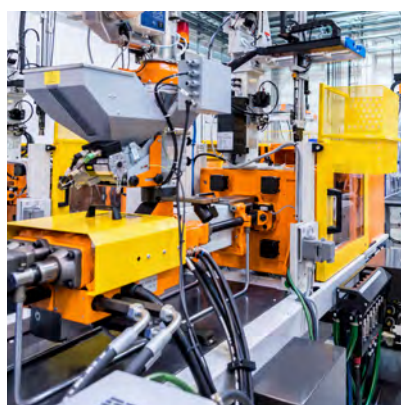
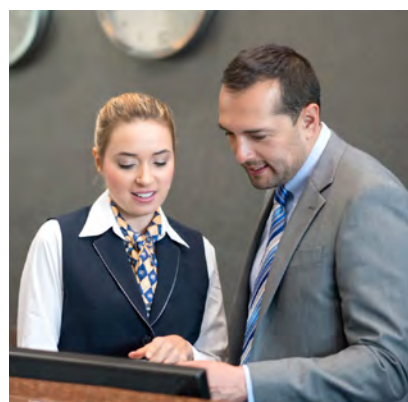




CREATING TOMORROW:  
STORIES & SUCCESSES FROM

# NATIONAL APPRENTICESHIP WEEK 2020

NOVEMBER 8-14, 2020



*National*  
**APPRENTICESHIP WEEK**  
NOVEMBER 8-14, 2020

# National Apprenticeship Week 2020

Celebrating the role of apprenticeship in helping workers across the country learn new skills that will help them succeed as our economy recovers.

The sixth annual National Apprenticeship Week (NAW), which took place November 8–14, 2020, 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 workers and employers.

Typically, NAW events include in-person events such as program launches, panel discussions, roundtables, graduations, employer forums, career fairs, hands-on trainings, and open houses. However, due to the coronavirus pandemic, many events were held virtually this year. Despite this challenge, apprenticeship supporters still hosted more than 844 events and proclamations around the country, adjusting to the circumstances by leveraging social media and engaging with audiences through virtual and distanced interactions. Additionally, many hosts found that their virtual events had minimal operational costs, increased reach and improved level of accessibility for participants.



**844**  
ACTIVITIES



**672**  
EVENTS



**172**  
PROCLAMATIONS



**82%**  
VIRTUAL EVENTS



**84**  
YOUTH-FOCUSED EVENTS



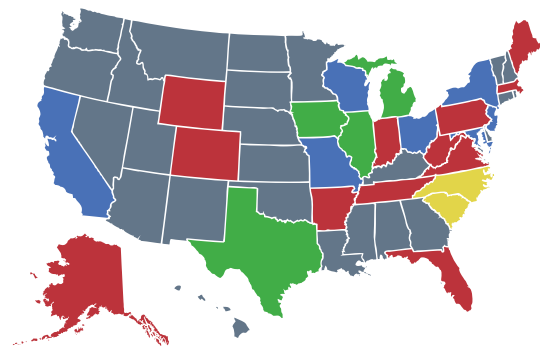
**25**  
WOMEN-FOCUSED EVENTS



**42**  
VETERAN-FOCUSED EVENTS

## EVENTS ACROSS U.S. STATES & TERRITORIES

Over 30+ industries in all 50 states, the District of Columbia and two 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 40+

## APPRENTICESHIP CREATING NEW PATHWAYS

Across the country, apprenticeship-related events demonstrated the value of apprenticeship for employers, career seekers and their communities. These events, hosted by hundreds of apprenticeship champions, celebrated new pathways for Americans to start careers across a variety of traditional and nontraditional industries, such as advanced manufacturing, cybersecurity, energy, financial services, healthcare and hospitality.

