

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, employers, industry associations, education and training providers, community-based organizations, federal partners, 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 expand, modernize, and strengthen Registered Apprenticeship. Achieving this goal allows Registered Apprenticeship to meet critical industry needs and build a pipeline of talent into good 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 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 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 our industry liaisons at: [apprenticeship.gov/employers/express-interest](https://www.apprenticeship.gov/employers/express-interest).

Engagement Opportunities

APPRENTICESHIP AMBASSADOR INITIATIVE:

Apprenticeship Ambassadors are a national network of employers, industry associations, educators, labor organizations, program sponsors, workforce intermediaries, community-based organizations, and other stakeholders. They serve as champions for expanding Registered Apprenticeship.

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 employers, industry associations, educational institutions, workforce partners, labor organizations, community-based organizations, and Federal, State, and Local government agencies host events to showcase the successes and value of Registered Apprenticeship for strengthening our economy. Visit the [National Apprenticeship Week website](https://www.apprenticeship.gov/naw) 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.