

# ApprenticeshipUSA Factsheet

**A**pprenticeshipUSA is a unifying brand designed to connect and amplify all stakeholders in the national Registered Apprenticeship system including employers, industry associations, apprenticeship sponsors, training providers, apprentices, educators, apprenticeship contractors and grantees, Office of Apprenticeship staff, State Apprenticeship Agencies, and others under one name.

The purpose of the **ApprenticeshipUSA** brand is to engage and empower apprenticeship stakeholders to help support the Office of Apprenticeship's broader goal to strengthen and expand Registered Apprenticeship. Including reaching and surpassing one million active apprentices to meet critical workforce needs. Achieving this goal allows Registered Apprenticeship to meet critical industry needs and build a pipeline of talent into jobs for all Americans.

**ApprenticeshipUSA** empowers apprentices, apprenticeship sponsors, and other apprenticeship partners to help provide technical assistance and share knowledge about best practices, funding opportunities, and resources. The branding effort also seeks to dispel common myths and demonstrate that Registered Apprenticeship is a universal training model that can be applied to anyone, in any industry, anywhere in the country.

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 with a mentor, receive progressive wage increases, classroom instruction, and a portable, nationally-recognized credential. In fact, 93 percent of apprentices retain employment after completing



an apprenticeship program, contributing to a high return on investment for employers and industry leaders. Registered Apprenticeship continues to demonstrate strong growth with an 79 percent increase in new apprentices over the past 10 years. This trend is expected to continue to grow as demand increases.

Through the launch of the ApprenticeshipUSA brand, the U.S. Department of Labor's Office of Apprenticeship will work with partners to continue to expand and promote Registered Apprenticeship programs in more communities across the nation.

If you are an employer interested in starting an apprenticeship program for your organization or are seeking to become an apprentice and jump start your career, connect with the office of apprenticeship at: [apprenticeship.gov](http://apprenticeship.gov).

## Engagement Opportunities

### INDUSTRY LIAISONS:

Industry Liaisons are Office of Apprenticeship staff who serve as central points of contact and subject matter experts for developing and expanding Registered Apprenticeships in various high-growth industries. Industry Liaisons connect, engage, and support stakeholders through key activities. These activities include connecting potential sponsors to current partners and resources; developing and disseminating best practices, industry data, and success stories; hosting industry working groups; and participating in information sessions.

### NATIONAL APPRENTICESHIP WEEK (NAW):

NAW is a nationwide celebration where ApprenticeshipUSA partners – employers, industry associations, labor organizations, community-based organizations, workforce partners, educational institutions, federal, state, and local government agencies and more - host apprenticeship events and issue proclamations across the country to demonstrate the value of Registered Apprenticeship in meeting critical industry workforce needs. Visit the [National Apprenticeship Week website](http://NationalApprenticeshipWeek.com) to learn more about how you can get involved.

## Explore Registered Apprenticeship Today!

Want to learn more? Visit the U.S. Department of Labor's one-stop source for all things apprenticeship: [www.apprenticeship.gov](http://www.apprenticeship.gov) or email us at [apprenticeship@dol.gov](mailto:apprenticeship@dol.gov).