

*National*

**APPRENTICESHIP WEEK**

**NOVEMBER 13-19, 2023**

**EVENT PLANNING  
TOOLKIT  
2023**

**APPRENTICESHIPUSA™**  
★★★



# National Apprenticeship Week Event Planning Toolkit

## Contents

- Introduction to National Apprenticeship Week..... 2
- Messaging & Talking Points ..... 3
- Event Planning Checklist ..... 5
- Invitation Tips..... 7
- Templates: Sample Event Agenda ..... 8
- Templates: Sample Event Invitations..... 9
- Templates: Sample Thank You Notes ..... 10



## Introduction to National Apprenticeship Week

[National Apprenticeship Week \(NAW\)](#) is a nationwide celebration established by the U.S. Department of Labor where employers, industry associations, labor organizations, community-based organizations, workforce partners, education providers, and government leaders host events to showcase and promote high-quality, inclusive, in-demand career pathway opportunities through Registered Apprenticeship. Additionally, NAW provides apprentices a platform to share their apprenticeship experience and how it has transformed their lives.

This year NAW's theme is ***“Registered Apprenticeship: Superhighway to Good Jobs,”*** to reflect the prominence that Registered Apprenticeship has received as a proven and industry-driven training model that expedites the pathway into good jobs and improves diversity, equity, inclusion, and accessibility (DEIA) in the workplace. Registered Apprenticeship is recognized as a key strategy to improving job quality and creating access to good-paying jobs for all, including populations historically underrepresented – women, people of color, and individuals with a disability – and underserved populations, such as youth and young adults. It addresses some of our nation's pressing workforce shortages in teaching, advanced manufacturing, clean energy, cybersecurity, and other high-priority sectors.

Get involved by hosting an event or signing and submitting a proclamation. The many events held during NAW provide an opportunity to highlight the benefits of Registered Apprenticeship for employers and career seekers alike. Registered Apprenticeships provide a viable career path for everyone. For additional guidance on hosting virtual events, download the [Guide to Hosting a Virtual National Apprenticeship Week Event](#).

NAW is a great way for people to learn more about Registered Apprenticeship by participating in an event. DOL encourages you to [visit our website](#) to check out the events focused on your industry or area of interest, register to attend an event, and learn more about Registered Apprenticeship.

## Key Messaging

### *About Registered Apprenticeship*

- Registered Apprenticeship is an industry-driven, high-quality career pathway where employers can develop and prepare their future workforce, and individuals can obtain paid work experience, receive progressive wage increases, classroom instruction, and a portable, nationally recognized credential. Registered Apprenticeships are industry-vetted and approved and validated by the U.S. Department of Labor or a State Apprenticeship Agency.
- Registered Apprenticeship is a work-based training model that can be instrumental in serving individuals who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality by allowing apprentices to earn while they learn and providing a pathway to well-paying careers.
- Registered Apprenticeship programs enable employers to develop and train their future workforce while offering career seekers affordable paths to secure high-paying jobs. Registered Apprenticeships can also help employers:
  - Recruit and develop a diverse and highly-skilled workforce that helps grow their business;
  - Improve productivity, profitability, and an employer's bottom line;
  - Create flexible training options that ensure workers develop the right skills;
  - Receive tax credits and employee tuition benefits in participating states; and
  - Increase staff loyalty and retention of workers, during and following the apprenticeship. For example, 90% of apprentices retain employment after completing a Registered Apprenticeship program with an \$80,000 average starting salary.
- Registered Apprenticeship provides a critical talent pipeline that can help to address some of our nation's pressing workforce challenges, such as teacher shortages, and can meet key infrastructure workforce needs in advanced manufacturing, clean energy, cybersecurity, and more.
- Additionally, Registered Apprenticeship provides an opportunity to make good jobs more accessible to populations that have been underrepresented in the workforce, including women, people of color, people with disabilities, and others. We have a historic opportunity to address these inequities and must take steps now to ensure that everyone has access to these high-quality, well-paying, good jobs.
- Apprenticeship programs are distinguished from other types of workplace training models by several factors:
  - Registered Apprenticeship programs are jobs from day one, and apprentices earn family-sustaining wages from their employers, allowing them to earn and learn at the same time;
  - Registered Apprenticeship programs provide structured on-the-job learning and job-related classroom training, some with articulation agreements with 2- and 4-year colleges, including minority-serving institutions;
  - Apprentices earn wage increases as they learn and gain new skills;

