

# What's Next for Your DOL Certified Apprenticeship National Guideline Standards

**Congratulations!** The U.S. Department of Labor (DOL) has certified your National Guideline Standards (NGS). Now, you're ready to develop strategic partnerships that lead to the creation of Registered Apprenticeship (RA) programs. This tip sheet is designed to help you market your NGS to increase awareness and adoption.

## Quick Refresher

NGS are an apprenticeship framework certified by DOL for quickly, easily, and effectively expanding apprenticeship in key occupations. By developing NGS for high-demand occupations, you have provided an industry-validated, DOL-certified, off-the-shelf tool that partners can use to expand and strengthen their workforce.

The key component of your NGS is the Appendix A(s) (Work Process Schedule[s]). This document encompasses key information about the On-the-Job Learning (OJL) tasks (the "work process") and recommended Related Instruction (RI) courses for the apprenticeable occupation(s) approved as part of your NGS.

Although DOL has certified your NGS, you will still need an entity—e.g., employer, intermediary, union/labor management association, educational institution—to the standards and finalize paperwork required to officially sponsor their program. Your NGS is the tool that your partners will use to formally register their program with DOL Office of Apprenticeship (OA) or their state's State Apprenticeship Agency (SAA).

A sponsor can utilize your NGS to develop an individual or group RA program. An individual RA program is for one employer; a group RA program can be administered by a sponsor that allows numerous participating employers to join.



### KEY TIP:

Access online learning modules about RA by [visiting the DOL RA Academy](#).

## Getting the Word Out

Now it's time to let your target audience (e.g., business units, customers, vendors) know about your program. How you roll out your NGS to affiliates or partners may depend on how your organization is structured, but common rollout tactics include:

- creating a page on your website with step-by-step implementation instructions, FAQs, and a link to a simple online interest form that your target audience can complete to let you know they want to learn more;
- creating simple digital material (e.g., a one-page flyer outlining the program) to share on your website and through social media;
- hosting and recording a webinar that can be housed on your website and promoted through social media;
- including an article about the value of apprenticeship and your NGS in your newsletter(s);
- issuing a press release announcing your NGS approval and how organizations can utilize the resource to accelerate their involvement in RA;
- making a presentation at your organization's annual conference or regularly scheduled stakeholder meetings;
- submitting a proposal on your NGS to key conferences where potential stakeholders and sponsors will be in attendance; and
- leveraging [the annual National Apprenticeship Week \(NAW\)](#), hosted every spring, to generate publicity by issuing a press release about your program, hosting a virtual or in-person meeting, or participating in other ways.

**KEY TIP:**

Once sponsors begin registering programs using your NGS, provide a simple online form for them to share success stories and attach photos that you can use for ongoing marketing.



## Connecting with Key Partners

There are at least three key partners you should consider connecting with regarding your NGS: apprenticeship system leadership, workforce system leadership, and DOL-approved national industry intermediaries. Depending on your organization's role related to your NGS, you may also want to connect with post-secondary education and training partners. You can search for potential partners through the [Partner Finder](#) on Apprenticeship.gov.

### 1. APPRENTICESHIP SYSTEM LEADERS

It is highly advisable that you reach out to begin a relationship with OA or SAA staff in the state(s) where you know, or anticipate, that your potential NGS users are likely to be located. You can find [contact information on Apprenticeship.gov](#). OA and SAA staff can help you by:

- explaining the registration process an organization will need to complete using your NGS for a new or expanded RA program in their state;
- introducing you to the Apprenticeship Training Representative(s) leading RA program registration work in your targeted areas;
- outlining what federal and/or state resources (e.g., tax credits, grant funding, GI Bill) may be available to RA program sponsors;
- connecting you to your [Local Workforce Development Board](#) (LWDB);
- letting you know if there are other active RA programs in your target areas for the same occupations; and
- informing you about local or statewide apprenticeship networks or meetings that you may want to attend to develop a wider partnership network.

