American Apprenticeship Initiative

Learning Network

3:00 – 4:30 pm EST

Tuesday, September 6, 2016

National Governors Association

Webinar Overview

1. Welcome and Overview
2. Debrief of Employer Engagement Workshops
3. What does “Employer Engagement Success” look like to you?
4. Closing: Updates, and Reminders

Overview of Partners

USDOL Federal Project Officers

- ***Support grantees in:***
  - Technical aspects of grant start-up
  - Matters related to statutory, regulatory, and administrative requirements
  - Reporting and analysis of financial and performance data
  - Developing grant modification requests

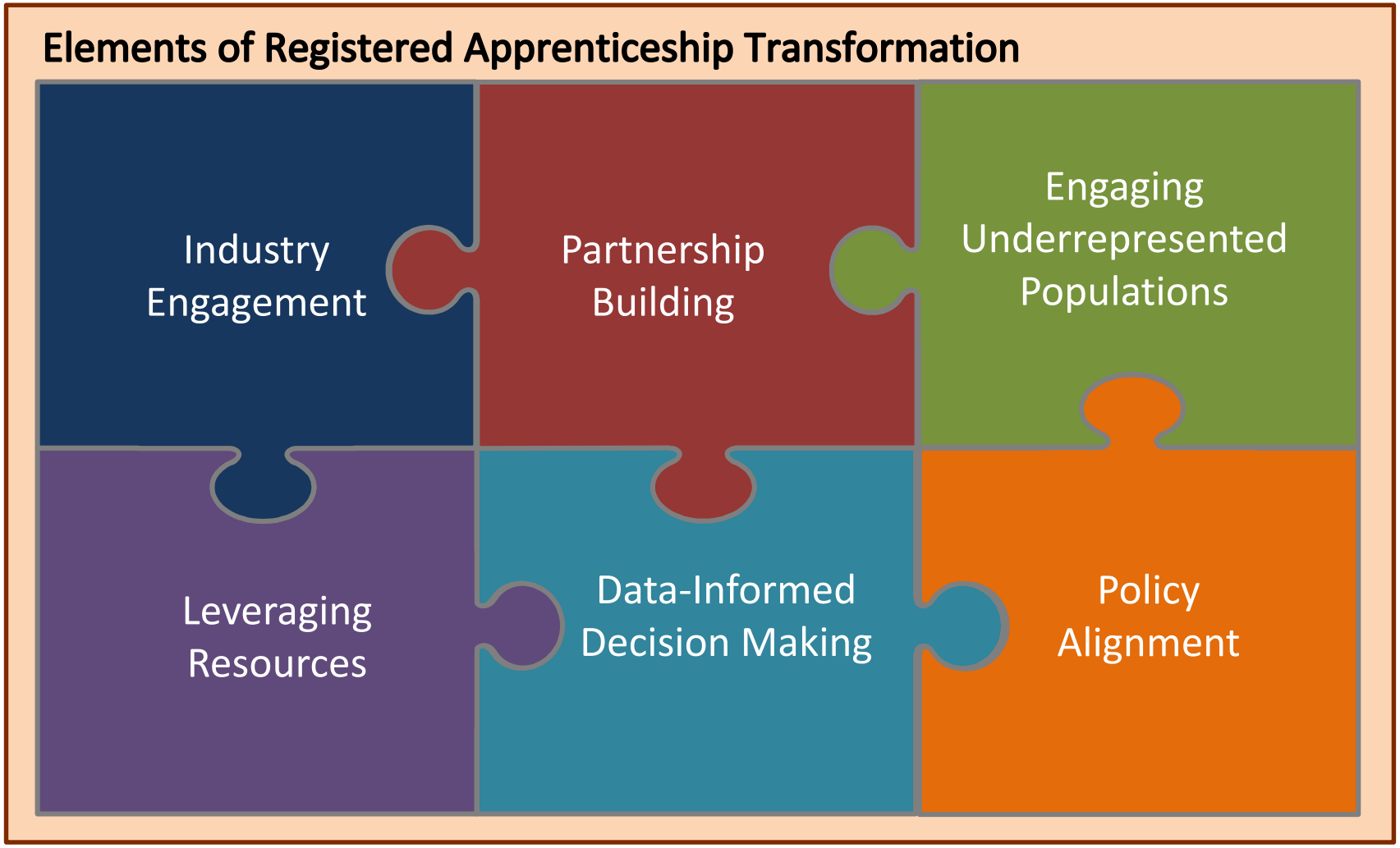
Apprenticeship Consultants

- ***Support grantees to***:
  - Develop and register new apprenticeship programs
  - Identify challenges in meeting national apprenticeship guidelines
  - Address technical aspects of industry partner apprenticeship programs

National Governors Association Center for Best Practices

- ***Supports grantees to:***
  - Surface their challenges and lessons learned
  - Learn from peers across the cohort
  - Develop strategies for scale and sustainability
  - Align programs with state, and local policy and institutions
- ***Maximize national learning from grants***