### Industries with Highest Event Participation



**CONSTRUCTION**  
(153 EVENTS – 23%)



**ADVANCED MANUFACTURING**  
(52 EVENTS – 8%)



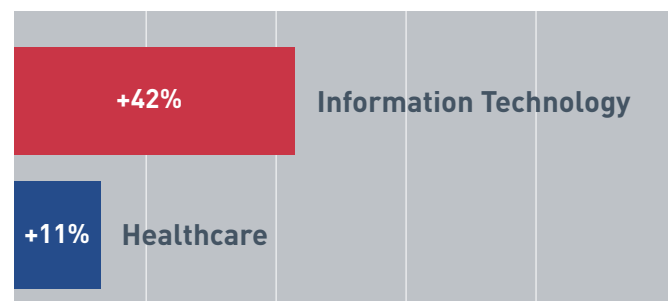
**INFORMATION TECHNOLOGY**  
(47 EVENTS – 7%)



**HEALTHCARE**  
(42 EVENTS – 6%)

### Number of Industry Events Compared to 2019

% Change 2020 vs. 2019





# Innovations in Apprenticeship

DOL has encouraged innovation in efforts to address America's skills gap by rapidly increasing the availability of high-quality apprenticeship programs in sectors where apprenticeship opportunities are not widespread, such as IT, health care, and advanced manufacturing. NAW 2020 showcased efforts from stakeholders across the country to modernize their programs and address the reality of COVID-19 and its impact on jobs.

The [Apprenticeship Missouri Summit](#), hosted by the **Missouri Department of Higher Education and Workforce Development**, was a free virtual event featuring presentations from state and national leaders. Paul Champion, President & CEO of

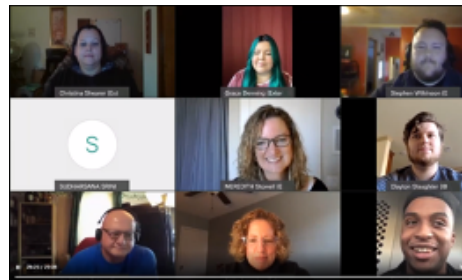


Jenna Caldwell of Apprenticeship Missouri wraps up the virtual summit

TranZed was the keynote speaker and focused on the resiliency in apprenticeships in the nation and in the State of Missouri. Nearly 230 people registered, including several international partners from the U.K., South Africa and India.

SREs **Ivy Tech Community College of Indiana** and **Colorado Community College System** presented at the virtual [2020 H-1B Apprenticeship Convening](#) hosted by DOL during a session called "Effective Partnerships with SREs for IRAP Implementation." They shared why they chose to become an SRE, and what their next steps are now that they have been approved. Sasha Cooper-Morrison of the DOL Office of Apprenticeship also provided an overview of SREs and IRAPs.

**Apprenti** held its first national, virtual apprentice graduation ceremony to recognize the accomplishments of their 231 IT apprentices that graduated in 2020. Massachusetts State Secretary of Labor and Workforce Development Rosalyn Acosta, Apprenti co-founder and executive director Jennifer Carlson, program directors, and apprenticeship alumnae from employers Wayfair and JP Morgan Chase all provided remarks.



In celebration of NAW, Franklin Apprenticeships and IBM spoke with pre-apprentices, current apprentices and recent apprenticeship graduates who shared their stories, journeys, advice and more.

Participants learned about the new [IBM Z Apprenticeship program](#) available to IBM clients across the United States in an online panel discussion. This apprenticeship program, delivered by **IBM, Franklin Apprenticeships** and **Urban Institute**, is designed to train the next generation of enterprise computing talent for organizations who rely on the scope and scale of IBM Z for their business operations. This event was followed up several days later by an opportunity to hear from current apprentices and recent graduates talk about their journeys, their experiences and more.

The **National Governors Association** (NGA), the bipartisan organization of the nation's governors currently chaired by Maryland Governor Hogan, released a report titled "[Registered Apprenticeship Reimagined](#)." This report looked at the lessons learned from the \$175 million, five-year American Apprenticeship Initiative (AAI) grant program run by DOL – a historic federal investment made in support of expanding registered apprenticeship in the U.S., particularly into new sectors and more diverse populations. Through this research, NGA developed a success factor framework for reimagining registered apprenticeship.



The final AAI report was released during NAW.

# 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, as well as attending and providing remarks at NAW events such as conferences, workshops, and summits for target audiences and occupations.

The White House issued a presidential proclamation to recognize NAW and highlight the important role apprenticeship serves in strengthening the Nation's economy and helping millions of men and women provide for their families without taking on the financial burden of student loans and other related debt. The proclamation underscored the importance of economic opportunity through apprenticeship and encouraged individuals, business leaders and government officials to support hardworking Americans and their families through expanding apprenticeship education and training.

