

REGISTERED APPRENTICESHIP

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:

Research the employer before engaging in a conversation so that you can demonstrate familiarity with their business.



Find opportunities to inquire about whether the employer's current talent pool is meeting their needs (or how they are not) to guide the conversation



Engage the employer in a conversation about their goals to gain a better understanding of their business model and how they approach their work.

toward Registered Apprenticeship.



Explore additional ways to add value to their business beyond talent development, such as resource sharing and assisting in networking.

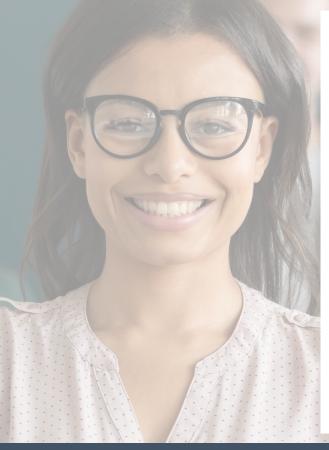
If the employer expresses a need for talent development, simplify your explanation of what a Registered Apprenticeship is and how it can serve them.





Display empathy and a supportive attitude when an employer does not have an immediate need for talent development or is unsure about a Registered Apprenticeship. The main goal is to start building a relationship.

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



IDENTIFY CHAMPION

IIC identifies "champion" in organization



OFFER STRATEGIES

IIC communicates with champions and offers strategies for implementing Registered Apprenticeships in their organization



IIC arms champion with resources and responses to common concerns





ADDRESS QUESTIONS

IIC maintains communication with champion to help them address organizational concerns and answer questions

COMMUNICATE BENEFITS

Champion communicates the benefits of Registered Apprenticeships to organization and responds to questions





INFORM STAKEHOLDERS

Champion coordinates communications with key stakeholders in the organization

STEP 4

Pitfalls to Avoid in Scaling Employer Engagement



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

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





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.





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.

Special thanks to FASTPORT for providing their insight and input to the development of Factsheet 1.1 Scaling Your Employer Partnerships.