



NOVEMBER 13 - 19, 2017

# NATIONAL APPRENTICESHIP WEEK REPORT



# National Apprenticeship Week

The third annual National Apprenticeship Week was held on November 13-19, 2017. The NAW celebration was bigger than ever this year, with over 105,000 people attending nearly 1,000 events held from coast to coast. Throughout the week, apprenticeship sponsors showcased their programs and facilities, held special events, and recognized apprentices. Leaders from business, labor, education, and government promoted apprenticeship as a way to build a strong American workforce and open up opportunities for all workers. Learn more about NAW events and activities at [www.dol.gov/apprenticeship/naw/](http://www.dol.gov/apprenticeship/naw/).

## NAW Highlights

**PRESIDENT'S TASK FORCE:** The President's Task Force on Apprenticeship Expansion kicked off the week with its first meeting, bringing together business, education, labor, and government leaders to strategize scaling up apprenticeship in new industries to meet businesses' talent needs.

**EVENTS:** Nearly 1,000 events were held across the country. Signing ceremonies, apprenticeship appreciation events and graduations, employer forums, business open houses, statewide summits, apprenticeship job fairs, and media interviews throughout the country showcased the growing popularity of apprenticeships across all industry sectors.

**SOCIAL MEDIA:** A total of 53.8 million impressions on social media, including Tweets, blog posts, Instagram snaps, and YouTube videos, broadcast the popularity and growth of apprenticeship. Citizens nationwide were engaged in the celebration via Twitter, using #NAW17.

**PROCLAMATIONS:** Leaders throughout the country publicly proclaimed NAW. President Trump, members of Congress, and Governors from Alabama to Wyoming declared their support for apprenticeship. Numerous cities and counties issued proclamations, as did Building Trades' Councils, the AFL-CIO, and the National Association of State and Territorial Apprenticeship Directors (NASTAD). In all, 114 proclamations highlighted the value of apprenticeship during NAW.



## National Leaders Promote Apprenticeship

Senior federal officials participated in several events during NAW. These activities included a meeting of the President's Task Force on Apprenticeship Expansion, as well as events promoting new apprenticeship opportunities, honoring apprenticeship leaders and apprentices, and celebrating apprenticeship successes.



U.S. Secretary of Labor Acosta tours Sheet Metal Workers' Local Union 100 Apprenticeship Training Center in Maryland

- **The Secretaries of Labor, Education and Commerce and Assistant to the President, Ivanka Trump** convened the first meeting of the President's Task Force on Apprenticeship Expansion on Tuesday, November 14. At the meeting, the Task Force discussed the crucial importance of apprenticeship in addressing the skills gap in our nation, and began exploration of approaches to expand apprenticeship into new industries.
- **Secretary of Labor Alexander Acosta** was the keynote speaker at the Association of Public and Land-Grant Universities Conference during NAW. Additionally, he toured the Sheet Metal Workers' Local Union 100 Apprenticeship Training Center in Suitland, Maryland, to see how the program is helping apprentices learn the skills they need for family-sustaining jobs.
- **Office of Apprenticeship Administrator John Ladd** attended the signing ceremony for the National Guideline Standards for the Water Systems Operations Specialist apprenticeship program with the National Rural Water Association. Mr. Ladd also attended a signing ceremony for Tyson Foods, Inc., along with Deputy Administrator Jose Velazquez, and Ondray Harris and Diane Jones, Senior Advisors in the Department of Labor. The company is launching a two-year apprenticeship program for Industrial Maintenance Mechanics, with a focus on veterans' employment.
- **Senator Debbie Stabenow, MI**, issued a Special Congressional Tribute to recognize the significant contributions of Michigan's apprenticeship programs to the nation's economy. The two senators from New Hampshire - **Jeanne Shaheen** and **Margaret Wood Hanson** - sent greetings for New Hampshire's state NAW celebration and described the critical role apprenticeship plays for American businesses and the workforce.





