidance for the Workforce Innovation and Opportunity Act (WIOA)

Adopting Registered Apprenticeship as a workforce strategy can help advance the goals of WIOA – a transformed public workforce system that improves employment opportunities for job seekers and workers through an integrated, job-driven system that links talent to the nation's businesses.

- Eligible Training Provider List
- Individual Training Accounts
- On-the-Job Training Contracts
- Incumbent Worker Training
- Participant Individual Record Layout (PIRL)



Elements of
Training and
Employment
Notice 20-
15, Change 1
(1/15/2023)

RA Guidance (ETA, 2023)

Encourage staff at American Job Centers and Local Workforce Development Boards to connect with apprenticeship contacts

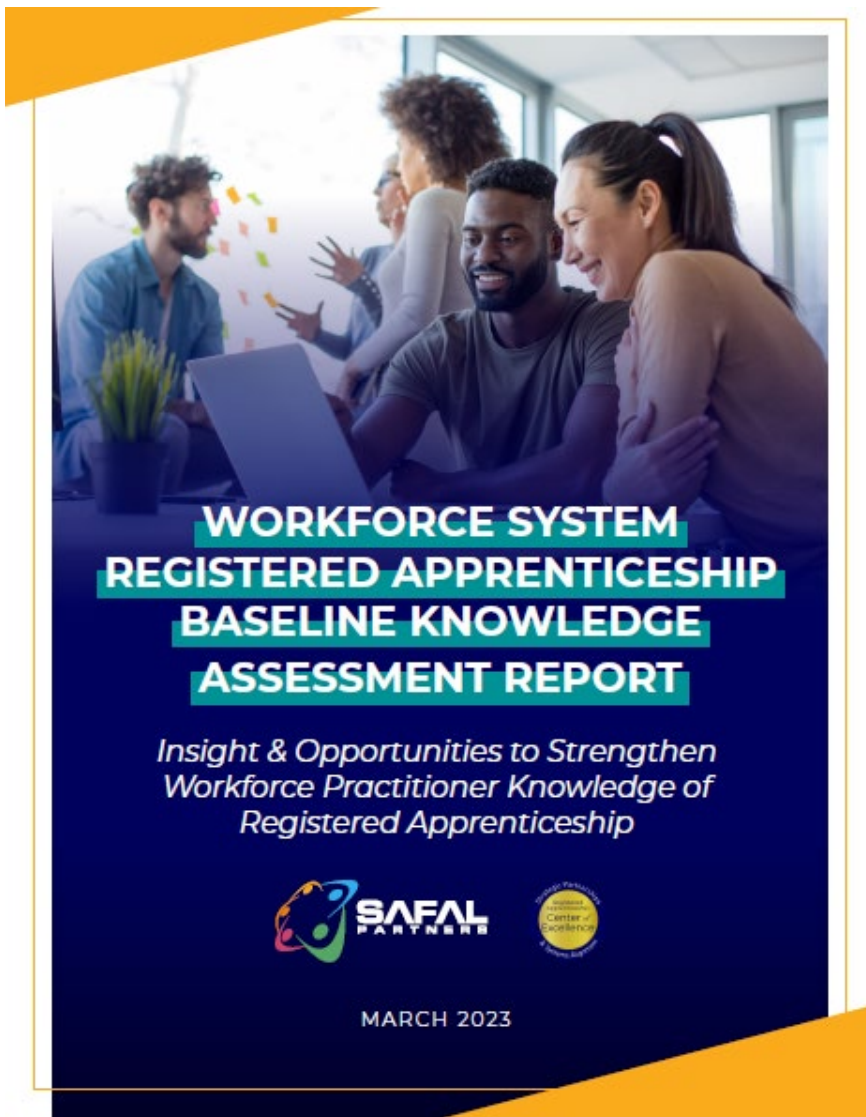
Encourage employer partners to consider Registered Apprenticeship as a go-to talent, diversity, recruitment, and retention strategy

Connect industry associations, employers, labor organizations, training providers, and others with Office of Apprenticeship's Industry Liaisons to participate in industry working groups and partner in support of Registered Apprenticeship

Utilize the ApprenticeshipUSA brand as designed to connect, unite, and amplify all stakeholders in the national Registered Apprenticeship system