### 2. WORKFORCE SYSTEM LEADERSHIP

There are nearly 600 LWDBs nationwide that operate almost 3,000 [American Job Centers \(AJCs\)](#) focused on serving job seekers and employers in every community. By letting LWDBs know about your NGS you can learn:

- which occupations and industries are a priority in that area, what types of funding they have to support RA, the process for accessing those funding sources, and key contacts at the board and AJC level;
- who the Business Services Representatives (BSRs) are; BSRs are entirely focused on helping employers build their workforce and letting them know about resources and tools such as NGS to create a stronger, more skilled talent pipeline;
- how to help entities that use your NGS to register RA programs get on LWDBs' Eligible Training Provider List (ETPL), which opens up the ability to potentially receive board funding through the Workforce Innovation and Opportunity Act (WIOA) to help pay for RI costs; and
- about opportunities to promote your NGS as a tool for local businesses through the LWDBs' communications (e.g., newsletters, websites, and events), including the possibility of holding a joint Apprenticeship Accelerator to make employers aware of how you can serve them through your NGS.

### 3. DOL INDUSTRY INTERMEDIARIES

DOL has invested in official [national Industry Intermediaries](#) across a large number of industries to accelerate RA expansion nationwide. These intermediaries are highly experienced in RA expansion, including NGS marketing, and may be able to support your rollout as part of DOL-contracted work.

Lastly, depending on your role in the NGS, you may also want to reach out to secondary and/or post-secondary educational institutions. Education and training providers may be able to (1) utilize your NGS to serve as a group RA program sponsor and/or (2) serve as the RI provider, offering the courses you have outlined for RI in your standards. Your OA or SAA contact can let you know which secondary and post-secondary education institutions serve as RA program sponsors (and could potentially add your occupation to their program) and which serve as RI providers (and could serve as an RI provider for sponsors utilizing your NGS). Your LWDB contacts can also let you know which secondary and post-secondary education institutions are on their ETPL.



#### KEY TIP:

Include apprenticeship system, workforce system, education system, and DOL industry intermediary contacts in your newsletter contact list to make sure they get updates about your program.



## Turning Your NGS into RA Programs

Congratulations! An organization has responded to your marketing campaign and is interested in utilizing your NGS to either register a new RA program or expand their existing RA program with a new occupation! What do you do now? We recommend that you provide interested organizations with an easily accessible packet of information on your NGS and, ideally, schedule a call to discuss. You'll want to:

- provide them with a brief overview of RA;
- explain how they will need to take on the role of program sponsor by utilizing the NGS;
- walk them through the Appendix A of your NGS to ensure they understand the occupational OJT framework, RI courses, wage schedule, etc.; and
- answer questions.

The next step is to refer them directly to the OA or SAA contact in their state to register their new program or add an occupation using your NGS. Use [Apprenticeship.gov](#) to obtain the state director's contact information and let them know that you're writing to introduce your partner who is interested in using your organization's NGS to register a program. If you haven't met the state director or worked in that state, we recommend you suggest getting all three parties on a call to connect, ensuring that you're on hand to answer either party's questions about your NGS.

The goal is for both you and your partner to develop a great, long-term relationship with the apprenticeship system staff in your state(s) so you both have the support you need to succeed at Registered Apprenticeship!



#### KEY TIP:

If you anticipate working in multiple states you can also reach out to [DOL OA Regional Director\(s\)](#) to let them know you would like to work with their staff to help partners register new programs using your NGS.

## Staying Connected for Long-Term Success

Your partners will need ongoing support to build sustainable programs. We recommend having a point person for your NGS that can help partners stay connected for long-term success by

- reaching out to organizations to make sure their relationship with their OA/SAA contact is moving forward;
- offering virtual “meet and greet” opportunities for new partners to meet one another, and share ideas on program implementation;
- scheduling quarterly technical assistance meetings where you focus on one topic, providing tips, answering questions, and potentially bringing in a speaker to share their experience or an OA/SAA staff person to answer questions;
- connecting partners to their LWDB for ongoing workforce system support, including potential funding (for OJL or RI costs) and supportive services such as transportation assistance, apprentice tools and supplies, and childcare subsidies for eligible apprentices; and
- hosting an annual [NAW](#) event (online, in-person, or hybrid) to promote your NGS and partners’ successes.