AHLA/NRAEF/Arizona Lodging & Tourism Association – Career Day

## Businesses Celebrate Apprenticeship

Businesses, large and small, throughout the country promoted the success of apprenticeship through open houses, new apprenticeship commitments, exhibitions, graduation ceremonies, and other events. They also partnered with local community colleges and high schools to promote apprenticeship opportunities across industries.

- **CVS Health**, which has had over 4,700 apprentices since 2005, announced its commitment to hiring 5,000 new apprentices by 2022, as well as expanding the number of states in which its apprenticeship program is available. The City of Atlanta celebrated CVS Health as the first employer to launch a Registered Apprenticeship program for Pharmacy Technicians, while the Philadelphia Youth Network held an event marking the expansion of CVS Health’s Pharmacy Technician Apprenticeship program, in collaboration with the Philadelphia Job Corps Center.
- **Charter Communications** sponsored a skills exhibition to showcase its Broadband Technician apprentices in Morrisville, North Carolina.
- **Apprenti**, one of the nation’s first Technology Apprenticeship programs, announced it will expand into Oregon, Michigan, California, and Ohio.
- **Aerofil Technologies, Inc.** partnered with Central College in Sullivan, Missouri, to celebrate and recognize business partners that have registered more than 100 apprentices in the area. Aerofil also hosted an open house and tour of their facilities.
- **Amazon Web Services** held a graduation event at the Northern Virginia Community College for its first cohort of Associate Cloud Consultant apprentices, which included a dozen veterans representing all branches of the military. The program involves 14 weeks of related instruction, followed by 12 months of on-the-job training.



City of Atlanta Honors CVS for Pharmacy Technician Apprenticeship Program

- **Aon** participated in a cross-sector financial apprenticeship panel at a Thrive Chicago learn and earn action team meeting. The meeting was hosted by Year Up and focused on increasing the number of young adults in the Chicago area participating in financial sector apprenticeships.
- The **Dow Chemical Company** hosted several career fairs for students in Texas. The focus was on apprenticeship opportunities and the competencies required to achieve success in their apprenticeship program.



The Milwaukee Bucks recognized National Apprenticeship Week by having various entities at center court including, the Bureau of Apprenticeship Standards, Milwaukee Area Technical College, Building Trades, Mortenson, OPCMA Local 599 apprentice and North Central States Regional Council of Carpenters apprentices and the Milwaukee Bucks.



The Milwaukee Bucks NAW Jumbo Tron Picture in recognition of National Apprenticeship Week and the apprentices that built their stadium.

## Labor Organizations and Colleges Open Their Doors

Across the country, community and technical colleges hosted events and activities celebrating apprenticeship during NAW. Labor groups - from the national AFL-CIO to local unions - showcased their apprenticeship programs and promoted earn-and-learn apprenticeship training to future workers.

- **Gaston College Center for Advanced Manufacturing** held a panel discussion promoting apprenticeship opportunities in all facets of advanced manufacturing.
- **Iron Workers Local 263** sponsored an apprenticeship field trip and career fair for high school students in Arlington, Texas. The event included hands-on demonstrations, so the students could see for themselves what it would be like to be an apprentice in the skilled trades.
- The **Arkansas Coding Academy at the University of Central Arkansas** held a skills exhibition, during which recent graduates of the three-month intensive program had the chance to showcase their IT coding projects. The program is a partnership among the university, the state workforce system, the area Chamber of Commerce, and key employers in the area.
- Participants in the pre-apprenticeship boot camp transitioned to the **IBEW Local 11 Electrical Apprenticeship Program**. More than 1,500 apprentices are employed in the Southern California program.
- **Central New Mexico Community College** sponsored an Advanced Manufacturing Industry Forum to support New Mexico manufacturing firms in designing Registered Apprenticeship programs.



Pre-apprenticeship completers transition to the IBEW Local 11 Electrical Apprenticeship Programs.

