

NEW MEXICO

Department of Workforce Solutions

ASE Grant Award	\$815,741.84
Target Industries	Healthcare and hospitality
Target Occupations	Ambulatory care services, certified nursing assistants and social assistance, food preparation to first-line supervisors
Registration Entity	New Mexico Department of Workforce Solutions
ASE Goals	440 apprentices, 37 new Registered Apprenticeship Programs (RAPs)

Key ASE Expansion Strategies

- Increase the number of apprentices by 25% while diversifying participants.
- Develop and execute a marketing campaign that utilizes strategic partnerships to promote RAP opportunities; provide wraparound services to employers and apprentices throughout the RAP process.
- Support and encourage RAP diversification, including increasing the diversity of apprentices and industry sectors. Utilize data to identify barriers employers face with filling vacancies, utilize existing resources to increase access to RAPs, and focus on industries that historically employ a diverse workforce.
- Support the integration of RAPs into state workforce development, education, and economic development strategies and programs. Leverage the State's 18 Workforce Connections Offices as means for growing RAPs within each region of the State.
- Increase the number of apprentices within existing RAPs. Leverage new project activities to serve existing RAP participants.
- Improve the existing apprenticeship informational website to include video testimonials and a more intuitive framework.