



REGISTERED APPRENTICESHIP SCALABILITY

Factsheet 1.1

Scaling Your Employer Partnerships

This tool has been developed to provide intermediaries with techniques to simplify their engagement with employer partners to scale their employer partnerships. This tool will walk you through best practices for engaging an employer, scaling relationship development, championing Registered Apprenticeship in organizations, pitfalls to avoid, and additional resources for more information.

Initial Engagement

When preparing for and holding your first call or meeting with a potential employer, consider these effective practices:



Scaling up Relationship Development

As you develop the relationship during the initial stages, consider these practices to build a long-term, sustainable relationship:

- ➡ **Simplify** the process for registration by streamlining the information and trying to prepare paperwork or forms in advance.
- ➡ **Build** off pre-existing materials the employer already possesses, instead of starting from blank documents. Use this as an opportunity to **dispel myths** about Registered Apprenticeship.
- ➡ **Develop a "champion"** within your targeted organization, which is someone who sees the value in Registered Apprenticeship and is willing to advocate for it internally. This person can coordinate stakeholder meetings and identify roadblocks. Remember, apprenticeship conversations can be derailed in these "closed door" exchanges. Your champion should be armed with the materials and information they need to highlight benefits, address potential concerns, and dispel myths.
- ➡ Set regular time to **check-in** with your key point of contact throughout the process to develop and build the relationship

Process of Championing Registered Apprenticeship in an Organization



Pitfalls to Avoid in Scaling Employer Engagement

PITFALL 1

Overexplaining the Registered Apprenticeship process, which can overwhelm the employer.

Spending **too much time talking** rather than asking relevant questions and listening.

PITFALL 2

PITFALL 3

Engaging the employer in every conversation and meeting while the process is still under development. This can **overcomplicate** the process and intimidate the potential employer.

Disseminating documents describing on Registered Apprenticeship **without bringing together** an employer's decision-makers or **without adequately preparing** your champion for future internal conversations.

PITFALL 4

PITFALL 5

Not following up in communication with a potential employer—you never know how they can be a future resource.

Additional Resources



[Market Research Resources](#): The U.S. Small Business Administration offers several sources for researching the industry and local market where you are targeting employers.



[Return on Investment \(ROI\) Resources](#): Research on the ROI for Registered Apprenticeships that can help your champion inspire their colleagues.



[Quick Start Toolkit](#): This guide simplifies the key benefits of Registered Apprenticeships to employers and can be shared with employers who request additional details.



[A Resource Guide for Employer Engagement](#): This resource walks through the steps of relationship development for an employer, which you can apply as you develop the relationship.



[Employer Engagement Expert Dialogue](#): This tool leverages the expertise of people who have been longtime proponents of Registered Apprenticeships and can help to hone your message.

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