

IOWA

Iowa Workforce Development (IWD)

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| ASE Grant Award | \$982,767.73 |
| Target Industries | High-demand industries, including healthcare and advanced manufacturing |
| Target Occupations | None identified |
| Registration Entity | U.S. Department of Labor |
| ASE Goals | 440 apprentices, 50 new Registered Apprenticeship Programs |

Key ASE Expansion Strategies

- Collaborate with IWD's Public Information Officer to plan and coordinate strategic outreach and communication activities to raise awareness and expand the footprint of Registered Apprenticeship throughout Iowa.
- Use diverse outreach strategies, including web and media content, social media campaigns, and print materials to increase awareness in key audiences and among stakeholders including businesses, job seekers, underrepresented populations, educators, and economic development directors.
- Create and implement a systematic process to connect job seekers interested in apprenticeship with Registered Apprenticeship opportunities in their community.
- Collaborate with the IowaWORKS field team to develop Registered Apprenticeship summits throughout the state for key industries to learn about Registered Apprenticeship and how to create new programs.
- Cultivate and strengthen partnerships with community organizations that serve low-income and underrepresented populations.
- Support new innovation and expansion activities through sub awards.
- Improve support and training for Registered Apprenticeship mentors.
- Focus on continuous improvement of overall program administration.