



5th ANNIVERSARY  
*National*  
**APPRENTICESHIP WEEK**

NOVEMBER 11-17, 2019

Celebrating the impact  
apprenticeship has on  
closing the U.S. skills  
gap and preparing the  
American workforce  
for the jobs of today  
and tomorrow.



The fifth annual National Apprenticeship Week (NAW), which took place November 11 – 17, 2019, brought together thousands of partners from business, labor, education, government, and other institutions to celebrate apprenticeship and share the many benefits apprenticeship programs offer the American workforce. With more than 1,200 events and proclamations around the country, NAW presented the chance for apprenticeship champions to showcase their successes and demonstrate how apprenticeship programs help businesses thrive and prepare American workers for a variety of careers.



**33**  
VETERAN-FOCUSED EVENTS



**46**  
WOMEN-FOCUSED EVENTS



**101**  
YOUTH-FOCUSED EVENTS

## NOTEWORTHY ACHIEVEMENTS IN 2019



**1,054**  
EVENTS



**120,000+**  
EVENT ATTENDEES



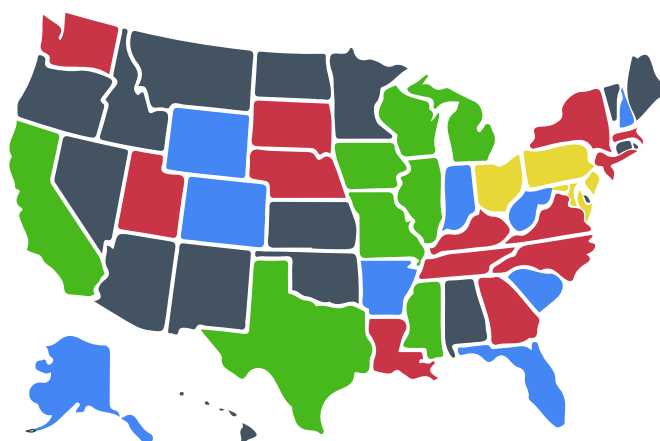
**170**  
PROCLAMATIONS



**531**  
NEW HOST ORGANIZATIONS

### EVENTS ACROSS U.S. STATES & TERRITORIES

30+ industries in all 50 states and several U.S. territories participated in this year's NAW, including advanced manufacturing, construction, cybersecurity, energy, financial services, healthcare, and hospitality, among others.



STATE/TERRITORIES (ALL NAW ACTIVITIES)

1-10 11-20 21-30 31-40 MORE THAN 40

## APPRENTICESHIP CREATING NEW PATHWAYS

All over the country, apprenticeship-related events such as program launches, panels, graduations, employer forums, job fairs, hands-on trainings, open houses, and more demonstrated the value of apprenticeship for employers, career seekers, and the communities they live. These events, hosted by hundreds of apprenticeship champions, celebrated a new pathway for Americans to start careers across a variety of traditional and nontraditional industries, such as cybersecurity, energy, financial services, healthcare, and hospitality, among others.

### Industries with Highest Event Participation:



#### CONSTRUCTION

(325 events – 30%)



#### ADVANCED MANUFACTURING

(125 events – 12%)

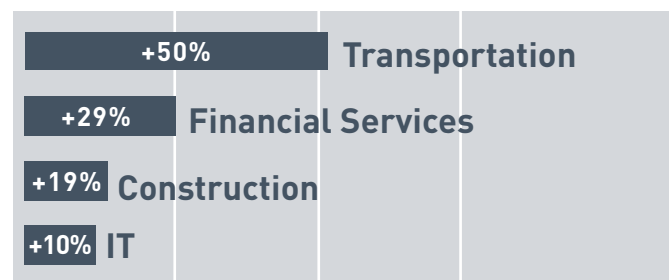


#### HEALTHCARE

(38 events – 4%)

### Number of Industry Events Compared to 2018:

#### % Change 2019 vs. 2018





# Closing the Skills Gap:

## INNOVATING APPRENTICESHIP FOR A NEW ERA

### Howard Community College

Howard Community College (HCC) presented the first AT&T Tech Apprenticeship Program at a celebration ceremony in Columbia, Maryland, attended by Office of Apprenticeship representatives Jim Foti and Rachel David, as well as Maryland Department of Labor Deputy Administrator Erin Roth. HCC is committed to advancing nontraditional apprenticeship pathways for their students as they continue to offer apprenticeships in tech and the biomedical fields in 2020.

