



Secretary’s Advisory Committee on
Apprenticeship (ACA)

Modernization Subcommittee

Subcommittee Members (by sector):

Employer	Labor	Public
Obed Louissaint, Aptiv	Todd Stafford, Electrical Training ALLIANCE Delegate: Marty Riesberg	Erin Johansson, Jobs with Justice
Tim Oberg, Independent Electrical Contractors	Michael Oathout, International Association of Machinists and Aerospace Workers	Todd Berch, NASTAD Delegate: Chris Maclarion, State of Maryland

OA Subcommittee Leads: Tim Oberg and Michael Oathout

ACA Subcommittee Spokespersons: Erin Johansson

ACA Members from Other Subcommittees: N/A

Year 2 Issue – Marketing Apprenticeship

Issue and Background:

There is a consensus that apprenticeship is not being touted enough for the successes that it is bringing. A recent Harvard report states that “apprenticeships have failed to take hold in the United States, accounting for just 0.3% of the labor force.” ([Roden, 12/2022](#)) This is also seen by many as a constant battle to remind people that apprenticeship is equal to, if not better than, a college degree. Marketing of apprenticeship has largely been left up to individual Registered Apprenticeship programs (RAPs) with some support from the Department of Labor (DOL). This has led to multiple messages that seem contradictory about apprenticeship because each message is about a specific apprenticeship program. These messages were also large driven by word of mouth, which often fails to take hold in communities that are unfamiliar with the individual sharing the message. This is especially true of non-white communities, communities of individuals with disabilities, and women. Across all the current ACA’s subcommittees, there has been request for OA and DOL to take a more active role in supporting outreach and marketing/advertising efforts.

Strategic Importance of the Priority Issue:

OA and DOL taking a leading role in advertising of apprenticeship will support clear messaging that has a greater reach. A clear message, in conjunction with clear guidelines, will encourage more stakeholders – employers, schools, union programs, and others - to engage in RAPs.

Increased awareness of Registered Apprenticeship across all demographic groups is crucial to increase DEIA within apprenticeships and participation in Registered Apprenticeships overall.

Recommendations and/or Best Practices:

To effectively market apprenticeship, we suggest that OA and the DOL take these steps:

- Use social media, billboards, radio, and more to raise awareness of apprenticeship.
- Make use of multiple markets to beta test effective advertising prior to using it nationwide.
- Promote one website - Apprenticeship.gov - rather than multiple websites
- Communicate what is available on apprenticeship.gov more effectively to RAPs, job seekers, and potential Registered Apprenticeship sponsors.
- Database of employers - update apprenticeship.gov job finder, communicate to RAPs and employers how to be added to it via video and webinars.
- Implement a chatbot or live chat options on apprenticeship.gov
- Use the above chat feature to help guide job seekers to specific apprenticeships based on their interest.
- Design a section on apprenticeship.gov for sponsors on how and why to create an apprenticeship. Include direction, training and contacts that will provide them the support needed to set up new RAPs.
- Hire additional personnel to assist new employers with creating RAPs.
- Utilize advertising firms to raise awareness of apprenticeship and apprenticeship.gov.
- Provide advertising materials in multiple languages in markets that have apprenticeship that can serve those languages.

We also suggest that individual RAP's assist DOL expansion efforts, and themselves, take these steps:

- Offer job placement assistance to community organization, colleges, and high schools.
- Take part in local service projects and hiring events.
- Encourage existing apprentices to share their experience at community events. Using local voices is especially effective in communities of color.
- Create in-school youth apprenticeship programs or pre-apprenticeship programs.
- Attend college fairs as well as trade fairs at community centers and high schools.
- Partner with WIOA and local Workforce Development Agencies.

The subcommittee also offers the following themes that could be useful in marketing efforts – such efforts should be targeted with specific messages based on the audience. Keep in mind that one size does not fit all, and these messages should be used for specific audience and in specific markets.

- Messaging for prospective apprentices and their parents
 - Apprenticeship can help job seekers find a living wage without going into debt.
 - Apprenticeship is for everyone.
 - Apprenticeship is an earn while you learn model and can help you graduate debt free.
 - Apprenticeships can provide college credit as well as financial security and professional skills.

- Apprenticeship lets you start working now in the career you want.
- Apprenticeship can make college affordable.
- Youth and adult apprenticeship has the potential to make college more affordable as many employers provide tuition reimbursement as a benefit making college more affordable.
- Messaging for Employers
 - Apprenticeship can help employers build a broader, wider, and more diverse pipeline of workers for their company giving them access to more talent.
 - Apprenticeship provides wage expectations and clarity for new workers, leading to better retention.
 - Apprenticeship has substantial return on investment, and increases retention.
 - Apprenticeship provides you with better trained employees giving you an advantage over your competitors both domestic and globally.
- Messaging for Guidance Counselors
 - The success rate of apprenticeship programs is over 70%. Far better than that of 4-year universities.
 - Apprenticeship programs started in high school have led to higher graduation rates for the participants.
 - Apprenticeship can lead to gainful employment and opportunities for those who have been most marginalized.
 - Apprenticeship shows the importance of school by allowing students to see what the real world is like.
 - Apprenticeship can be a pathway too college.
 - Youth and adult apprenticeship has the potential to make college more affordable as many employers provide tuition reimbursement as a benefit, making college more affordable.

Regulatory Changes Needed (Optional)

Update and market the existing [Employer’s Playbook for Building an Apprenticeship Program](#), Be sure to allow for all required form to be completed 100% digitally. Ensure all of these forms can be accessed from a single webpage.