## LEADERS IN ACTION: HIGHLIGHTING APPRENTICESHIP FOR THE FUTURE



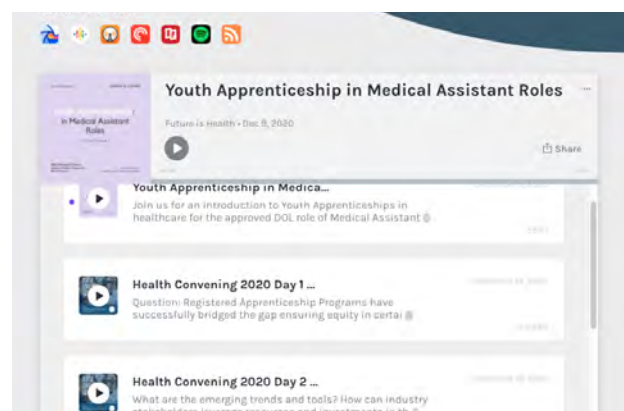
*Rethink Work-Based Learning event*

This year, NAW coincided with Cybersecurity Career Awareness Week. To celebrate, the **National Initiative for Cybersecurity Education (NICE)** hosted a [Virtual Conference & Expo](#) that spanned over the course of a month. John Ladd, Administrator for the Office of Apprenticeship, kicked off Day Three of the conference. Additional DOL Office of Apprenticeship speakers for the workshop titled “Building Apprenticeships for the 21st Century” included Kimberly Hauge, Bill Kraus, and Aaron Wall. Speakers discussed the importance of expanding apprenticeship and other work-based learning models in cybersecurity and other high-tech fields.

The **U.S. Department of Education** coordinated a “Rethink Work-Based Learning” event in which speakers discussed the importance of work-based learning — which includes apprenticeship — in preparing workers for high-skill careers. The Department of Education announced that it would be seeking input on barriers that are contributing to the decline in youth employment so that over the next decade they can help to reverse the downward trend.

The **DOL Women's Bureau** celebrated NAW with a well-attended webinar titled “[Increasing Opportunities for Women in Apprenticeship and Nontraditional Occupations](#)” featuring grantees from the Women in Apprenticeships and Nontraditional Occupations (WANTO) program. Speakers discussed how the WANTO program helps to expand pathways for women to enter and lead in all industries. Panelists also shared the experience of women in pre-apprenticeship and apprenticeship programs, as well as best practices for recruiting, mentoring, training, and retaining more women in apprenticeships and nontraditional occupations.

The **net.America Corporation** hosted a three-day webinar series titled “[Health Convening 2020](#).” It featured discussions around what is occurring in the healthcare workforce environment due to the COVID-19 pandemic and how registered apprenticeship programs are needed to bridge the gaps between future workforce and employers even more now, due to current global challenges



*net.America posted the recordings of the three-day Health Convening 2020 as podcasts on their website.*

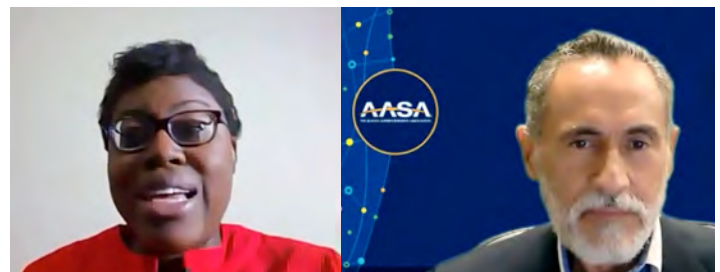


especially in socio-economic populations and education industries. Nathan Williamson, Deputy Administrator at the DOL Office of Apprenticeship gave opening remarks on Day Three under the theme “Emerging Trends and Current Occupations in Youth apprenticeships; Career Pathways and Possibilities.”



*Germany and the U.S. celebrate NAW with a Joint Declaration of Intent*

On Nov. 12, the **U.S. Departments of Labor, Commerce and Education** ratified a Joint Declaration of Intent with their German counterparts regarding cooperation on apprenticeships, vocational education and training. The signing represents the firm commitment of the U.S. to create a highly-skilled, 21st-century workforce providing well-paying jobs for American workers.