Workforce RA Knowledge Report



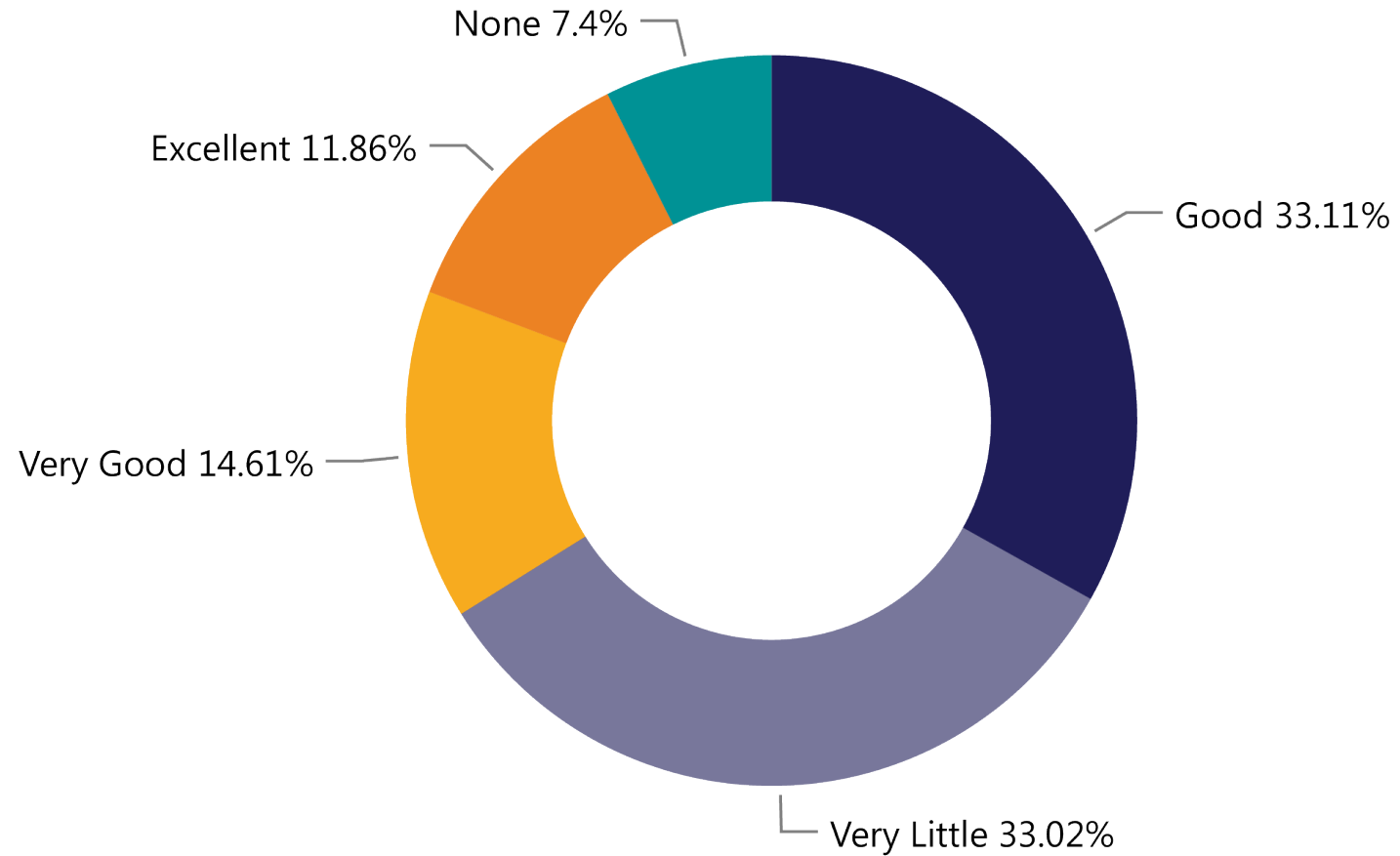
Baseline Knowledge Report breaks findings down along four areas:

- Basic RA Knowledge
- RA System Knowledge
- RA Funding Knowledge
- Effective RA Engagement Knowledge