### Indiana Careers in Construction Association

Top apprentices in bricklaying, welding, insulating, and other building trades were recognized along with the Indiana Careers in Construction Association during a half-time show at an Indiana Pacers Game in Indianapolis, Indiana. Signage placed in the arena explained how apprentices and skilled workers built the Bankers Life Fieldhouse from the ground up, while announcers touted the value of apprenticeship by reading NAW statistics.



Apprentices gather before being recognized during the Indiana Pacers half-time show.

### Norfolk Navy Shipyard

The Norfolk Navy Shipyard celebrated its 106th anniversary with 240 apprenticeship graduates in a packed Chrysler Hall in Portsmouth, Virginia. After completing a rigorous training program that combined academic classes with on-the-job learning, the graduates are now skilled journey-workers across various trades with a mission of supporting the U.S. Navy and maintaining a fleet with the highest quality standards in the world.



A packed and excited crowd of apprentices await their official graduation

### California Public-Private Partnership with IBM

In conjunction with IBM, the state of California announced the state's first public-private partnership to create a tech apprenticeship program in Sacramento, California. This program will address the skills gap in the technological areas of Mainframe System Administration (MSA), Software Engineering (SWE), and Application Development (AD).



Celebrating with a National Apprenticeship Week themed cake at Zurich North American Headquarters.

### German American Conference

The German American Conference hosted a panel discussion, "Building an Apprenticeship System," at Harvard University in Cambridge, Massachusetts, which explored the expansion of apprenticeship within the U.S. The program focused on how these efforts have been undertaken at the national, regional, and local levels in addition to what is being done to impact disadvantaged communities. The discussion also touched on the benefits gained, challenges revealed, and remaining work to be done in the U.S. Panelists emphasized the work done thus far to implement more dynamic statewide and regional apprenticeship systems, resulting in new and diverse apprenticeship programs with hundreds of thousands of new apprentices, as well as collaborations between education, business, and industry across all sectors.

### Zurich National Apprenticeship Week Summit

The Zurich National Apprenticeship Week Summit welcomed 125 Chicagoland high school students to a half-day conference at Zurich North America's headquarters in Schaumburg, Illinois. Zurich executives and apprentices presented to students, teachers, and administrators on the Zurich apprenticeship program and the benefits of apprenticeship. Attendees also received tips on interview preparation, learned to navigate their first corporate position, and heard from current apprentices about "a day in the life" at Zurich.

# Government Leaders Working to Close the American Skills Gap

Government leaders at the federal, state and local levels demonstrated their commitment to expanding apprenticeship by issuing proclamations and attending and providing remarks at NAW events such as roundtable discussions, career fairs, and summits for women and youth apprentices.

## LEADERS IN ACTION: HIGHLIGHTING APPRENTICESHIP FOR THE FUTURE

The White House issued a [presidential proclamation](#) to recognize NAW and highlight the important role apprenticeship serves in helping businesses grow and innovate, while preparing Americans for a variety of careers. President Trump emphasized the Administration's commitment to helping all Americans take advantage of the historically strong job market and secure lasting prosperity by ensuring they have access to skills-training that will enable them to launch successful careers in any industry through the expansion of apprenticeship.

### D.C. Students Construction Trades Foundation

U.S. Department of Labor Eugene Scalia met with students, apprentices, and employers at the NAW Youth Apprenticeship Career Fair, where more than 60 students from Phelps High School and IDEA Public Charter School in Washington, D.C., met with representatives from across the construction industry. Hosted by the D.C. Students Construction Trades Foundation, the event allowed for hands-on networking and exploration of the various skilled construction trades through the Foundation's Academy of Construction and Design (A-CAD), which gives local youth a fast start toward building industry careers.