*The AASA released its youth apprenticeship toolkit during NAW with representatives from DOL and the U.S. Department of Education*

**The School Superintendents Association (AASA)** hosted a discussion of youth apprenticeship strategies during its virtual launch of the multimedia [Expanded Pathways youth apprenticeship toolkit](#). The goal of the toolkit is to encourage the creation of school and business partnerships as a viable and expansive pathway to success in school, career and work. Speakers included Michelle Mills, the former education and youth lead at the DOL Office of Apprenticeship, representatives from the Department of Education, AASA Executive Director Dan Domenech, Superintendent Scott Siegfried of Cherry Creek Schools and youth apprentices.



# Highlighting Opportunities for and Success of Veterans in Apprenticeship

This year, Veterans Day fell during NAW 2020. In honor of Veterans Day and NAW, organizations and businesses across the country showcased their veteran apprenticeship programs while highlighting the importance of utilizing the unique skillsets 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 OPPORTUNITIES

The **DOL HIRE Vets Medallion Award** is the only federal-level veterans' employment award that recognizes a company or organization's commitment to veteran hiring, retention and professional development. The awards were presented at a virtual ceremony at the DOL headquarters in Washington, D.C. This year, 676 employers received an award; 15 of which are registered apprenticeship program sponsors and one that is an SRE.



Meg O'Grady of DOL VETS kicks off the 2020 HIRE Vets Medallion Award Ceremony.

**DOL** also held a [Veterans' Employment and Training Services \(VETS\) update](#) to share information about the VETS Apprenticeship Pilot, launched in April 2020 through the Transition Assistance Program, as well as provide a message in honor of Veterans Day. The VETS Apprenticeship Pilot provides counseling and apprenticeship placement services to transitioning service members and their spouses who are interested in exploring apprenticeship as a post-separation career pathway.

The **Texas Workforce Commission (TWC)** hosted a virtual Registered Apprenticeship Town Hall in honor of NAW, Texas Apprenticeship Week, and Veterans Day. Speakers included Labor Commissioner Julian Alvarez, State Apprenticeship Director Desi Holmes and Office of Apprenticeship Region 4 Director Dudley Light. The event informed attendees how apprenticeship can help veterans embark on their civilian career paths. The TWC also hosted the ninth annual



An announcement for the Veterans hiring event coordinated by the TWC

[Hiring Red, White, and You](#) Veteran statewide hiring event in cooperation with the 28 local workforce boards. These events strived to help connect the estimated 967,000 veterans living in Texas that are working or actively seeking work.

### Southeast Michigan Community Alliance (SEMCA) Michigan Works!

also hosted a [virtual job fair](#) for veterans. Attendees were given access to over 30 employers who are hiring right now, including for apprenticeship opportunities. They were able to chat with employers directly and make connections based on their skills and the positions the employers have available. In preparation for the event, SEMCA Michigan Works! shared an event guide and offered help with resume writing and preparing for engagement with employers.



The announcement for the Veterans hiring event coordinated by the TWC

The training organization **NPower** hosted the inaugural [Champions of Veterans](#) virtual gala. Funds raised will be used to create pathways to economic prosperity by launching tech careers for military veterans and young adults from underserved communities.

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

This year, over 80 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 apprenticeships during high school, 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

Young adults aged 18-24 years old who desire paid training in construction were invited to join **Los Angeles Education Corps Youth Build** for an Apprenticeship Sign-Up Day. The day was dedicated to recruitment and information regarding the general construction program. The event hosts used the opportunity to get the word out that developing skills accompanied with knowledge is important for the new economy and helps those seeking employment earn higher wages.



*The event announcement for the NAW event hosted by United Way of Buffalo and Erie County*

DOL American Apprenticeship Initiative grantee **United Way of Buffalo and Erie County** hosted the virtual panel "Oh the Places You'll Go: Pathways to Advanced Manufacturing Apprenticeship." The panelists shared their personal journeys as apprentices, why apprenticeship programs are important and why listeners should consider them as a career pathway to over 40 participants from surrounding school districts and community partners. United Way

runs the [American Apprenticeship Initiative of Western New York](#), which supports youth, educators, parents, and dislocated workers in gaining an awareness of the many career opportunities in manufacturing and how apprenticeship is a great "earn and learn" way to receive training and credentials for a satisfying career.



