

ApprenticeshipUSA Factsheet

ApprenticeshipUSA is a unifying brand that encompasses the entire National Registered Apprenticeship system and brings awareness to the proven and successful Registered Apprenticeship model. ApprenticeshipUSA connects all stakeholders in the National Registered Apprenticeship system, including Ambassadors, apprentices, apprenticeship contractors and grantees, community-based organizations, education and training providers, employers, equity partners, federal partners, industry associations, intermediaries, labor unions, State Apprenticeship Agencies, and U.S. Department of Labor apprenticeship staff.

The purpose of the **ApprenticeshipUSA** brand is to engage and empower apprenticeship stakeholders to help support the Office of Apprenticeship's broader goal to diversify, expand, modernize, and strengthen Registered Apprenticeship. Achieving this goal allows Registered Apprenticeship to meet critical industry needs and build a pipeline of diverse talent into [good, quality jobs](#), especially for underserved and marginalized communities.

ApprenticeshipUSA empowers apprentices, apprenticeship sponsors, and other apprenticeship stakeholders to help provide technical assistance and share knowledge about best practices, funding opportunities, and resources, advancing Diversity, Equity, Inclusion, and Accessibility (DEIA) within organizations. 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 a proven recruitment, training, and retention strategy for all industries. The program enables employers to develop,



train, and retain their future workforce while offering career seekers affordable paths to secure high-paying jobs. In fact, 94 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 85 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 new 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. This support includes giving career seekers access to good, quality jobs, and employers a pipeline of diverse talent to meet the workforce needs of today and the future.

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 our industry liaisons at: apprenticeship.gov/employers/express-interest.

Engagement Opportunities

APPRENTICESHIP AMBASSADOR INITIATIVE:

Apprenticeship Ambassadors are a national network of community-based organizations, educators, employers, industry associations, labor organizations, minority-serving organizations, program sponsors, workforce intermediaries, and other stakeholders. They serve as champions for expanding and diversifying Registered Apprenticeship. Visit the [Apprenticeship Ambassador Website](#) to learn more about the current Ambassadors and how your organization can apply.

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 education, equity, government, industry, labor, and workforce leaders host events to showcase the successes and value of Registered Apprenticeship in advancing gender and racial equity, strengthening our economy, and supporting underserved communities. NAW is held the third week of November. Visit the [National Apprenticeship Week website](#) 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 or email us at apprenticeship@dol.gov.