*A lively panel discussion on expanding women apprenticeship programs and addressing the challenges of women in apprenticeship.*

### U.S. DOL Women's Bureau

The U.S. DOL Women's Bureau hosted more than 200 attendees at the National Summit on Women in Apprenticeship in Washington, D.C., to explore ways to help advance and expand apprenticeship opportunities for women in all sectors and industries and to discuss promising apprenticeship models. U.S. DOL Secretary Eugene Scalia, U.S. DOL Deputy Secretary Patrick Pizzella, Women's Bureau Director Laurie Todd-Smith and Vice President of Program Impact at the National Restaurant Association Educational Foundation Susan Crystal-Mansour provided remarks before a lively panel discussion with individuals from government, nonprofits, and industry on the successes, challenges, and opportunities for women in apprenticeship. The Summit also served as the launch of the National Center for Women's Equity in Apprenticeship and Employment's report featuring best practice case studies for pregnancy and maternity leave policies for women in the construction trades and trends on the growing numbers of women entering skilled trade apprenticeships.



*U.S. DOL Secretary Eugene Scalia speaking with students at the NAW Youth Apprenticeship Career Fair.*



# Government Leaders Working to Close the American Skills Gap



**“Going back to our founding fathers, apprenticeships are part of the American culture. They have gone through hills and valleys during the course of our history as a country, but they have always been with us and they are very much in vogue today.” – U.S. Deputy Secretary of Labor Patrick Pizzella**

## D.C. Department of Employment Services

The D.C. Department of Employment Services (DOES) hosted panels and roundtable discussions with business leaders on the forefront of advancing apprenticeship during its Apprenticeship Works for Business event at the National Press Club in Washington, D.C. Representatives from the DOL Office of Disability Employment Policy also presented how apprenticeship programs can be designed to be more inclusive of people with disabilities. Advancing diversity in apprenticeship in all forms was highlighted by employers and those looking to grow their apprenticeship programs. Cierra Mitchell, division chief of Industry-Recognized Apprenticeship Programs, represented the U.S. DOL Office of Apprenticeship by moderating a panel discussion that consisted of apprenticeship employers discussing how apprenticeship has benefited their businesses.



*Local D.C. high school students got hands-on demos at the D.C. Department of Employment Services Works for Youth event.*

**“A primary emphasis has been expanding apprenticeships into new areas and occupations where they have not been prevalent. And introducing people into apprenticeships who, in the past, had not historically participated in them, helping them understand that this can be a unique way forward in today’s economy. In many cases, of course, expanding apprenticeship opportunities and awareness of apprenticeships has included helping women enter apprenticeships more frequently.” – U.S. Department of Labor Secretary Eugene Scalia**

# Government Leaders Working to Close the American Skills Gap

## Embassy of Switzerland

As part of NAW, Swiss Ambassador to the U.S. Jacques Pitteloud convened a podium discussion at the Embassy of Switzerland in Washington, D.C., titled, “Apprenticeships for Veterans: Innovative Ways for Adaptable Apprenticeships,” on how the Swiss-style apprenticeship model can be adapted for various companies and benefit people from all ages and backgrounds – with a particular focus on the experience and skill set of the veteran community – through lifelong learning. Attendees included individuals across government and industry, including the Director of the Office of Strategic Outreach for U.S. DOL’s Office of Veterans’ Employment and Training Service Mark Toal, representatives and apprentices from Swiss company Mercuria, and Swiss Ambassador to the U.S. Jacques Pitteloud.

Highlights from the Embassy of Switzerland event celebrating NAW.



**“Veterans have a unique skill set and training that is invaluable to the workforce. Let’s look at the skills gap and develop a program like what we have with Mercuria to expand apprenticeship not only for veterans, but all Americans.” - Mark Toal, director of the Office of Strategic Outreach for the Veterans’ Employment and Training Service**

## School Superintendents Association



The School Superintendents Association (AASA) brought together nearly 50 leaders from school districts, community colleges, and industries from across the U.S. in Denver, Colorado, to learn, strategize, and mobilize around youth apprenticeship during its two-day Superintendent Youth Apprenticeship Summit. Attendees were immersed in group strategy sessions, received firsthand testimonials from youth apprentices and industry leaders, and toured one of the top high school innovation centers in the U.S. Marcia Hampton, supervisory workforce analyst in the U.S. Department of Labor’s Office of Apprenticeship, participated in a key stakeholder panel about the value youth apprenticeship brings to the U.S. workforce.