*Speakers presenting during the Joliet Junior College NAW webinar.*

Another DOL grantee, **Joliet Junior College** (JJC) of the Expanding Community College Apprenticeship Initiative, hosted the webinar "Building Skills and Expanding Opportunities through Apprenticeships." During this virtual event with 122 participants, JJC representatives, Dean Guido of the DOL Office of Apprenticeship Region 5 and a panel of industry partners shared their perspectives about the importance of apprenticeship and what interested them in establishing programs for their companies. A representative from the state of Illinois also discussed tax credits available for employers with apprenticeship programs.

There were a number of youth-focused events held in Iowa, including the **Iowa STEM BEST** webinar "[The Scoop on High School Registered Apprenticeships](#)." This webinar helped equip participants with the resources to launch more high school registered apprenticeship programs. Iowa STEM BEST also hosted a Twitter chat with the hashtag #IASTEMChat to talk about apprenticeship in Iowa.

The **National Restaurant Association Education Foundation**, a DOL Youth Apprenticeship Readiness Grantee, [hosted activities](#) each day of NAW, with two of the events focused on youth. One day they interviewed Chef David Bochmann, an instructor at Cherry Creek Innovation Campus' ProStart Program in Colorado, about the connection between ProStart and apprenticeship. Over 150,000 ProStart students across the country are learning about the restaurant industry and ProStart is now connecting youth to apprenticeship. Another day focused on connecting opportunity youth to apprenticeship through the Restaurant Ready Program, which provides workforce readiness and soft skills training for young adults not enrolled in school.

60% of students and 80% of ProStart educators surveyed believe the industry provides a good first job and a good career pathway. - [chooserestorants.org/NAW2020-DailyUpdates](https://chooserestorants.org/NAW2020-DailyUpdates)

# Women in Apprenticeship: A Solution for Closing the U.S. 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 held over 25 events centered on increasing participation of women in apprenticeship.

## EXPANDING OPPORTUNITIES FOR WOMEN IN APPRENTICESHIP



*Meet a woman piledriver: the story of Lisa Walker*

**Tradeswomen Inc.** partnered with the **State Building and Construction Trades Council of California** to create videos highlighting women apprentices. One video featured Lisa Walker of Local 34 and her experiences working across California as a pile driver. She says she loves the work, especially the ability to work out in the open and seeing the results of her labor. Another video featured Stephanie Skubiak of Local 16 and her work as an insulator.

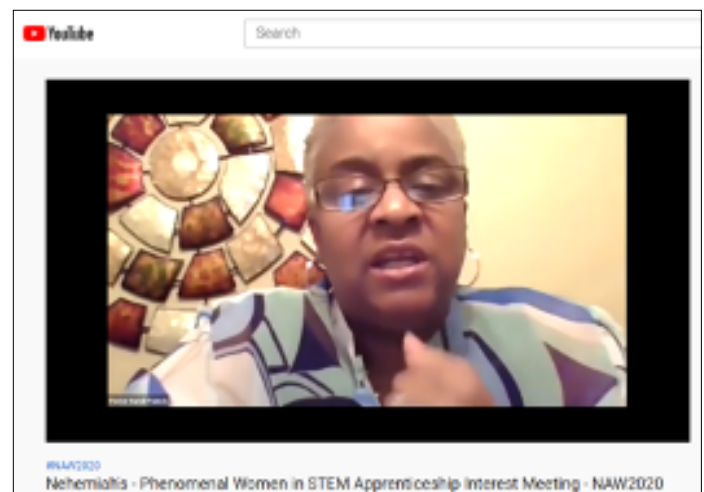


*A representative from ABS Telecom talking about her experiences as a woman in IT, encouraging other women to take advantage of the GoodTech Academy Pre-Apprenticeship Program for Women*

**Goodwill Industries of East Texas**, a 2020 Women in Apprenticeship and Nontraditional Occupations grantee, virtually showcased its GoodTech Academy's Pre-Apprenticeship Program for Women. [GoodTech Academy instructors](#), students and guest speakers from Christus Health and ABS Telecom presented on the impact of

apprenticeship programs on building the workforce and the economy of the future, as well as best practices, tips for businesses, success stories and program updates.