- On-the-job learning is conducted in the work setting under the direction of a mentor(s); and
- Training results in a portable, nationally-recognized credential.
- We also have growing evidence that Registered Apprenticeship is one of the most effective, workforce training strategies available:
  - The median estimate of the employer’s return on investment in Registered Apprenticeship is 44.3%.
  - The average starting wage after completing a Registered Apprenticeship program is \$80,000.
  - An estimated 90% of apprentices retain employment after completing an apprenticeship program.
  - Workers who complete Registered Apprenticeship programs earn an average of \$300,000 more over their career when compared to peers who do not.
  - Recent evaluations also show that pre-apprenticeship, supportive services, and other strategies are effective in promoting greater equity and inclusion in Registered Apprenticeship.
- Registered Apprenticeships can be found in all industries, such as clean energy, cybersecurity, healthcare, information technology, financial services, childcare, K-12 education, transportation, engineering, and advanced manufacturing.
- Since Registered Apprenticeship is a flexible model, programs can be customized to meet the needs of every business and industry.

### *National Apprenticeship Week*

- National Apprenticeship Week (NAW) is a nationwide celebration established by the U.S. Department of Labor where industry, labor, equity, workforce, education, and government leaders host events to showcase and promote high-quality, inclusive, in-demand career pathway opportunities through Registered Apprenticeship. Additionally, NAW provides apprentices a platform to share their apprenticeship experience and how it has transformed their lives.
- This year, NAW’s theme is “**Registered Apprenticeship: Superhighway to Good Jobs,**” to reflect the prominence that Registered Apprenticeship has received as a proven and industry-driven training model that expedites the pathway into good jobs and improves diversity, equity, inclusion, and accessibility in the workplace. Registered Apprenticeship is recognized as a key strategy to improving job quality and creating access to good-paying jobs for all, including populations historically underrepresented – women, people of color, and individuals with a disability – and underserved populations, such as youth and young adults. It addresses some of our nation’s pressing workforce shortages in teaching, advanced manufacturing, clean energy, cybersecurity, and other high-priority sectors.
- NAW provides an opportunity for stakeholders to organize events that can continue the national dialogue across the country on how to increase equity to ensure Registered Apprentices reflect the communities in which they work.
- Over the last eight years, NAW has spurred over 7,800 events, 1,300 proclamations, and 800,000 attendees across the country.

- Events and activities have included apprenticeship program open houses for career seekers, skills competitions, community forums, apprentice graduations, business open houses, high school or college career fairs, apprenticeship signing days, industry roundtable events, diversity and inclusion dialogues, and more.

## ***Event Planning Checklist***

If you're planning an event for NAW, this checklist will help you get started.