Workforce RA Knowledge

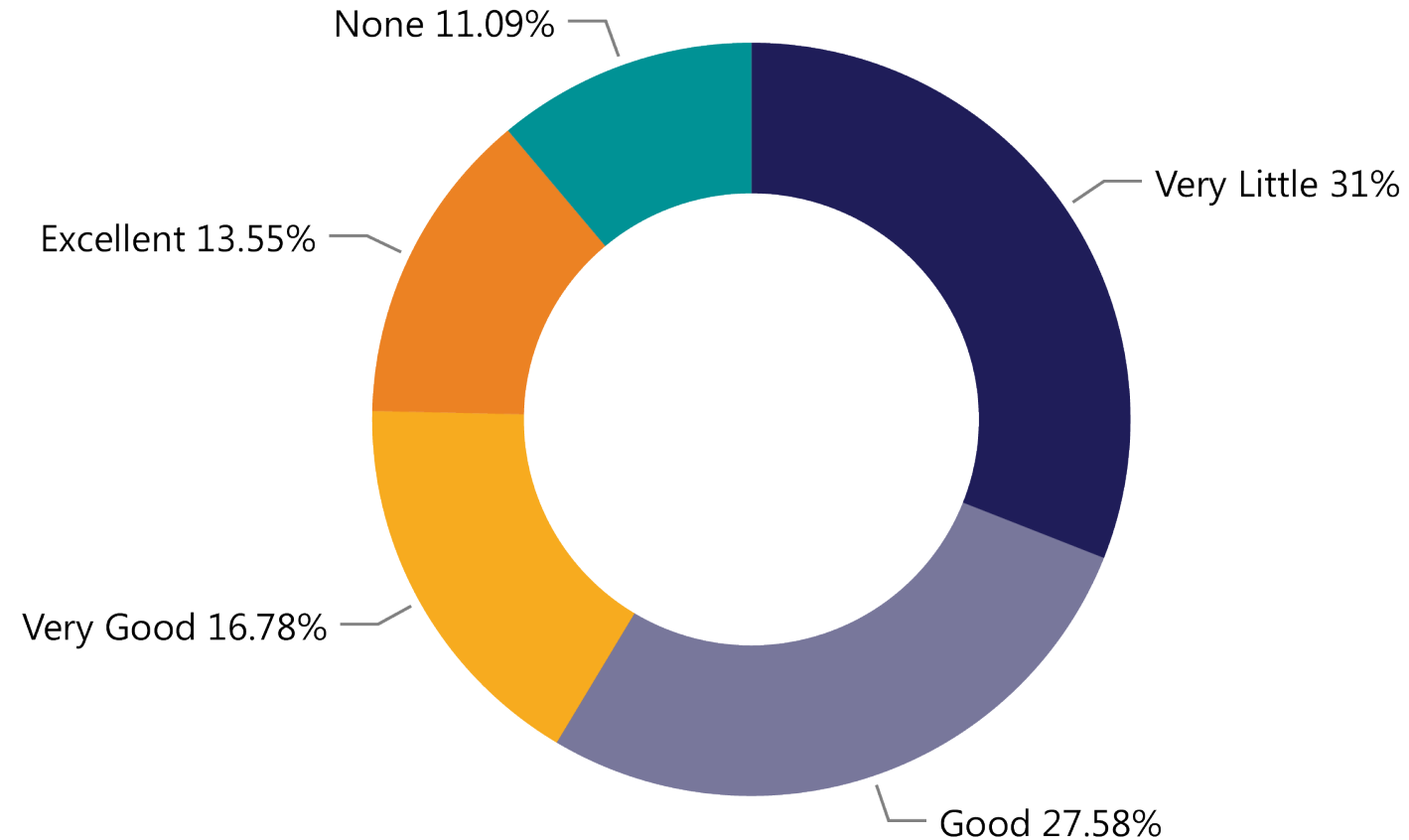
How would you rate your knowledge of the **existing Registered Apprenticeship programs in your local area?**





Workforce RA Knowledge

How would you rate your **ability to communicate the benefits of Registered Apprenticeship** to businesses?