Guildford County, North Carolina, female residents 18 and over who are displaced, unemployed, or looking to change careers were invited to participate in the **Nehemiah Community Empowerment Center Inc.** "[Phenomenal Women in STEM Interest Meeting](#)." The meeting featured their partners at ApprenticeshipNC, training providers and a program participant. The pre-apprenticeship program is a 12-week opportunity to receive training and acquire IT fundamentals certification.



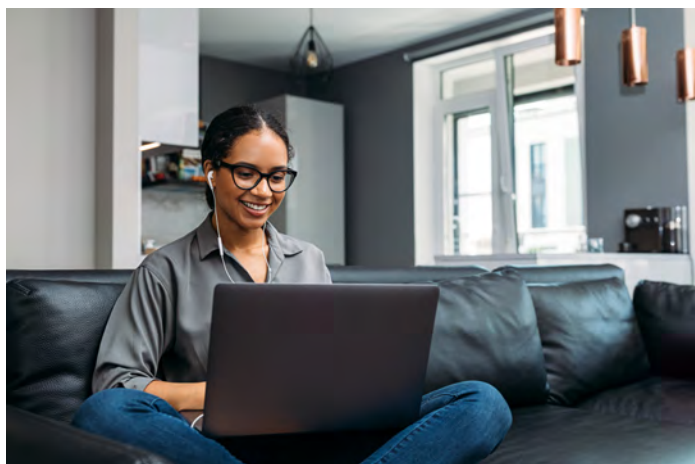
*Pastor Randi Francis introduces the pre-apprenticeship program for women*

In Georgia, **Women Gone Global Partners** hosted a virtual panel discussion titled "[Let's Talk Women in Trades: Apprenticeship](#)." The featured speakers represented the southeast region of Georgia DOL's Women's Bureau, Georgia Building Trades Academy YouthBuild, Ready Go Management, Georgia Black Constructors Association, Urban League of Greater Columbus and a pre-apprentice. The discussion addressed government funding for training and apprenticeship programs, advantages and benefits of apprenticeships to contractors and businesses, and how apprenticeship programs provide a pipeline of skilled trades workers to fill the gap of the lack of the skilled trades workforce.



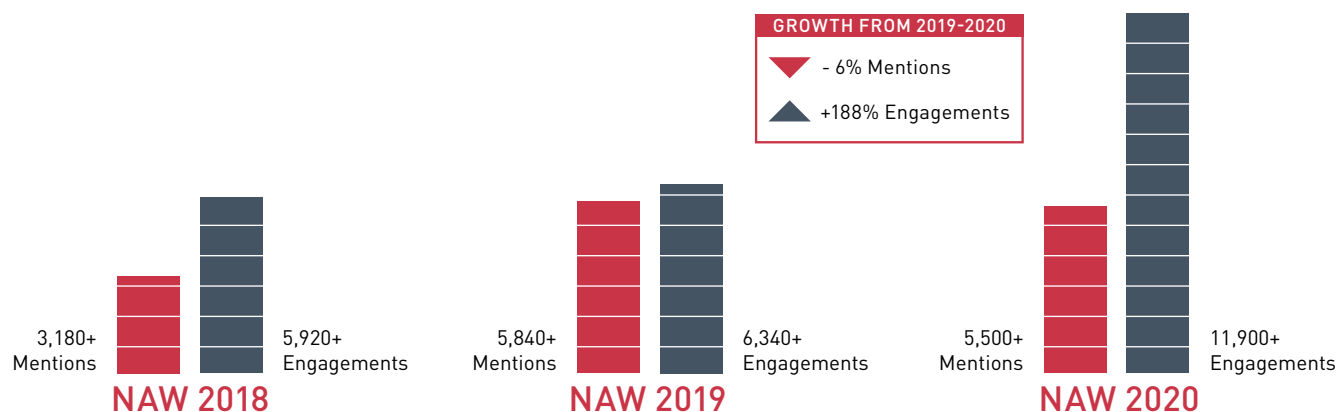
# NAW Ignites Engagement in the News, Online and Social Media

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 many people engaged with NAW-related content on Twitter and Facebook.