# Highlighting Opportunities for and Success of Veterans in Apprenticeship

NAW 2019 kicked off on November 11, Veterans Day. Organizations and businesses across the country showcased their veteran apprenticeship programs while illustrating the importance of utilizing the unique skill set of veterans to grow and support the American workforce. Events focused on highlighting and creating apprenticeship opportunities that leverage veterans' experiences and driving pathways to improve overall employment.

## HONORING AND UPLIFTING VETERANS THROUGH APPRENTICESHIP

### Adaptive Construction Solutions

In honor of Veterans Day, Adaptive Construction Solutions (ACS) walked employers and stakeholders through an "Apprenticeship Voyage" in Houston, Texas, that highlighted the importance of apprenticeship in the workforce and training and hiring veterans. [ACS sponsors the largest veteran apprenticeship in Texas](#) and attendees [heard success stories](#) from veterans in the ACS program and how apprenticeship shaped their life.

### NOVA and NVTC

In Northern Virginia, the Northern Virginia Community College (NOVA) and the Northern Virginia Technology Council (NVTC) partnered with Alarm.com, a Consumer Technology member, to create a veteran apprenticeship program to empower veterans and provide a viable transition from military service to the technological field.

### NPower Texas

NPower Texas is a nonprofit organization that launches digital careers for young adults, military veterans, and veteran spouses. The organization provides its services for free and hopes to serve as a pipeline for tech employers to find veteran talent. [Executive Director Russ Medina spoke at Inspire Frisco](#) in Frisco, Texas, and outlined the mission and vision of NPower, which has impacted over 1,200 veterans and veteran spouses. Medina served in the U.S. Army as the career manager for almost 10,000 officers.

### Gulf Coast Workforce Solutions

The Hiring Red, White & You! job fair in Houston, Texas, hosted by Gulf Coast Workforce Solutions, brought together more than 150 employers, veterans services, and training organizations to assist candidates with finding their next career opportunity. Employers from industries across tech, construction, and more provided veterans with the opportunity to find the right career fit. Participants were also offered a myriad of online resources to aid in their job search.

### Austal USA

Alabama Governor Kay Ivey visited Austal USA and its all-veterans apprenticeship class at the AIDT Maritime Training Center in Mobile, Alabama, before touring the Austal USA complex where 20 Navy warships have been constructed in the past five years. Austal USA manufactures aluminum naval ships and offers the largest U.S. DOL registered apprentice program in Alabama.



Gov. Kay Ivey visits the all-veteran apprenticeship class at Austal USA's AIDT Maritime Training Center (via Fox 10 TV News).

# Expanding Awareness of and Access to Apprenticeship for America's Youth

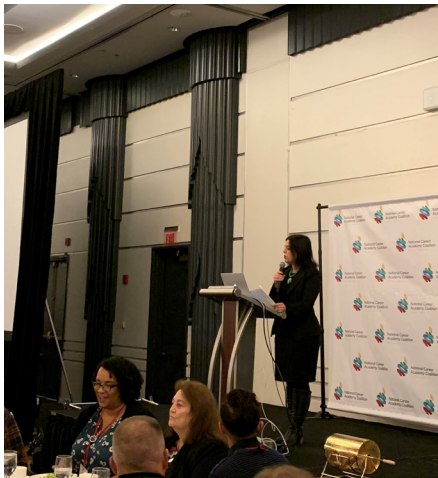
This year, more than 100 NAW events focused on raising youth awareness and interest in apprenticeship and pre-apprenticeship opportunities. Employers are realizing the talent and growth potential of youth in apprenticeship programs and are continuing to expand their outreach. Communities across the country are launching programs that engage students in apprenticeship during their high school years, exposing them to industry-driven career pathways and preparing them for success in the workplace.