## Career Pathways for Youth

Business, education, and other partners are expanding youth involvement in apprenticeship to ensure a pipeline of qualified future apprentices. NAW events across the country engaged youth to learn how apprenticeships can provide them with career pathways into valuable careers.

- Hundreds of high school students in Allegheny, Pennsylvania participated in an interactive learning session demonstrating advanced manufacturing apprenticeship programs at the **Community College of Allegheny**. Featured programs included ironworking, plumbing, electrical distribution, mechatronics, welding, and HVAC. The event included a Women in the Trades panel.
- An Apprenticeship Works for Youth symposium was held at the **University of District Columbia Community College** to showcase apprenticeship opportunities in the building trades. The event featured developers, businesses, and other sponsors who discussed the value of apprenticeship for in-school and out-of-school youth.
- The **Charleston, South Carolina Youth Apprenticeship Program** announced the launch of its first high school engineering apprenticeship program during NAW. The program has been developed in concert with Project Lead The Way, the National Office of Apprenticeship, and key businesses in the state.
- The **American Hotel and Lodging Association** launched its first statewide lodging apprenticeship program in Maryland. The Association provided a \$50,000 grant to community-based organizations in Baltimore to assist in recruiting opportunity youth to the program.



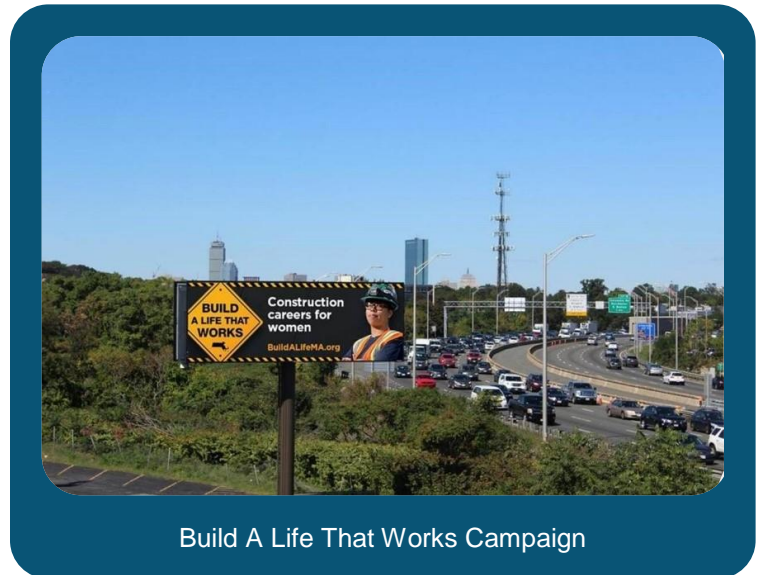
Mechanical Trades Institutes Joint Apprenticeship and Training Trust, Local 72 NAW event for YouthBuild participants



## Promoting Diversity and Inclusion in Apprenticeship

Throughout the week of NAW 2017, events and activities highlighted the importance of an inclusive workforce, promoting diversity, and ensuring that qualified individuals from all walks of life have the opportunity to choose apprenticeship.