## 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

▲ **+74% #NAW2020:** (4,000 MENTIONS)

▲ **+8.7% #NATIONALAPPRENTICESHIPWEEK:** (548 MENTIONS)

▲ **+12% #APPRENTICESHIP:** (672 MENTIONS)

## WEBSITE VISITS AND DOWNLOADS (Nov. 6–21, 2020):



**32,000+ NAW PAGE VIEWS**



**1,635+ NAW MATERIALS DOWNLOADS**  
(a 273% increase over last year)

# NAW Ignites Engagement in the News, Online and Social Media



Government officials such as [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.

The [DOL Office of Disability Employment Policy](#) and the [Veterans' Employment and Training Service](#) shared support for apprenticeship among their audiences.

Several organizations, such as [Oregon Tradeswomen](#) and the [DC Area Women in the Trades](#), celebrated women in apprenticeship by sharing the stories of women in apprenticeship and why it is important to uplift women and diversity in apprenticeship programs.

Technology apprenticeship was highlighted and supported by industry leaders like the [Cybersecurity Youth Apprenticeship Initiative](#) and [Appteeon](#). They sparked new discussions on the importance of expanding tech apprenticeship programs to close the skills gap.

Regional and state education and labor partners across the nation showed support for apprenticeship, including [Apprenticeship Carolina](#), [Missouri Department of Higher Education and Workforce Development](#), [California Labor and Workforce Development Agency](#) and many others, by emphasizing how apprenticeship can help close the growing skills gap by integrating the education system with the workforce development system.

## NEW THIS YEAR: GUIDE TO HOSTING VIRTUAL EVENTS


Traditionally NAW events are held in-person. However, this year event hosts held many of their NAW events virtually to limit exposure and transmission of the coronavirus. Fortunately, most events can be hosted on virtual platforms with minimal cost, often increasing the potential scope of outreach and improving accessibility. DOL shared a "Guide to Hosting Virtual Events" on the [NAW Resources Hub](#) to assist with this effort.

 Governor Larry Hogan  
@GovLarryHogan

November 8-14 is National Apprenticeship Week! The demand for skilled workers is at an all-time high, and our administration has successfully expanded apprenticeships at a record pace—in fact, Maryland just surpassed 11,000 registered apprentices for the very first time. #NAW2020



1:00 PM · Nov 8, 2020 · Twitter Web App

 Philadelphia Works  
@PhilaWorks


#Apprenticeships help to diversify #talentpipelines.

In recognition of #NAW2020, listen to this episode of Today's Rosie, where Rev Elaine McGuire discusses often being both the only woman and only Black woman on construction sites in the region.



WNC - Philadelphia Works  
WOMEN IN NONTRADITIONAL CAREERS: Fewer than 10% of women go into nontraditional careers. Let's move the needle. UPDATE! Register Now for the ...  
/j/philaworks.org

1:11 PM · Nov 10, 2020 · Twitter Web App

 Cybersecurity Youth Apprenticeship Initiative  
@CYA2024

It's time to chat youth #RegisteredApprenticeship! We'll share 9 questions btwn now & 2pm ET. Respond to each question (Q1, Q2...) w/ corresponding label (A1, A2...). Don't forget to use #YAchat in all your tweets! To kick us off, who are you & where are you tweeting from? #NAW2020



