



Apprenticeship Connections

A Resource for State Apprenticeship Expansion Grantees

Table of Contents

[Apprenticeship Tools and Resources](#)

[A Deeper Dive into Apprenticeship Marketing](#)

[Spotlight on Washington](#)

[Apprenticeship in the News](#)

Apprenticeship Tools and Resources



[Apprenticeship Partnership Models in Action](#) -

Today's apprenticeship programs frequently feature collaboration among many partners, including business, labor, education, workforce, and other community organizations. [Apprenticeship Partnership Models in Action](#) is a new resource that illustrates three distinct leadership models featuring different partners - a community college, an industry association, and a local workforce board.

New Apprenticeship Marketing Videos from DOL - The [Top 5 Facts You Should Know About Apprenticeship Video](#) is a 30-second spot that succinctly highlights key facts related to apprenticeship numbers, retention rates, average income, ROI and more. [#ApprenticeshipWorks: Jarvis Innovations](#) is a compelling 3-minute testimonial from leaders and apprentices at a web software engineering firm in Philadelphia, along with reactions from people on the street about the value of apprenticeships.

[Apprenticeship in Advanced Manufacturing](#) -

Advanced manufacturing companies are turning to apprenticeship to develop, grow, and retain a skilled workforce. Check out this [new resource page](#) on the ApprenticeshipUSA Community of Practice for tools, program examples, and other resources to expand Registered Apprenticeships in advanced manufacturing.



New Apprenticeship FAQs - Read DOL's new SAE Grant [FAQs](#) for answers to your questions on a range of topics including allowable grant activities, outcomes and performance reporting, eligible participants, Registered Apprenticeship strategies, and serving target populations.

Philadelphia Works E-Newsletter - Philadelphia Works launched a new Apprenticeship SEPA E-Newsletter to spread the word about what's happening in

Philadelphia and around the country. [Follow them](#) on Facebook or Twitter to get future copies of the newsletter. Have you launched an apprenticeship newsletter? We'd love to see what you're doing, so please share with your coach!

A Deeper Dive into Apprenticeship Marketing

Grantees gathered virtually for the third SAE grantee webinar on June 1st, with leaders from Maryland, Vermont, and Washington sharing their strategies for *Engaging Your Audience and Telling Your Story: Marketing Registered Apprenticeship*. Maryland's Chris MacLarion and Washington's Rachel McAloon described how they are using their SAE grants to help them expand marketing tools, while Vermont HITEC's Gerry Ghazi shared his guiding principles for marketing Registered Apprenticeship to businesses. The webinar recording and slides can be viewed [here](#). Also visit the [Marketing and Outreach page](#) on the ApprenticeshipUSA Community of Practice for more examples and resources.

The discussion highlighted several important elements of effective marketing: (1) speaking the customer's language, (2) collaboration with trusted intermediaries like associations or industry champions, and (3) an updated, modernized message that resonates with both traditional and non-traditional apprenticeship industries.

Maryland is using SAE grant funds to produce outreach videos targeting high school youth, parents, employers, and potential apprentices. They've also redesigned their logo and brochures, and worked with a state partner to place marketing ads on buses. Their SAE grant has also helped the State hire additional staff, who are calling every inactive sponsor - re-engaging many and encouraging once-champions to revamp their efforts around expanding their apprenticeship program. More information is available on Maryland's Apprenticeship [website](#) or from Chris MacLarion at christopher.maclarion@maryland.gov.



To boost messaging with employers, Washington contracted with Washington State University to develop ROI data and identify program examples that highlight stories that delve deeply into the benefits of apprenticeship. Washington has redesigned their [apprenticeship website](#), and has begun work to address an "imbalance of marketing" (once focused largely on construction trades) by creating a common message that can be used to reach all audiences and industries. They've also designed strategies to market the value of apprenticeship to youth through the use of videos and social media. They also utilize flash drives preloaded with apprenticeship information as give-aways, and are updating the messaging and design of their youth microsite. (Contact: Rachel McAloon, mcar235@lni.wa.gov)



Gerry Ghazi encouraged grantees to speak "the language of business" to bridge the gap between marketing (getting an employer's interest) and working with them to put an apprenticeship program in place. How? Focus on their needs. Understand the problem in their terms. Present a solution to their challenge, using their language (e.g., instead of "OJT" they might say "mentoring" or "supervision" or "performance reviews"). Vermont is focused on understanding the employer's traditional hiring model, and then determining how Apprenticeship can meet their needs and save them money. (Contact: Gerry Ghazi, gerry.ghazi@gmail.com)

Spotlight on Washington: Apprenticeship Opens a New Credentialing Pathway for Medical and Dental Assistants

Like in many areas, healthcare employers in Washington - particularly in rural areas - struggle to fill positions like Medical Assistant (MA) and face challenges in retaining those they hire. These challenges grew in 2013 when the state legislature changed credentialing requirements, forcing existing MAs to become certified. Employers needed a path to certification for incumbent workers. The Washington Association of Community and Migrant Health Centers (WACMHC, the state's primary care association representing 28 health centers and 280 clinics) stepped up to create In-REACH (Institute for Rethinking Education and Careers in Healthcare) - the first and only healthcare apprenticeships in the state, with programs for MA and Dental Assistant (DA).



For the related technical instruction, WACMHC developed an online curriculum that has the feel of a classroom - managed by a skilled instructor, with traditional coursework, forums for participation, and online exams, as well as a series of in-person "lab days" to demonstrate mastery of skills. The In-REACH training includes customer-oriented soft skills that align with health centers' patient-centered medical model. As an added incentive to apprentices looking to further their career, WACMHC

partnered with South Seattle College to endorse the curriculum and provide college credit for apprentices. Program funds come from tuition fees, with most employers paying tuition in return for a 1-2 year commitment agreement.

The program has a 98% retention rate and 93% certification test pass rate. In-REACH recently received national registration and is open to offering training and services to other states looking to fill their healthcare workforce gaps. They see a need to create career pathways between MA and nursing, so hope to be able to develop apprenticeships in nursing (LPN and/or RN) that could help bridge the gap.

Their advice for states that might want to support a healthcare association developing such a program? Work with them to help smooth out roadblocks with licensing, regulatory requirements, and technical colleges. Be a champion and help bring partners together. And for healthcare associations? Stay in close relationship with your employers and make tweaks to your program along the way to meet their needs.

For more information, go to [In-REACH's website](http://in-reach.org) or contact at Katherine Lechner at klechner@wacmhc.org.

Apprenticeship in the News

[*Job Training Through Apprenticeships is a Priority for Trump, Labor Secretary Says*](#)

[*It's Time For America To Expand Modern Apprenticeship*](#)

[*We're Fired Up About Apprenticeship \(U.S. Department of Labor Blog Post\)*](#)

[*South Carolina's Apprenticeship Initiative Cracks Growth Milestone*](#)

[*Maryland Green Lights Apprenticeship for Hospital Environmental Care Supervisors*](#)

[*Dow's Manufacturing Apprenticeship Program Gets Department of Labor Approval*](#)



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