Success Factor Framework



Employer Engagement Series

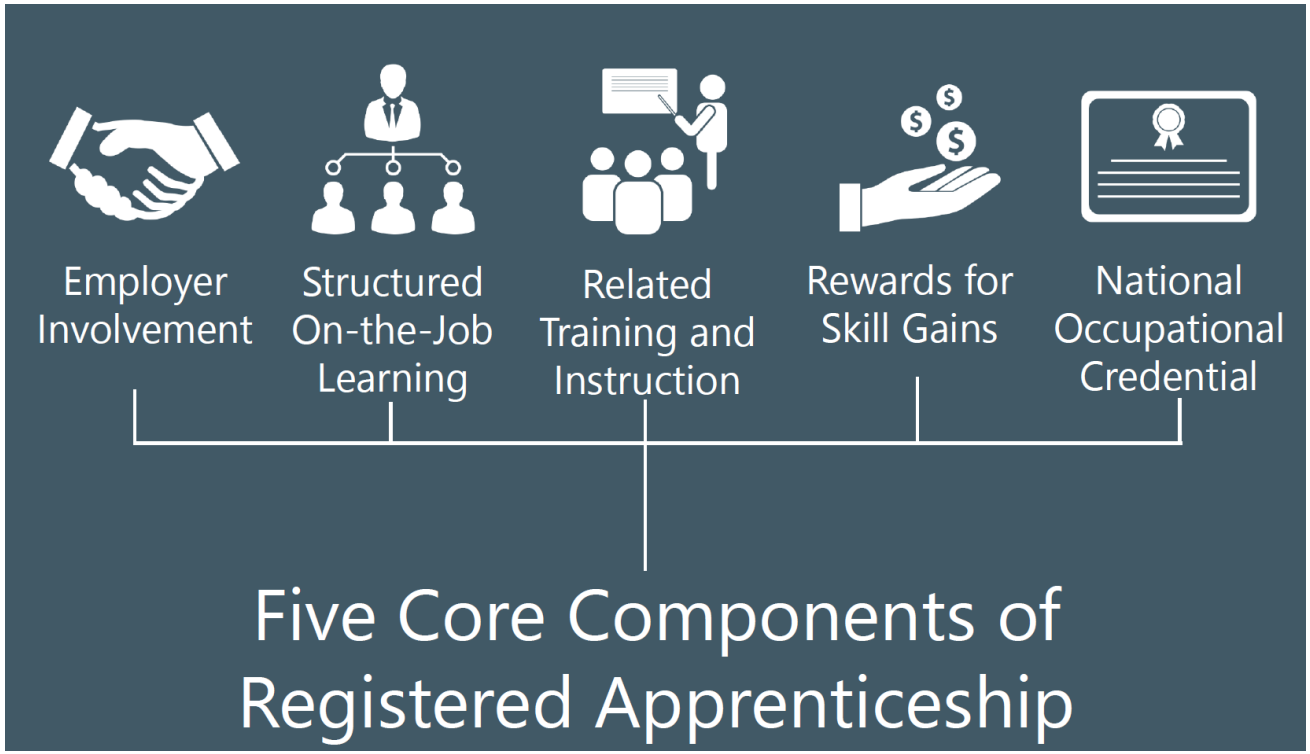
Review of Key Points:

1. How to Talk so Employers Will Listen
2. How to Listen so Employers Will Talk
3. Upping your Game

I. Key Points:

How to Talk so Employers Will Listen

Can you explain what Registered Apprenticeship is?



I. Key Points:

How to Talk so Employers Will Listen

Consider how you will make the case to employers for:

- Registered Apprenticeship as an integral part of your talent management strategy;
- The return on investment; and
- The consequences of NOT offering Registered Apprenticeship programs.

2. Key Points:

How to Listen so Employers Will Talk

Move from using employers as Advisors to using them as Strategic Partners!

2. Key Points:

How to Listen so Employers Will Talk

What does that strategic partnership look like for employers?

- Participation in curriculum design;
- Collaboration with colleges to identify competencies needed;
- Engagement on an ongoing basis in program design and refinement;
- Assessment of top sector needs…

Listening is all about asking questions

3. Key Points:
Upping Your Game

- Self-assess/inventory engagement efforts
  - What are we doing now?
  - What should we be doing differently?
- Metrics along your engagement process can help drive success

Scattershot Engagement	Alignment Across Staff Roles
Hire a Job Developer, call it good.	Clarify goals of engagement, assign roles and responsibilities across organization/partners.
Hire a Job Developer, wish them luck.	Inventory current engagement efforts and relationships, centralize information, agree to SHARE.
Hire a Job Developer, cross your fingers.	Establish clear internal processes and expectations for engagement.
Hire a Job Developer, send them out with a standard elevator pitch.	Myth-busting about apprenticeship, developing a deep understanding of the employer/industry needs and articulating ways apprenticeship can help meet those needs.
Find an Employer Champion; use them (over and over again).	Clear strategy to recruit, maintain, and thank your employer champions.

Source: Corporation for a Skilled Workforce

Employer Engagement: Application

Poll Question #1:

How do you engage with your employers today?

Employer Engagement: Application

Poll Question #2:

How confident do you feel about your ability to make the case for Registered Apprenticeship to employers?

Employer Engagement: Application

Poll Question #3:

What level of “ownership” do you offer employers when it comes to designing Registered Apprenticeship programs?

Employer Engagement: Application

Poll Question #4:

What access do you have to sector-wide forums and associations?

Employer Engagement: Application

Poll Question #5:

Have you identified an employer champion who is willing to “sell” Registered Apprenticeship programs to other employers?

Wrap-Up

- One-Year Review of Success
- Reminder about AAI Grantee Community Website
- Next Learning Network Call: Tuesday, October 4, from 3-4:30pm EST

Upcoming Workshops on Engaging Underrepresented Populations

- Fri, Sep. 23 from 3-4pm EST
  Veterans
- Thurs, Sep. 29 from 3-4pm EST
  People with Disabilities
- Thurs, Oct. 13 from 3-4pm EST
  People of Color
- Mon, Nov. 7 from 3-4pm EST
  Youth

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Thank you!

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