## LOOKING AHEAD: INVESTING IN YOUTH APPRENTICESHIP, INVESTING IN AMERICA'S FUTURE

"Youth apprenticeship is important because it provides an on-ramp for young people to engage in really interesting careers that they might not have otherwise considered. It also provides tremendous benefits to employers who are often seeking talent and have to look no further than schools in their local communities." – Diana Elliott, senior research associate at the Urban Institute

### National Career Academy Coalition Conference

During the National Career Academy Coalition Conference, Diana Elliott, senior research associate at the Urban Institute, spoke to attendees in Philadelphia, Pennsylvania, about the new Youth Apprenticeship Intermediary Project that will establish at least 900 youth apprenticeships in 10 cities across the country. Elliott shared additional information about youth apprenticeship and discussed how it can fit with the career academy model, which already emphasizes internships and work-based learning.



Urban Institute's Diana Elliott addresses youth apprentices in Philadelphia.

### D.C. Department of Employment Services

The Department of Employment Services (DOES) hosted an event in Washington, D.C., for nearly 85 high school seniors and local career seekers to meet with representatives from 11 different apprenticeship programs during its Apprenticeship Works for Youth event. Students learned more about what it takes to be a successful apprentice from presentations by DOES staff.

### Maryland Department of Labor

The Maryland Department of Labor held a Registered Apprenticeship Open House at their offices in Baltimore, Maryland, co-hosted by the Maryland Department of Education's Division of Rehabilitation Services, the Community College of Baltimore County, and registered apprenticeship sponsors. Job seekers, workforce staff, and students of the community had the opportunity to explore trades such as electrical, plumbing, HVAC, and welding.

### .netAmerica Corporation

The .netAmerica Corporation held its 2nd Annual National Accelerator Healthcare Youth Apprenticeship Conference at their headquarters in Edison, New Jersey, where young people and community leaders gathered at the Middlesex County College to learn about apprenticeships within the healthcare industry, attend a variety of panels, and participate in a Sector of Excellence in Apprenticeship forum.

### Youth Apprenticeships Powered by Project Lead The Way

Youth Apprenticeships Powered by Project Lead The Way hosted an event in San Antonio, Texas, that highlighted the Project Lead The Way (PLTW) partnership with U.S. DOL and the opportunities available for PLTW students to engage in apprenticeships in their communities. Attendees heard success stories about PLTW youth apprenticeship programs and left with resources including the PLTW National Guideline Standards for youth apprenticeships that PLTW programs, businesses, post-secondary institutions, and workforce intermediaries can use to launch an apprenticeship program.



# Women in Apprenticeship: The Solution to the American Skills Gap

NAW events across the country championed female leaders in apprenticeship to demonstrate how expanding opportunities for women in nontraditional roles is the key to address the need for talent in the U.S. economy. This year, NAW participants celebrated “Women in Apprenticeship Day” on November 14 and held 46 total events centered on increasing the participation of women in apprenticeship.

## EXPANDING OPPORTUNITIES FOR WOMEN IN APPRENTICESHIP

### Arizona Women in Apprenticeship Career

The U.S. DOL Women’s Bureau, Arizona Apprenticeship Office and Fresh Start Women’s Foundation of Arizona hosted the Arizona Women in Apprenticeship Career Fair in Phoenix, Arizona, for women to learn more about career opportunities and apprenticeships in manufacturing, information technology, healthcare, finance, insurance, hospitality and more.

### Chaffey College InTech Center

Chaffey College InTech Center introduced Girl Scouts in middle school to careers in manufacturing during its Girl Scouts Women in Manufacturing event in Fontana, California. Attendees explored different traditional apprenticeship opportunities including industrial maintenance and welding, as well as nontraditional apprenticeships like robotics.

### Women in Nontraditional Careers Project

The Women in Nontraditional Careers Project gathered with other Philadelphia, Pennsylvania, tradeswomen to support, increase, and advance the participation of women in construction, manufacturing, and transit careers. Event attendees came together to support women in nontraditional careers and plan future activities.

### Tradeswomen Inc.

Tradeswomen Inc. welcomed women to their Women in Apprenticeship event in Oakland, California, to learn more about how construction apprenticeship programs are changing the lives of women in the Bay Area. The event celebrated women who are finding their passion in construction and demonstrated that with hard work, the career possibilities are infinite in the building trades.



