

ARIZONA

Department of Economic Security

ASE Grant Award	\$1,406,301.54
Target Industries	Nontraditional industries, including utilities, manufacturing, healthcare, information technology, finance, and professional services and hospitality
Target Occupations	None identified
Registration Entity	Arizona Department of Economic Security
ASE Goals	800 apprentices, 73 new Registered Apprenticeship Programs

Key ASE Expansion Strategies

- Work with Maricopa County Community College District to create more apprenticeship opportunities.
 - Partner with military career transition centers to promote apprenticeship opportunities and recruit transitioning servicemembers.
 - Work with the Disabled Veterans' Outreach Program to reach other veterans' groups to provide access to apprenticeships.
 - Use Job Corps and Youth Apprenticeship Development in Arizona to help train applicants and lead them to direct entry into apprenticeships.
 - Educate employers to lead marketing campaigns that resonate with women utilizing female recruiters, as well as promotional and educational activities targeted toward women.
 - Create a promotional campaign to targeted industries in the other five local workforce development areas. This strategy will bring apprenticeship programs to workforce areas that are currently not reporting apprenticeship programs.
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