### *Six or More Weeks Out*

- Determine date, time, and format of event.
- Recruit internal volunteers and assign roles as applicable (invitations, set up, social media posting, employee communications, publicity, etc.).
- Reserve location for event.
- Coordinate Audio/Visual (A/V) and other vendor needs.
- Develop general invitation and registration list (see invitation tips below).
  - Consider creating an online event (Facebook, EventBrite, etc.) so information is more accessible.
  - Ensure your organization has a strategy to include diverse populations:
    - Include diverse populations/stakeholders/employers on the invitation list.
    - Include diverse representation in all your visual marketing campaigns.
    - Ensure hosts are reaching event participants from underrepresented populations, highlighting and increasing outreach to minority-serving entities, minority-owned businesses, and minority trade and professional organizations.
    - Ensure underserved communities and under-represented populations are included in the planning of the event and strategy to increase apprenticeship opportunities for minorities in various career pathways and industries.
    - Assess need for accessible technologies and other related accommodations.
    - For more information on Diversity and Inclusion in Registered Apprenticeships, go to [Apprenticeship.gov](https://Apprenticeship.gov).
- Coordinate speaker/panel if applicable.
- Develop agenda for event, including talking points, hand-outs or one-pagers, and PowerPoint presentations, if needed (see the sample agenda on page 9 of this toolkit).
- Announce event internally as appropriate.
  - Newsletter inclusion, intranet content, staff meetings, etc.
- Begin promoting your event, including press release distribution, media pitching, social media posts using #NAW2023 and #ApprenticeshipUSA, online community calendars, an announcement on your website, etc. (For tips and content ideas, download the NAW Promotion Toolkit at [apprenticeship.gov/NAW](https://apprenticeship.gov/NAW)).

- Send personal invitations to key stakeholders, if applicable (local industry, educational, and minority serving organizations in the community, important customers, youth organizations, veterans' groups, etc.).
- Invite additional attendees, if applicable (elected officials, local media outlets, families of employees, local businesses, students of local schools, etc.).
- Add event to the [NAW website](#).

### *Four Weeks Out*

- Track and confirm event RSVPs.
- Refine event materials needed for speakers (e.g., talking points, presentations, etc.) .
- Determine required safety equipment, if applicable.
- Post about event on social media using #NAW2023 and #ApprenticeshipUSA.

### *Two Weeks Out*

- Send invitation reminder to attendees who have not responded.
- Coordinate internal planning group to review event materials and confirm roles and responsibilities for the day of the event.
- Post about event on social media using #NAW2023 and #ApprenticeshipUSA.

### *One Week Out*

- Confirm details and logistics with speakers (e.g., special needs, etc.).
- Practice presentations with company spokesperson(s).
- Share final event materials with event speakers.
- Finalize attendee list.
- Post about event on social media using #NAW2023 and #ApprenticeshipUSA.

### *Three Days Out*

- Send reminder to confirmed attendees.
- Hold event run-through of event.
- Post about event on social media using #NAW2023 and #ApprenticeshipUSA.

### *Day Before*

- Set up event space, if applicable.
- Final run-throughs of presentations, if needed.
- Post about event on social media using #NAW2023 and #ApprenticeshipUSA.

## Day of Event

- Host event!
- Post about event on social media using #NAW2023 and #ApprenticeshipUSA.

## One to Three Days Post-Event

- Complete and submit “[Share Your Event Highlights!](#)” form.
- Send thank you to any panelists or speakers in addition to attendees.
- Follow up on any questions raised during the event.
- Post photos of event on social media using #NAW2023 and #ApprenticeshipUSA.
- Consider writing a blog recapping the event.
- Evaluate the event internally.

## Invitation Tips

When developing your NAW event invitation list, consider reaching out to the following groups and stakeholders:

- [State and local workforce boards](#).
- Local [American Job Centers](#).
- Local Chambers of Commerce – request list of local member businesses/contacts.
- Local colleges/universities/technical colleges and high schools.
- Local career advisors and high school counselors.
- Local legislators, other government officials, county boards/city councils, etc.
- Local minority advocacy groups.
- Local minority-serving institutions.
- Local minority professional trade organizations.
- Local networking/professional groups.
- Local community organizations.
- Local veterans’ organizations/military recruiters.
- Local industry groups.
- Local unions (carpenters, plumbers, steelworkers, electricians, etc.).
- [DOL apprenticeship grantees and other funded investments serving your local area](#).
- Employees – ask them to spread the word to family/friends.
- Customers/clients.
- Suppliers, business partners, etc.

For more ideas and information on previous events, check out the [2022 NAW report](#) on the [NAW website](#).



