



Apprenticeship Connections

A Resource for State Apprenticeship Expansion Grantees

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Resources

[New Apprenticeship.gov Resources](#) - The new [apprenticeship.gov](#) website continues to add new features. Near the bottom of the homepage is a dashboard displaying the average retention rate and starting wage for apprentices after completion and a running tally of new apprentices since January 2017 (350,000+ at press time!).



[Brief on Apprenticeship and Individuals with Disabilities](#) - This [brief](#) by Jobs for the Future provides a short overview of the history of work-based learning for workers with disabilities, with a focus on the hospitality sector.

[New IT Apprenticeship Video](#) - The DOL-funded IT apprenticeship intermediary Apprenti has partnered with Partnership on Employment & Accessible Technology (PEAT) to build inclusive apprenticeships in the technology industry. PEAT recently created this [video](#) showing the benefits of tech apprenticeships for employers and apprentices.



Events

Webinar on Industry-Recognized Apprenticeship Programs (IRAPs) on October 11 - DOL is hosting the webinar *Industry Recognized Apprenticeship Program: A New Approach to a Proven Model* on Thursday, October 11 from 3-4pm ET. Accredited by independent organizations, IRAPs will provide businesses the opportunity to implement apprenticeship programs based on standards set by industry and receive recognition within their industry for sponsoring high-quality programs. To learn more, register [here](#).



Webinar on Pre-Apprenticeship on October 24 - While aimed at AAI grantees, SAE grantees are invited to join an NGA webinar on *Bridging the Gap Between Pre-Apprenticeship and Registered Apprenticeship Programs*. This session will explore how pre-apprenticeship programs can serve as bridges to apprenticeship programs and how you can effectively

partner with and create focused, quality pre-apprenticeship programs. Register [here](#).

National Apprenticeship Week (NAW) November 12-18 - Check out the NAW [website](#) where you can find the latest information, access a handy toolkit with resources to simplify your event planning, and view pictures and more from past NAWs to help spark inspiration for what is possible during this nationwide celebration of apprenticeship. Already have an event planned? Please tell us about it [here](#).



Spotlight on Colorado: Apprenticeship Evolution Campaign Aims to Modernize Perceptions

Does this sound familiar? Despite lots of initiatives and energy around apprenticeship, many people still don't know what apprenticeship is, or think it's just for jobs in construction and the skilled trades. Last January, several Colorado state agencies, in collaboration with the Business and Experiential Learning Commission, a body appointed by the Governor to advance work-based learning as a key workforce development strategy across Colorado, banded together to do something about this, launching a public awareness campaign in June with three primary goals:

1. To change perceptions of apprenticeships among students, adult learners and business owners;
2. To increase understanding of, interest in and participation in existing programs; and
3. To increase interest in, understanding of and drive adoption among new businesses.



Colorado's *Apprenticeship Evolution* campaign is multi-faceted, utilizing modern media outlets to modernize perceptions about apprenticeships. Key components include a new [apprenticeshivevolution.com](#) website and 15- and 30-second [videos](#) that challenge perceptions and spark interest. A digital advertising campaign on social media sites like Facebook and Twitter, and common streaming

platforms such as YouTube, Hulu and MLB.com netted almost 3,000,000 views in just 3 months. The videos were also used in radio and television public service announcements. Colorado updated print and presentation materials for modernized and consistent messaging, and is working with the state Business Experiential Learning Commission to equip business leaders using apprenticeship to bring the message of modern apprenticeships to other business leaders. Colorado also made television more interactive, pairing an interview with the Executive Director of the Colorado Department of Labor and Employment (CDLE) with a real-time apprenticeship hotline that parents of students and job seekers watching the show could call to learn more.

CDLE's Experiential Learning/Apprenticeship Coordinator Jennifer Jirous-Rapp identified a few challenges: sustainability, helping agencies find their shared interests and mutually agreed-upon terms and definitions, and capturing and presenting current apprenticeship opportunities in a user-friendly, searchable database. She cautions not to let the cart get ahead of the horse; job seeker interest comes quickly, so don't generate excitement before apprenticeship opportunities are available. Nonetheless, she is enthusiastic about *Apprenticeship Evolution*. "It is so clear that there is a lack of understanding about these new apprenticeship opportunities and how they can benefit businesses and people, so I am proud to be building opportunity for those who are lost in the pipeline right now." For more information, please contact her at jennifer.jirous-rapp@state.co.us.

Spotlight on Maryland: Meeting Major Milestones to Expand Apprenticeship

Last month, Maryland celebrated reaching a major milestone: more than 10,000 registered apprentices earning and learning in the Maryland Apprenticeship and Training Program - the highest participation rate since 2008. The announcement was made during the September meeting of the Maryland Apprenticeship and Training Council (MATC), where five new apprenticeship programs were created or reactivated. The creation of these programs marks another milestone, with 23 new programs created and 11 programs reactivated in 2018 - the most since 2003.

Among the programs approved at the September MATC meeting was the National Association of Insurance Professionals, Inc. program for insurance professionals, the first of its kind in Maryland. The program will train apprentices in property and casualty as well as life, accident, and health insurance. Also at the September meeting, TranZed Apprenticeship Services, LLC - Maryland's first sponsor in IT, cybersecurity, and digital and social media - expanded to new occupations in data science and analytics and secure software programming.



"Today, we have more registered apprentices in Maryland than we have had in a decade, strengthening our workforce and boosting the competitiveness of our state economy," said Governor Larry Hogan. "This incredible achievement demonstrates our administration's commitment to expanding opportunities and building lasting career pathways for Marylanders."

The Maryland apprenticeship program has made significant changes and investments that have worked together to strengthen the program and meet the needs of a greater number of employers and apprentices throughout the state. These include a state reorganization that transferred MATP to the Division of Workforce Development and

Adult Learning to better leverage workforce resources, systematic outreach and re-engagement of inactive sponsors, and incentive funding to encourage new and innovative opportunities for under-represented populations.

If you'd like more information about all that's happening in Maryland, please contact info@mdapprenticeship.com.

Apprenticeship in the News

[*From Nursing Apprenticeships to Bachelor's Degrees*](#)

[*The Swiss Secret to Jump-Starting Your Career*](#)

[*Old Idea, New Economy: Rediscovering Apprenticeships*](#)

[*Apprenticeship Program Working to Improve the Future of Oregon's Workforce*](#)

[*In Search for New Workers, Guilford County Manufacturers Turn to Young Apprentices*](#)



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