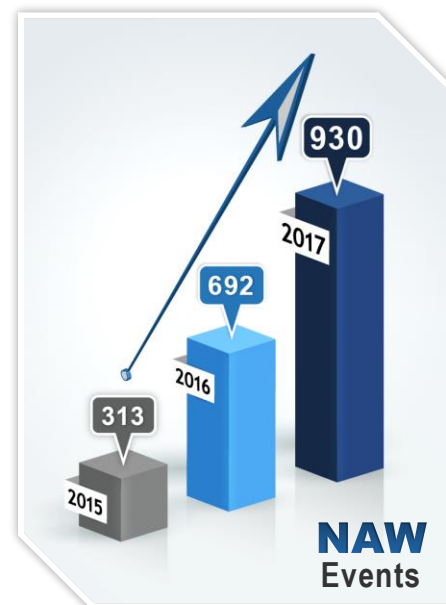
- The **Northeast Center for Tradeswomen's Equity** in Massachusetts has launched the "Build A Life" campaign to attract women to apprenticeships in the skilled trades. To promote the campaign, billboards along Massachusetts highways depict women currently working at construction sites. In addition to the billboards, the campaign was featured in a television news report and in a Boston Globe newspaper article during the week.
- The **National Urban League** and the **Multicultural Media, Telecom and Internet Council** hosted a free, half-day College Tech Prep Summit at the University of DC to spark high school and college students' interest in technology careers.
- **Bechtel Global Corporation** held a signing day in Houston to welcome a new cohort of veterans into its Adaptive Construction Solutions apprenticeship program. The newly-expanded program has the largest veteran participation of any Registered Apprenticeship program in Texas.
- The **Alaska Carpenters Training Trust** held a job fair for veterans and military spouses at University Center Mall in Anchorage. The event featured speakers, workshops and networking to educate job seekers on opportunities available through the Helmets to Hardhats Program.



# A Look at Three Years of NAW

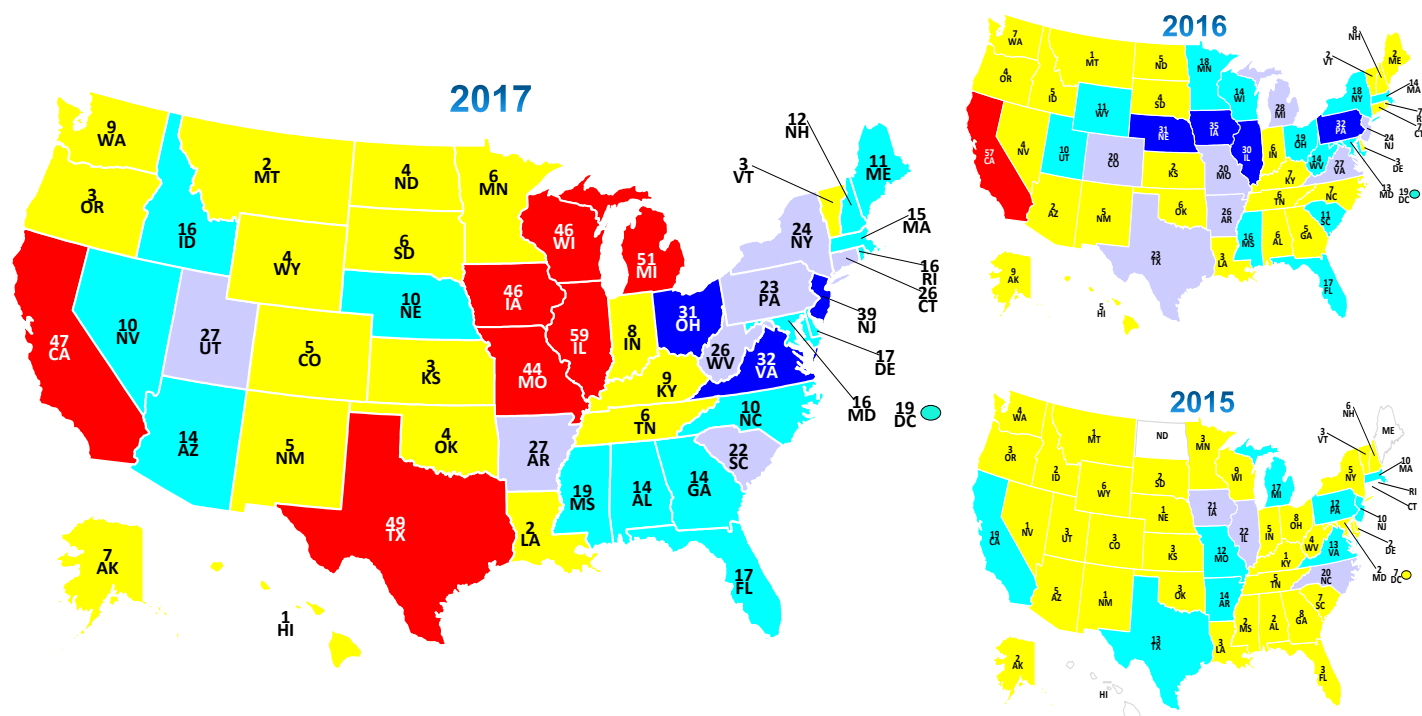
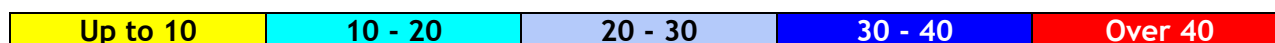
National Apprenticeship Week grows bigger every year! Since the first year in 2015, NAW has grown year after year in every way imaginable. What started as a way to help spread the word about the good work being done in apprenticeship across the United States, has turned into a movement. Across the three years of NAW, over 200,000 people have participated in nearly 2,000 events across all 50 states.