## Templates: Sample Event Agenda

*This sample agenda and mock run of show is to serve as a guideline for your event and should be tailored to your specific event activities, industry, speakers and guests.*

### **8:00 – 8:15 a.m. – Opening Remarks & Welcome**

*\*Event introduction made by the moderator (business leader, local government official, apprenticeship program leader, etc.). The moderator then invites guests to follow the organization on social media platforms, sharing the official NAW hashtag #NAW2023 and #ApprenticeshipUSA.*

### **8:15 – 8:45 a.m. – Presentation**

*\*Keynote speakers present about the impact of apprenticeship program(s) on building the workforce and the economy of the future, best practices, and tips for businesses, success stories and program updates, future apprentices, and more.*

### **8:45 – 9:00 a.m. – Apprentice Spotlight**

*\*Apprentices and/or apprenticeship graduates are given the opportunity to tell their story on how apprenticeship has impacted their lives.*

### **9:00 – 9:30 a.m. – Speaker Q&A**

*\*Speaker(s) take questions about the apprenticeship program, the role of apprenticeships in communities, how people can become apprentices, how companies and organizations can get involved, and more.*

### **9:30 – 9:35 a.m. – Transition**

*\*Speaker directs event attendees to their next activity and where to go if the activity is in a different location.*

### **9:35 – 10:00 a.m. – Facility Tour & Skills Exhibition**

*\*Moderator, business leaders, and/or keynote speakers, take guests on a tour of the facility highlighting the tools and resources available in their apprenticeship program and/or will exhibit the skills, expertise, and successes of the apprentices.*

### **10:00 – 10:15 a.m. – Closing Remarks & Questions**

*\*Moderator thanks presenters, speakers, and guests, and closes the event, reminding attendees to visit their organization's website and social channels and share their apprenticeship journey on social using the hashtag #NAW2023 and #ApprenticeshipUSA and tagging the U.S. Department of Labor's social media channels.*

## Templates: Sample Event Invitations

### YOU'RE INVITED! JOIN OUR NATIONAL APPRENTICESHIP WEEK EVENT

Dear [insert name],

National Apprenticeship Week (NAW) is taking place November 13-19, 2023, and [insert entity name] is hosting a(n) [insert event name/type]. We invite you to join us and learn more about our commitment to Registered Apprenticeships and how these unique work-based learning programs make a difference in our community.

**Date:** [insert]

**Time:** [insert]

**Location:** [insert address + city, state]

**Contact:** [insert]

The event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information.]

The benefits of Registered Apprenticeship are substantial for both job seekers and job creators. These “earn as you learn” models enable employers to fill open jobs, improve productivity and profitability, and reduce turnover while providing the American workforce with pathways to start new careers and acquire the skills needed for good jobs.

Please let me know if you have any questions about the event or [insert entity name]’s apprenticeship initiative. If you’d like more details about National Apprenticeship Week, visit the [NAW website](#) for information including history, state apprenticeship contacts, and the NAW events locator map.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: [apprenticeship.gov/NAW](https://www.apprenticeship.gov/NAW)

# Templates: Sample Thank You Notes



## NATIONAL APPRENTICESHIP WEEK Thank You Note

*This sample thank you note should be distributed following your NAW 2023 event.*

Dear [Insert Name],

Thank you for attending our National Apprenticeship Week [insert event type] event on [insert event date]. We hope you found the event informative and helpful and welcome any feedback you would like to share.

For more resources on Registered Apprenticeship and how to start an apprenticeship program at your organization, visit [apprenticeship.gov](http://apprenticeship.gov) or contact the National Office of Apprenticeship at [apprenticeship@dol.gov](mailto:apprenticeship@dol.gov).

For more information on National Apprenticeship Week and other upcoming events, visit [apprenticeship.gov/NAW](http://apprenticeship.gov/NAW).

Thank you again,

[Insert Name]  
[Insert Company]  
[Insert Phone]