Employer Perspective



Michael Card

*CEO & Chairman
Combined Transport, Inc.*



Michelle Heiliger

*Director of Human Resources
Sellenriek Construction, Inc.*





Principles for Employer Engagement

- Partner for solutions, not just programs
- Establish a single point of contact that can navigate across programs and offices
- Pay close attention to what drives businesses, and speak their language when you interact with them



Best Practices in Workforce



Lakita Green

Manager

Employ Prince George's (MD)

Apprenticeship Innovation Program



Benjamin Rosenberg

Apprenticeship Manager

Arapahoe/Douglas Works (CO)



Aligning with and Supporting Registered Apprenticeship

- Coordinating with apprenticeship representatives on major employers and occupations, sector partnerships, and outreach strategies
- Identifying non-monetary support, such as candidate referrals and pre-employment training, that may be equally valuable
- Examining enrollment procedures to support co-enrollment



Discussion/Q&A



Key Takeaways

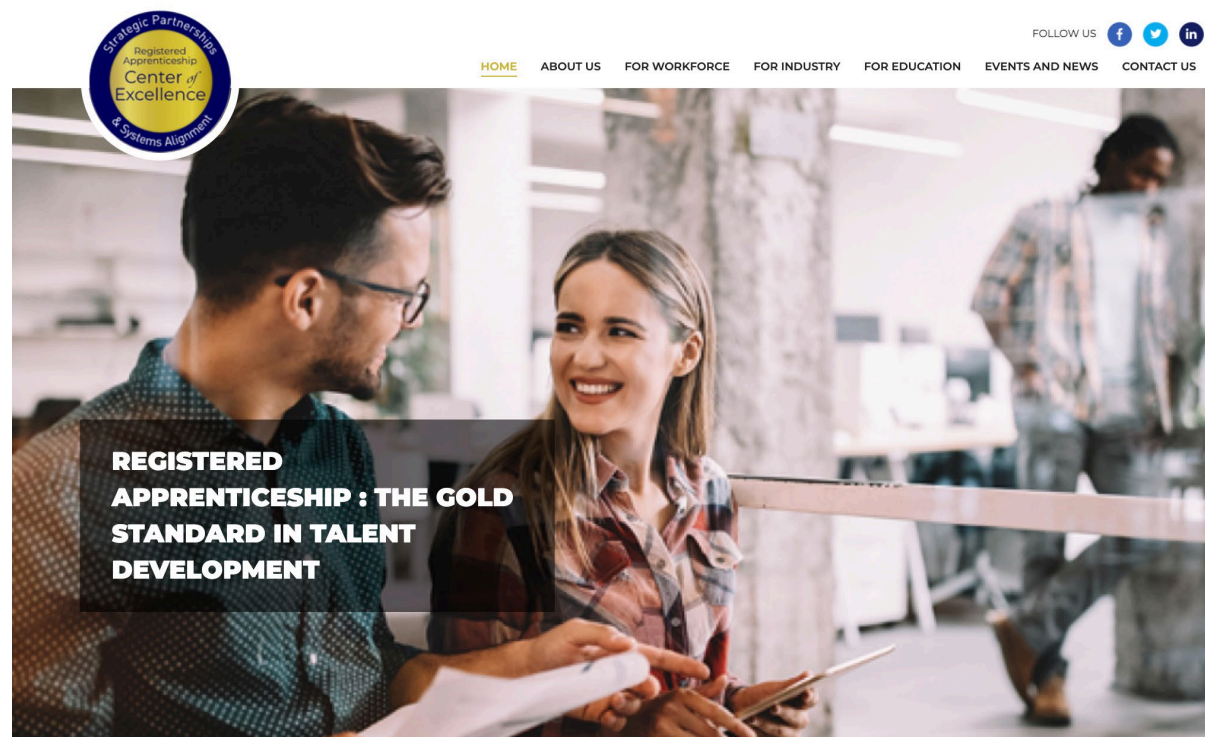
- ✓ Businesses want to partner when they can see the **benefits to their company** and their workers
- ✓ **Employers focus on results**, not process. A single point of contact can help them navigate the complex workforce system, maximize results.
- ✓ Expanding workforce system support for **Registered Apprenticeship is a priority** of DOL ETA.
- ✓ To increase training and shrink knowledge gaps, the Center will hold training over the next several months for:
 - ✓ Workforce system **business service representatives** on supporting Registered Apprenticeship
 - ✓ **Apprenticeship training representatives** on coordinating with the workforce system



Thank You, Stay Connected



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Thank You