The growth of this annual apprenticeship celebration, reflecting the momentum supporting apprenticeship in America, is also shown in the increasing number of people participating in NAW from coast to coast. From leaders issuing proclamations, to people attending events, and the number engaging on social media, more people participated in NAW in 2017 than ever before.



	2015	2016	2017	Total
Number of event attendees	--	96,000+	105,000+	200,000+
Number of proclamations	58	97	114	269
Number of social media impressions	--	41.4 million	53.8 million	95.2 million

## National Apprenticeship Week Events



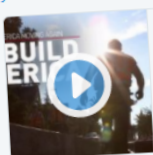


## Media and Digital Highlights

## Looking Toward the Future

The successes of the third annual National Apprenticeship Week have reinforced the value of setting aside a week to focus on apprenticeship activities and results. NAW 2017 provided a platform for all apprenticeship partners - business, labor, education, government, and others - to showcase their successes and to speak with a collective voice about the many benefits of apprenticeship for businesses and the workforce. As the President's Task Force provides its recommendations and the apprenticeship system continues to expand throughout the country, it is clear there will be even more to celebrate with NAW 2018. Stay tuned for details.

**AFL-CIO** @AFLCIO · Nov 19  
Building trades unions train working people for jobs of the future:  
[youtu.be/4Ok1RgLPD4c](https://youtu.be/4Ok1RgLPD4c) #naw2017 #apprenticeshipworks



**Building Trades Unions Train Workers for Jobs of t...**  
Follow the AFL-CIO: <http://www.aflcio.org>  
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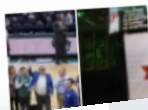
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**John Kasich** @JohnKasich · Nov 18  
More than 19,000 Ohioans have seen the benefits of apprenticeships. Learn more about these great opportunities at [ApprenticeOhio.gov](http://ApprenticeOhio.gov). #NAW17



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**Governor Walker** @GovWalker · Nov 17  
The new @Bucks arena, @WisconsinESC, is constructed in-part by apprentices. Throughout the state, apprentices are helping to build local economies and move Wisconsin forward! #RewardingWork #NAW17



**WIWorkforce** @WIWorkforce  
Yesterday, at halftime, @Bucks recognized & thanked Apprentices working on new @WisconsinESC as part of ApprenticeshipWeek2017. Find out more about apprenticeship at [dwd.wisconsin.gov/apprenticeship/](http://dwd.wisconsin.gov/apprenticeship/) ...

**Ironworkers** @TheIronworkers · Nov 20  
Iron Workers pre-apprenticeship program improves recruitment and retention of ironworker women. Retention rate of the IW program is 85%. The graduates maintain at least 95% attendance and remain drug free. #NAW17  
#ApprenticeshipWorks #MoreApprenticeships



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**CareerSource Florida** @CareerSourceFL · Nov 17  
Thank you @CareerSourceSFL for the great #NAW2017 events to engage high school students in pre-apprenticeship opportunities.



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