

2019 State Apprenticeship Expansion Grant

Lead Applicant Organization's Name:	State of Wisconsin, Department of Workforce Development, Bureau of Apprenticeship Standards
Tier I Funding Amount:	\$450,000.00
Tier II Funding Amount:	\$8,550,000.00
Total Request:	\$9,000,000.00

Tier I:

1. *National apprenticeship system building: states must spend base funding on developing infrastructure that ensures all RA programs in the state have the features of high-quality apprenticeships as described in 29 CFR parts 29 and 30.*

BAS will bring on a part-time compliance specialist who will work with existing BAS policy analysts to provide technical assistance and develop training guides for employers, sponsors, and BAS field staff. This individual will orchestrate outreach efforts to alert all parties of the compliance standards and requirements, train BAS staff on conducting compliance reviews. Funds will be allocated to update proprietary IT systems to ensure compliance reviews, quality assessments, outreach, complaints, and appeals can be conducted online and with maximum transparency.

2. *System alignment for apprenticeship expansion. states must spend base funding to build capacity to increase the number and quality of apprenticeships through stronger alignment with the education and workforce systems.*

BAS will work with WTCS and industry partners to integrate existing RA curriculum with the technical diplomas and associate degrees offered by WTCS for two existing occupations, as well as developing two new healthcare occupation under this goal. Grant funds will be used to support the delivery of classroom instruction for the first cohorts of the new and realigned occupations.

3. *Improve data sharing and data integrity.*

BAS plans to use funding allocated under this goal to address the data limitations and integrity of our current data structures in preparation for integration with PIRL. BAS will expand our current geocoding process to include validation procedures for employer and sponsor addresses. A final part of the proposed activities under this goal will be to increase the data collection, usability, and transparency on our public-facing data portals.

Tier II:

Required Goals:

1. *Increase of number of apprentices statewide by 25% (approx. 2,920) during performance period.*

As of September 30, 2019, Wisconsin baseline apprenticeship count was 11,680. BAS commits to increasing the number of active apprentices by 25% to 14,600, by the end of the grant term. This is a total increase of 2,920 apprentices.

- 2. Develop and operationalize at least one innovation using the Internet, software, and other technological resources to improve RAP marketing/promotion, business outreach, apprenticeship standards development, and apprenticeship access for underrepresented population.*

BAS will create an online mentoring platform for journey-workers and apprentices to help increase retention of apprentices from underrepresented populations. BAS will continue public facing IT system updates identified under Tier I, goals 1 and 3, to allow the online submission of compliance reviews, quality assessments, appeals and objections, job book submissions, and standards. BAS will explore additional IT system upgrades to allow for the online submittal of OJL and RTI reimbursement requests.

- 3. Create 5-year State Plan that positions Registered Apprenticeship (RA) as a central workforce development strategy and tool for employers within the State.*

BAS will engage workforce development, educational, and economic development system partners, employers, Wisconsin Apprenticeship representatives and committees, and other state agencies to develop a 5-year plan to position Wisconsin Registered Apprenticeship as a viable and sought-after training method for employers across the state.

Additional Selected Goals:

- 1. Statewide marketing and outreach targeting new employers and career seekers.*

BAS will direct outreach and marketing campaigns at employers, students, parents, out of school youth, and other parties through a variety of innovative multimedia platforms, with the goal of increasing apprenticeship awareness and existing and new opportunities. Targeted campaign efforts will be directed at underrepresented populations, including minorities, women, individuals with disabilities, veterans, and ex-offenders. Campaigns will highlight apprenticeship pathways, including certified pre-apprenticeship, along with RA. Additional efforts will be directed at increasing employer awareness and openness to hiring individuals from these populations into registered apprenticeships.

- 2. Establish an employer incentive plan to expand or grow RA programs.*

BAS will expand OJL and RTI reimbursement opportunities for new RA employers, existing RA employers in our new or recently developed sector occupations, existing RA employers who start new programs, or existing RA employers that increase their apprenticeship numbers beyond their average last 2-year apprentice count. BAS will supplement funding for YA participants who enroll in RA aligned coursework and will fund certified pre-apprenticeship training for apprenticeship-track incumbent workers. For new sectors and localized sectors expanding statewide, BAS will fund cohort RTI delivery.

- 3. Launch RA programs in new industries and non-traditional occupations within existing sectors.*

BAS will align one existing occupation with WTCS technical diploma coursework, fund the development of at least three additional healthcare occupations, as well as increase IT occupation offerings across the state, including the development of new occupations. BAS will focus outreach efforts to increase IT Service Desk Technician apprenticeship opportunities outside of the IT sector employers. Two additional occupations, TBD based on employer need will be developed.

- 4. Undertake new efforts to increase the quality of RA programs to improve apprentice completion rates. Strategies include increased technical assistance to employers, access to quality mentorship, pre-apprenticeship training for incoming apprentices, among others.*

BAS will develop and deploy a mentorship program platform with online offerings for both journey workers (to receive mentorship training) and apprentices. BAS will work with WTCS to align certified pre-apprenticeship programming with career pathway certificates, bridge programs and short-term technical diploma offerings to allow participants to earn stackable credentials and ensure RA employer confidence in participants' skills. BAS will use Apprenticeship Navigators to connect apprentices with additional services, including WIOA support. BAS will leverage job center staff, vocational rehabilitation specialists, and veterans' services staff to access underrepresented populations.

- 5. Support youth RA program development and the expansion of existing youth programs.*

Efforts under this goal will be directed at increasing the numbers of YA employers who are also RA employers, increasing the bridge rate between YA and RA participants, modernizing the YA curriculum to align with RA and employer/RA needs, and ensuring dual enrollment of YA students with RA or RA aligned coursework while they are still in high school. BAS commits to bridging 150 YA participants to RA and increasing the number of dual YA/RA employers by 25%.

- 6. Establish or expand the role of the business service representative/apprenticeship navigator with the promotion of apprenticeship to partner systems (e.g. education, workforce, and economic development).*

BAS will create a new position, Apprenticeship Outreach Representative (AOR) to increase internal capacity for employer outreach and program creation. Four AORs will be funded under this grant. BAS will also partially fund select job center staff across the state to serve as apprenticeship subject matter experts in their area. These staff, along with vocational rehabilitation of veterans employment services staff will be provided in-depth training and will increase capacity for directing jobseekers and employers to apprenticeship.