



## Strategy for Engaging Underrepresented Populations

*The goal of this National Governors Association Center for Best Practices paper is to assist AAI grantees with their efforts to expand apprenticeship opportunities to historically underrepresented groups. By following the strategy outlined below, grantees should be better positioned to better integrate and serve target populations with their apprenticeship program. Grantees should understand that these are general strategies, and must be tailored depending on the specific target population. NGA will assist with this connection through a series of webinar workshops.*

### 2016 NGA Workshops on Engaging Underrepresented Populations:

*The following are webinars that the NGA Center will conduct. All AAI Grantees, FPOs, SAAs, and OAs will receive invitations with the time and login information.*

- Thurs, Aug. 25: An Introduction: Outline of Strategic Plan
- Thurs, Sep. 1: Focus on Women
- Thurs, Sep. 23: Focus on Veterans
- Thurs, Sep. 29: Focus on People with Disabilities
- Thurs, Oct. 13: Focus on People of Color
- Mon, Nov 7: Focus on Youth

### Outline of Strategic Plan:

*The following are actions that should be pursued holistically by the AAI grantee, in coordination with the host company, to not only reach out to specific populations in apprenticeship occupations and alert them of the opportunities you have to offer, but also to support the apprentices through the apprenticeship program and beyond. Grantees should be sure to consult with their Federal Project Officer before taking any actions other than those in their approved Statement of Work to ensure compliance with applicable regulations. Grantees should also consult with Apprenticeship Consultants to ensure they are leveraging all available Registered Apprenticeship resources.*

#### I. Participant Outreach and Recruitment

- Partnerships: Establish trusted partnerships to assist with outreach
- Messaging: Develop targeted marketing plan based on target group's needs and interests
- Orientation: Provide a pre-program assessment with an explanation of realities of potential job duties and benefits
- Pre-Apprenticeship Program: Develop or connect to pre-apprenticeship programs that give participants a leg-up in starting an RA program

#### II. Participant Support and Retention (Once the applicant has joined the RA program)

- Peer Support Groups: Create a cohort of apprentices to encourage and support each other through the program.
- Mentorship: Provide mentorship from industry professionals so that the apprentice can develop a professional relationship, see what their potential future career may look like, and have a contact for asking questions they may not want to ask their direct supervisor.



- Provide Supportive Services: Identify what support could be provided to make it less burdensome for apprentices to participate in the program.
- Leverage Partnerships: Establish partnerships through developing MOUs to assist with the provision of supportive services. Examples can include:
  - Academic tutoring
  - Career counseling
  - Mental health and drug counseling
  - Transportation
  - Child care
- Soft Skills: Provide soft skills and leadership training throughout RA program to complement technical skills

### III. **Beyond the Apprenticeship**

- Follow-Up: Continue contact with former apprentices and provide continued career guidance
- Reunions: Bring together former apprentices in forums or reunions where they can learn from each other's career paths, celebrate successes, and spread the word about RA programs to potential applicants
- Mentorship: Pair a former apprentice with a new apprentice and ensure the continual support and retention process for underrepresented populations