



ELEMENT 2: OUTREACH & BUSINESS ENGAGEMENT RESILIENCY RESOURCES & PROMISING PRACTICES

As an employer-driven model, successful and sustained apprenticeship expansion demands effective business engagement strategies. States are increasing awareness-building activities and putting in place policies and practices that increase business demand for apprenticeship. The following are resources specific to both apprenticeship business outreach and engagement strategies, and to overall business services in an economic downturn.

TOOLS, RESOURCES, AND THOUGHT LEADERSHIP

Return-on-Investment of Apprenticeship

- **Oregon Apprenticeship's [ROI Calculator](#)** is a top notch tool for determining the value of apprenticeship as a talent development tool for businesses.

Shifting to New High-Demand Industries

- National Governor's Association's June 23rd memo on [transitioning dislocated and incumbent workers into high-demand industries](#) provides insights into sectors that are seeing increased demand and experiencing labor shortages and could be targeted for apprenticeship opportunities for workers looking for employment and upskilling opportunities.

Virtual Training for Sponsor Mentors

- **Apprenticeship Carolina** released new [online mentor training modules](#) that are designed to empower and prepare mentors to succeed in virtual mentorship. Modules introduce the concept of online mentoring and provide industry-specific guidance for the manufacturing and healthcare sectors.
- In response to COVID-19, **DTE Energy** in **Michigan** is operating a virtual internship program this summer with more than 500 high school and college students. The company documented the processes and tools it used for the program and created the [Work from Anywhere toolkit](#), which is designed to help other organizations develop their own virtual job training programs.
- The [National Mentoring Partnership](#) has curated a list of mentoring resources and publications to strengthen mentorship approaches.

Alignment to Delivery of Core Business Services in an Economic Downturn

The following resources focus on the delivery of core business services and are relevant to overall service to business sponsors in an economic downturn. They focus on long-term sustainability and viability of business, lay-off aversion, and creating strong on-the-job learning approaches.

- The Employment and Training Administration (ETA) has developed an FAQ document to address questions related to Coronavirus (COVID-19) for the sake of helping state and local workforce leaders, and other stakeholders and partners, to assist the public workforce system during this crisis. See this resource for [Rapid Response](#) information which can be helpful to sponsors at risk of lay-off or closure. And this one for [WARN notice information](#).
- This ETA company meeting [Layoff Aversion Tool](#) is designed to guide practitioners to ask the right questions of companies facing potential layoff and can be adjusted to reflect the current COVID-19 pandemic and economic impact.
- [Coping with Layoffs: Current State Strategies for Better Rapid Response](#) is a 2008 resource from the John J. Heldrich Center for Workforce Development at Rutgers University. Learnings from this report can be used in the current economic context and applied to integrated service to businesses/apprenticeship sponsors.

Understanding Business Challenges in a Health and/or Economic Crisis

A “recommended reading” list to help workforce system staff keep pace with what employer sponsors might be facing during times of economic recovery:

- [To Emerge Stronger from the COVID-19 Crisis, Companies Should Start Reskilling their Workforces Now](#) (McKinsey & Company)
- [Addressing the Impact of COVID-19: Workforce Strategies and Considerations](#) (Deloitte)
- [COVID-19: Systems Resilience in Times of Unprecedented Disruption](#) (Accenture)
- [Essential Business Survival Guide for the COVID-19 Crisis](#) (Inc.)
- [SHRM Coronavirus Resources: Answers to the Most Common Coronavirus Questions](#)
- [Is COVID-19 Forcing Your Digital Transformation? 12 Steps to Move Faster](#) (Forbes)
- [Taking Your Small Business Virtual During COVID-19](#) (Travelers)

COVID-19 Health Crisis Resources for Business

The following is a fairly comprehensive list of COVID-19 resources released by national organizations and Federal agencies to help businesses navigate health and economic challenges.

- [USDOL's Coronavirus Resources](#) page has information on various DOL programs and resources to support businesses and workers.
- The [US Chamber of Commerce Foundation](#) released a [comprehensive webpage](#) housing resources and information on business resilience and disaster recovery.
- [Chamber of Commerce: Ready to Reopen - A Playbook for Your Small Business](#) is another comprehensive resource focused on small businesses return-to-work strategies. And the Small Business Administration's [COVID-19 Small Business Guidance & Loan Resources](#) page provides guidance on small business loan opportunities.

- OSHA has released [Guidance on Preparing Workplaces for COVID-19](#) as well as a [page about control and prevention](#).
- The DOL Wage and Hour Division has provided temporary rule and regulations information, as well as eligibility determination fact sheets and other resources at [COVID and the American Workplace](#).
- [CareerOneStop: COVID 19 Resources for Employers](#) details sources of assistance for employers during the current COVID-19 crisis, including loan programs, unemployment insurance, wages and leave policies, and workplace health and safety resources.
- Others of note:
 - [EEOC: Pandemic Preparedness in the Workplace and the Americans with Disabilities Act](#)
 - [CDC: Businesses and Workplaces - Plan, Prepare, and Respond](#)
 - [CDC: Prepare Your Small Business and Employees for the Effects of COVID-19](#)
 - [IRS: Coronavirus Tax Relief](#)
 - [USDA: COVID-19 Federal Rural Resource Guide](#)
 - [SHRM: Where can I find government and other reliable resources for workplace issues related to the coronavirus?](#)

PROMISING PRACTICES

Presenting Value to Business

- With businesses watching their bottom line and adjusting to new economic challenges, helping them understand the **ROI** of an apprenticeship model may become even more important to registering new sponsors and programs.
 - **Oregon** launched a best practice [ROI Calculator](#) designed to help businesses explore the costs and benefits of apprenticeships.
 - Often the best advocate for apprenticeship is another employer for which the model has proven successful. **New Hampshire** is developing a series of [employer success stories and case studies](#) focused on the return on investment of apprenticeship.
 - The **South Dakota Department of Labor and Regulation (DLR)** [Start Today SD Apprenticeship Program](#) was looking to increase the results from its investment in Registered Apprenticeship. Through the efforts of the Start Today SD Incentive program, two cohorts of 36 total recipients have become models and advocates for the success of apprenticeship, helping to propel expansion across South Dakota.

Promotion of Apprenticeship through Social Media

- [Mississippi Apprenticeship Program](#) (MAP) is proactively using social media and other virtual communications tools to enhance their outreach efforts, keep employers engaged, and demonstrate how apprenticeship works for various industries and for diverse populations, especially during times where in-person promotion of apprenticeship is not possible. MAP reaches thousands of businesses and other apprenticeship stakeholders through these communications and has found that they lead to multiple inquiries each week from interested employers and other prospective partners. Follow them on [Twitter](#), [Facebook](#), and [LinkedIn](#).