*Introducing robotics to Girl Scouts attendees*

### Nontraditional Employment for Women

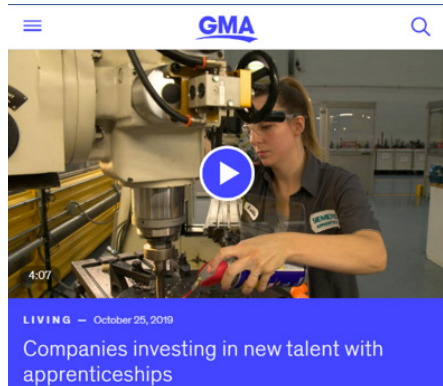
Nontraditional Employment for Women brought together attendees in New York, New York, to recognize “Women in Apprenticeship Day” to highlight and share best practices in apprenticeship programs for women and led a workshop to write anonymous letters to encourage and uplift fellow tradespersons. Lauren Sugerman, director of the Center for Women’s Employment Equity, shared resources for women entering the field and best practices to support women apprenticeship in the workforce.

### Northern Nevada Apprenticeship Coordinators Association

Northern Nevada Apprenticeship Coordinators Association hosted its Women Build Nevada: Career Exploration Fair for women interested in the building and construction trades. Attendees explored opportunities for women in fields like ironwork, sheet metal, plumbing, HVAC, electrical, painting, and more.

# Apprenticeship Ignites Engagement in the News, Online, and on Social Media

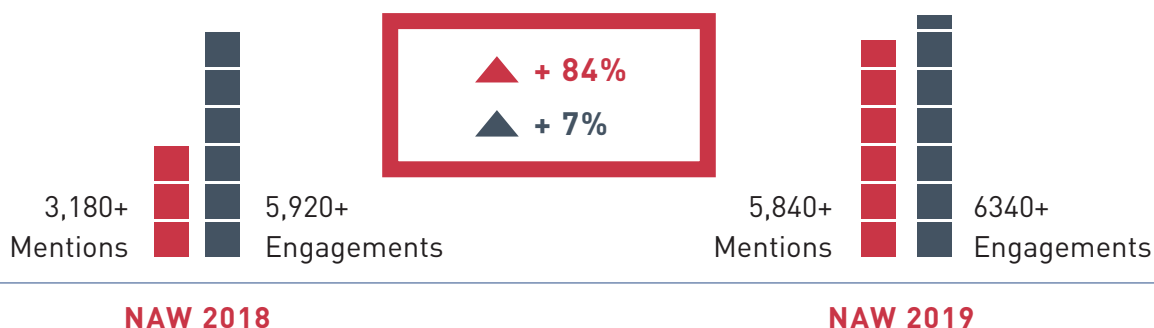
NAW sparked new conversations about apprenticeship and apprenticeship programs across the news and social media. Online and broadcast news told stories of successful apprenticeships, while a record number of people engaged with NAW-related content on Twitter and Facebook.



The [Good Morning America](#) series “Get the Job” spotlighted Kaitlin Greene, a Siemens apprentice, who is enrolled in the company’s integrated apprenticeship program, in which Siemens pays for time spent in class and on the job. Siemens’ Chief Executive Officer Barbara Humpton noted, “Once upon a time, everyone thought a college degree was really the ticket to the American dream, and what I’m here to tell you is that there are so many pathways now.” Rebecca Jarvis, chief business and economics correspondent for ABC News, directed viewers to [Apprenticeship.gov](#) and provided instructions for finding apprenticeships.

## INCREASED OVERALL SOCIAL MEDIA ENGAGEMENT

Measuring the NAW event hashtags across Facebook and Twitter



## SHARE OF VOICE

NAW-related hashtag use across Facebook, Twitter, Instagram, and LinkedIn

- ▲ + 61% **#NAW2019**: 61% (5,279 mentions)
- ▲ + 18% **#NATIONALAPPRENTICESHIPWEEK**: 18% (1,597 mentions)
- ▲ + 12% **#APPRENTICESHIP / #APPRENTICESHIPS**: 12% (1,020 mentions)