JFF and 2 others

1:00 PM · Nov 10, 2020 · Twitter Web App

 Job Corps  
@DOLJobCorps

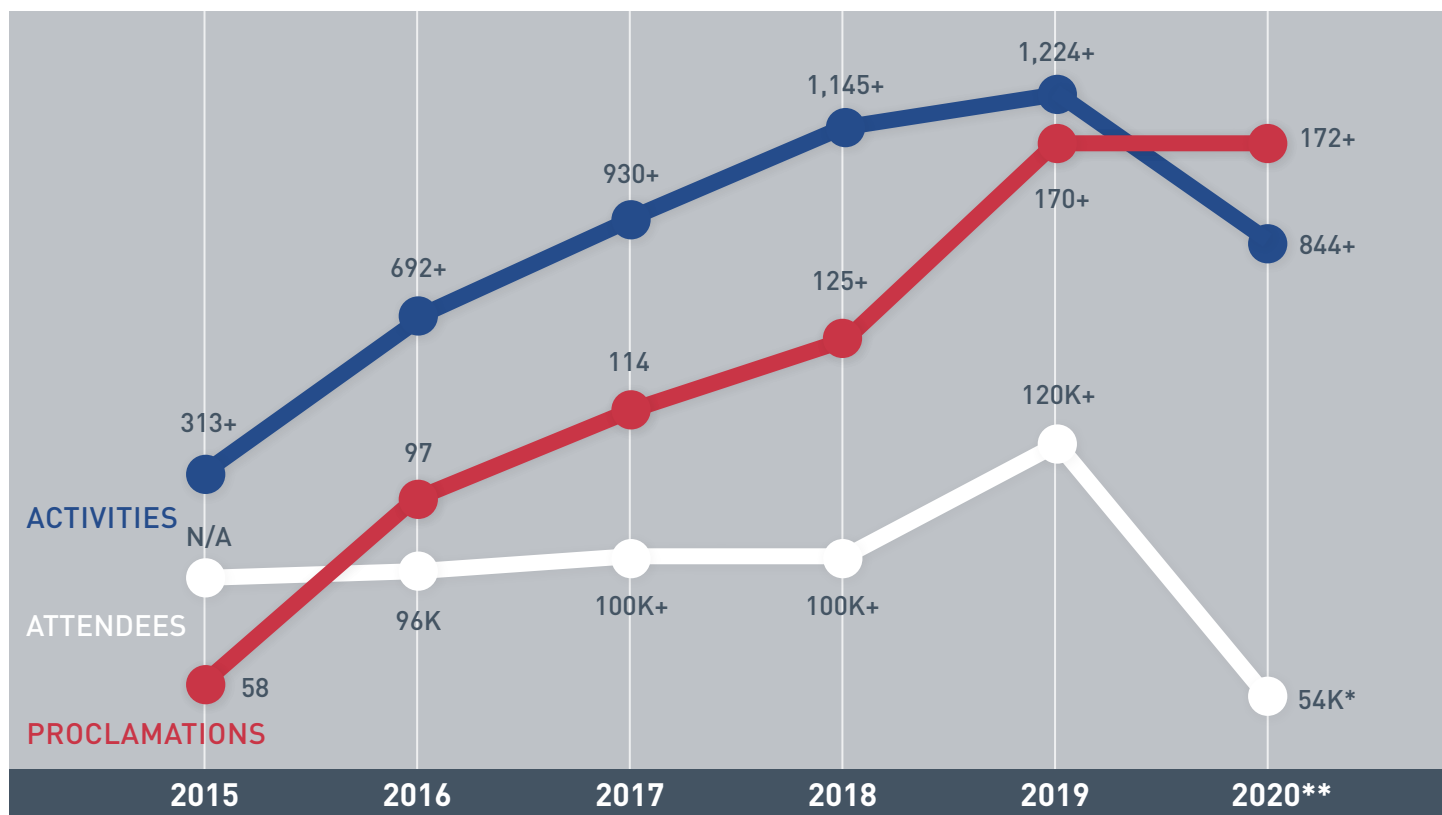
It's National Apprenticeship Week! Follow along throughout the week as we highlight how @DOLJobCorps can help students become apprentices. #NAW2020



10:38 AM · Nov 9, 2020 · Twitter Web App

## Six Years of NAW Achievements

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



\*2020 NAW event attendance is estimated due to the various methods used to facilitate virtual engagement and may not reflect actual attendance.

\*\*DOL encouraged NAW hosts to hold virtual events due to COVID-19.

### CONTINUING EFFORTS TO STRENGTHEN PUBLIC AWARENESS OF APPRENTICESHIP

This year, NAW was part of a broader effort to promote and increase public awareness around apprenticeship. More specifically, in the fall of 2020, the U.S. Department of Labor launched a national public awareness campaign to ensure key business leaders and career seekers are aware of the value and benefits of apprenticeship in closing the skills gap and preparing them for successful careers. The campaign, "Your Plan is Action," included research conducted to create videos, targeted ads, factsheets, and the new "Discover Apprenticeship" brand and logo, many of which are now available on the [Resource Hub](#). For more information, visit [www.dol.gov/newsroom/releases/eta/eta20200918](https://www.dol.gov/newsroom/releases/eta/eta20200918).