

# Outreach and Recruitment in Registered Apprenticeship Programs



## A Quick Reference Guide for Apprenticeship Sponsors

Office of Apprenticeship

**While the number of apprenticeships in the U.S. is expanding, additional steps are needed to ensure that sources of untapped talent, including qualified women, minorities, and individuals with disabilities, have an equal chance to participate in apprenticeship programs. Under the Apprenticeship Equal Employment Opportunity (EEO) regulations all Registered Apprenticeship Program (RAP) sponsors are required to engage in universal outreach and recruitment to ensure that recruitment efforts extend to different groups available and qualified for apprenticeship.**

### What Do the EEO Regulations Require?

The EEO regulations require RAP sponsors to:

- Develop and update annually a list of recruitment sources that will generate referrals from all demographic groups within the relevant recruitment area.
- Identify a contact person, mailing address, telephone number, and email address for each recruitment source on the list.
- Provide recruitment sources with advance notice of apprenticeship openings (preferably 30 days before the application deadline) so the recruitment sources can notify and refer candidates.
- Provide the recruitment sources with information on the availability of specific program openings, the requirements for apprentice selection, and the application procedures.
- Include the required [EEO pledge language](#) in apprenticeship opportunity announcements.

A sponsor's relevant recruitment area is the geographic area from which a sponsor usually – or could reasonably – recruit candidates for the apprenticeship program.

### The Universal Outreach Tool

The U.S. Department of Labor, Office of Apprenticeship has developed the [Universal Outreach Tool](#) to make conducting universal outreach and recruitment a simple process for RAP sponsors. A tutorial and step-by-step instructions for using the tool are available on the [Apprenticeship EEO Recruit and Hire page](#).

You can use the Universal Outreach Tool to identify recruitment sources in your area. Examples of recruitment sources listed in the Universal Outreach Tool include American Job Centers, community colleges, pre-apprenticeship programs, Goodwill, Job Corps, and others. You can use the tool to generate a spreadsheet containing the name, address, phone number, and recruiting population of each organization. With this list of recruitment sources, you can contact the organizations to confirm they can assist with recruiting and identify the contact person who will receive recruitment notices. You should also supplement the information from the Universal Outreach Tool with other recruitment sources you are aware of.

## Universal versus Targeted Outreach and Recruitment

All RAP sponsors are required to conduct **universal** outreach and recruitment, which entails reaching out to organizations within your relevant recruitment area that can refer candidates for apprenticeship from all demographic groups. Recruiting widely can generate referrals from all demographic groups, including qualified individuals from demographics underrepresented in apprenticeship programs, such as women, minorities, and individuals with disabilities.

Sponsors required to develop Affirmative Action Programs must also conduct **targeted** outreach and recruitment, but only under certain circumstances, as described below. Targeted outreach and recruitment refers to activities that are likely to increase candidates for apprenticeship from any targeted group of individuals found to be underrepresented in the apprenticeship program.

A key aspect of developing apprenticeship Affirmative Action Programs is conducting analyses comparing the demographic characteristics of your apprentice workforce to the demographics of the available workforce in your




recruitment area. When these analyses reveal that one or more demographic groups (sex, race, or ethnicity) is underrepresented in your apprentice workforce, you must conduct targeted outreach and recruitment. Registration agency staff will work with you to set aspirational goals to include more individuals from the underrepresented group(s) in your apprentice workforce.

Aspirational goals are NOT quotas and do not supersede merit-based selection. Hiring preferences are prohibited.

Sponsors with five or more apprentices that do not already have approved EEO programs providing affirmative action in apprenticeship must develop Affirmative Action Programs.

## Tools and Resources

### If you need:

-  Information on outreach and recruitment requirements under the EEO regulations
-  Access to the Universal Outreach Tool and instructions on its use
-  Quick Reference Guide on Conducting Demographic Analyses

### Use these resources:

- [www.apprenticeship.gov/eoo/sponsors/recruit-and-hire](http://www.apprenticeship.gov/eoo/sponsors/recruit-and-hire)
- [www.apprenticeship.gov/eoo/sponsors/recruit-and-hire](http://www.apprenticeship.gov/eoo/sponsors/recruit-and-hire)
- [www.apprenticeship.gov/eoo/sponsors/learn-about-eoo](http://www.apprenticeship.gov/eoo/sponsors/learn-about-eoo)

Looking for more tools and resources on the EEO regulations? Visit [www.apprenticeship.gov/eoo](http://www.apprenticeship.gov/eoo).