## WEBSITE VISITS AND DOWNLOADS:



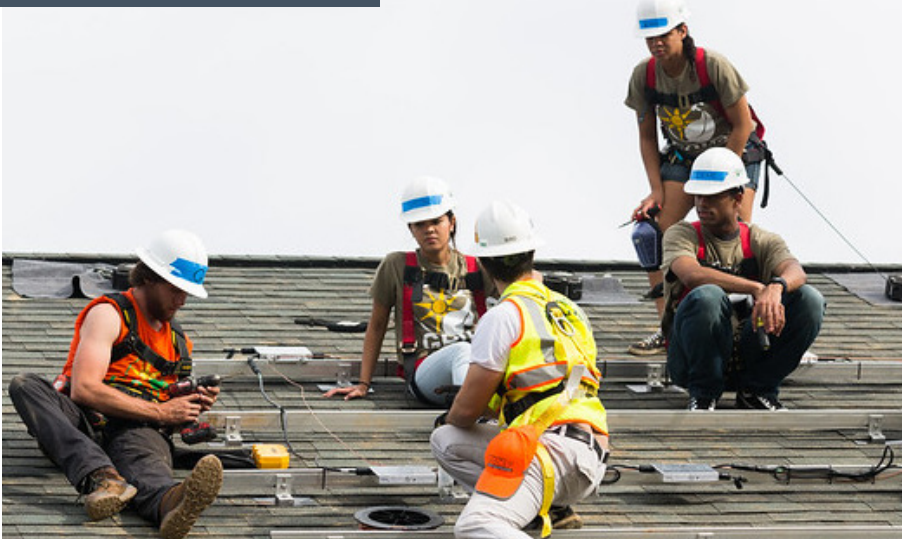
**40,000+ NAW PAGE VIEWS**  
(164% increase over 2018)



**600+ NAW MATERIALS DOWNLOADS**



# Apprenticeship Ignites Engagement in the News, Online, and on Social Media



Government officials such as [Secretary of Education Betsy DeVos](#), [Delaware Governor John Carney](#) and [Maryland Governor Larry Hogan](#) shared their support by highlighting the ways apprenticeship can prepare Americans for the workforce of the future and give students opportunities to gain necessary skills to prepare for their careers.

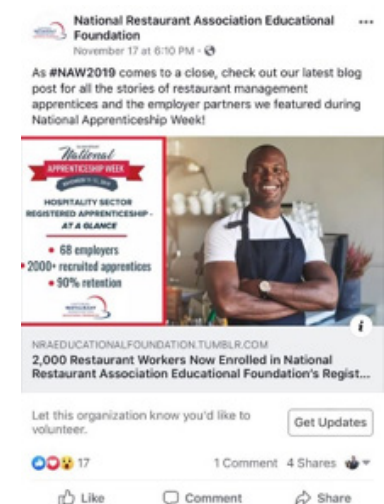
Several organizations, such as Texas Women in Trades and [Nontraditional Employment for Women](#), celebrated women in apprenticeship by sharing the stories of women in apprenticeship and why it's important to uplift women and diversity in apprenticeship programs.

Technology apprenticeship was highlighted and supported by industry leaders like [Multicultural Media Telecom and Internet Council](#) and [Consumer Tech Association](#). They sparked new discussions on the importance of expanding tech apprenticeship programs to close the skills gap.

Regional and state education and labor committees across the nation showed support for apprenticeship, including the [Maryland Department of Labor](#), the [New Jersey Labor Department](#), the [Tennessee Department of Education](#) and many others, by emphasizing how apprenticeship can help close the growing skills gap while integrating the education system with the workforce development system.

## NEW THIS YEAR: EVENT AND PROCLAMATION RESOURCES

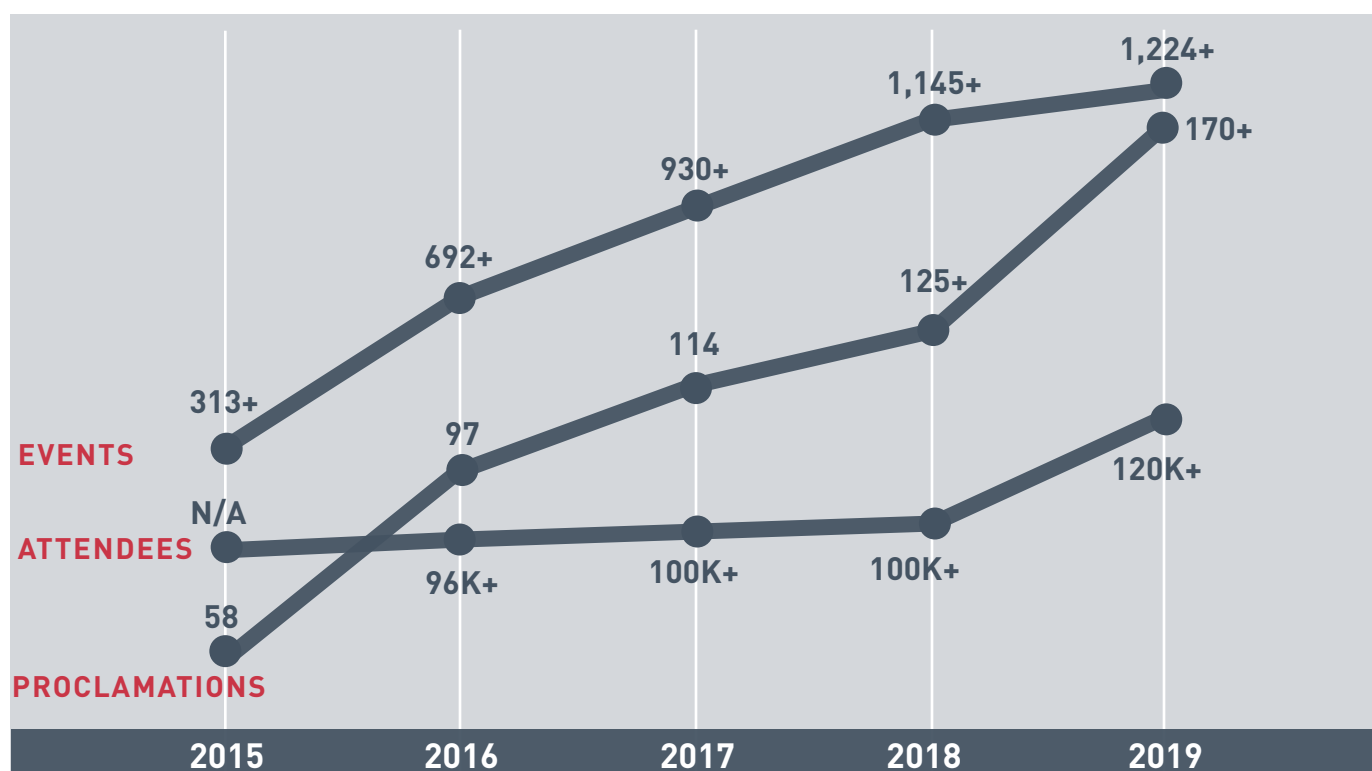
U.S. DOL launched a new NAW resources hub on [Apprenticeship.gov](#) to help event hosts plan and promote their events. These resources included in-depth planning and promotion toolkits with sample social media content and marketing ideas, printable apprenticeship and NAW factsheets, downloadable logos, and even customizable flyers and templates. These materials helped NAW champions and partners host successful events and speak about apprenticeship with a unified voice.



## Five Years of NAW Achievements



NAW's success continues to grow each year, which is a testament to the increase in the number of new apprenticeship programs and their impact on building the American workforce and economy of the future.



3,180+ Mentions      5,840+ Mentions  
 5,920+ Engagement      6,340+ Engagement

### NEW INVESTMENTS AND A NATIONAL EDUCATION AND OUTREACH CAMPAIGN

U.S. DOL is completing the planning phases of its first national education and outreach campaign focused exclusively on apprenticeship, which is slated to launch in 2020. The campaign will raise awareness about the value and benefits of apprenticeship among employers and career seekers, as well as draw new and diverse populations to explore the benefits of apprenticeship. The agency is also seeking to inform parents, students, and educators about the role of apprenticeship in preparing individuals for family-sustaining careers without opportunity costs or student debt. For more information, visit [Apprenticeship.gov](https://www.apprenticeship.gov).