



# Apprenticeship Connections

## A Resource for State Apprenticeship Expansion Grantees

### Table of Contents

[Resources](#)

[Events](#)

[Spotlight on Maryland: New Apprenticeship Ambassador Program](#)

[Spotlight on Minnesota: Insights from Employer Sponsors](#)

[Apprenticeship in the News](#)

### Resources

#### [Task Force on Apprenticeship Expansion Final Report](#) -

Task Force members wrapped up their work on May 10<sup>th</sup> - unanimously supporting and delivering to the President their final [recommendations](#) on how to best lay the groundwork for flexible Industry-Recognized Apprenticeship Programs.



#### **New DOL Policies Modernizing and Streamlining**

**Registered Apprenticeship** - The Department recently released several new policies and tools to streamline the process of developing new Registered Apprenticeship Programs:

- Revised [National Program Standards](#) that make it easier for more companies and intermediaries to obtain approval for a single set of standards for apprenticeships offered in multiple states.
- Industry-validated [competency frameworks](#) that can be used by anyone to fast-track development of their own apprenticeship programs. The DOL and Urban Institute just released ten frameworks, including Medical Assistant, Cyber Security Support Technician, and Transmission Line Worker (with many more in the works including occupations in advanced manufacturing, finance, and hospitality).



[Report on Non-Degree Credential Attainment](#) - the National Skills Coalition released a 50-state [scan](#) demonstrating ways states are learning to measure non-degree credential attainment, such as apprenticeship certificates, licenses, and industry certifications.

### Events

## Effectively Managing your SAE Grant: Administrative Requirements and

**Performance Webinar** - Please join us for an Office of Apprenticeship webinar June 27<sup>th</sup> from 2:00-3:00pm ET for a dive into grant management responsibilities, grant terms and conditions, performance requirements, and resources to support your success. Register [here](#) and send any questions you'd like to see addressed to Gabrielle Aponte Henkel at [AponteHenkel.Gabrielle.A@dol.gov](mailto:AponteHenkel.Gabrielle.A@dol.gov) by 5:00pm ET on Monday, June 25<sup>th</sup>.

**Kentucky Apprenticeship Summit** - The Kentucky Labor Cabinet is teaming up with UPS to host its second Annual Registered Apprenticeship Summit and [career fair](#) in Louisville on September 10-12, 2018. SAE grantees are welcome to attend. Click [here](#) for more information or to register.



## Spotlight on Maryland: New Apprenticeship Ambassador Program Launches



Pictured with Maryland Labor Secretary Kelly M. Schulz (center) is Mike Galiazzo, RMI President, and the RMI board of directors. *Photo credit: John Dove*

Maryland recently launched the Maryland Apprenticeship Ambassador Program, an incentive program that aims to raise awareness about registered apprenticeships and encourage job seekers and businesses to engage in apprenticeship opportunities. Apprenticeship ambassadors are leaders in their field or local area who demonstrate a high commitment to apprenticeships and/or to employ apprentices in their workforce. They cultivate and strengthen relationships with key stakeholders (such as students, parents, educators, business owners, elected officials, trade associations, and employment bodies) and act as champions for outreach activities and events that raise awareness about apprenticeships.

Four organizations have already received "ambassador" designation: Regional Manufacturing Institute of Maryland (RMI), Rural Maryland Council, Independent Electrical Contractors Chesapeake, and a Joint Apprentice Training Council composed of the International Brotherhood of Electrical Workers and the National Electrical Contractors Association. "No one knows better the power of apprenticeship than our industry leaders," said Labor Secretary Kelly Schulz. "They know firsthand that apprenticeship creates a pipeline of qualified talent for Maryland job creators. That experience makes them natural spokespeople, who can champion apprenticeship

throughout the state and help make registered apprenticeship available for all Marylanders in all industries and occupations."

For their commitment, apprenticeship ambassadors receive special recognition from the Maryland Department of Labor, Licensing and Regulation, customized advice and counsel on navigating the Maryland Apprenticeship and Training Program, the latest in apprenticeship news and emerging workforce trends, and valuable media exposure.

Since January 2015, the number of registered apprentices in Maryland has grown by nearly 20% to approximately 9,600. For more information about the Maryland Apprenticeship Ambassador Program, contact [info@mdapprenticeship.com](mailto:info@mdapprenticeship.com) or check out the [ambassador website](#).

## Spotlight on Minnesota: Prospective Apprentice Survey Results

Last month, we highlighted insights Apprenticeship Minnesota gleaned from interviews with employer sponsors as part of their efforts to develop a communications and branding plan for the system. This month, we will look at the results of their survey of prospective apprentices - individuals who were either unemployed or employed but not very satisfied with their current job.

Minnesota's research and communications firm obtained survey results from 889 people between the ages of 18 and 30 with an education level of high school through a four-year college degree. All were either unemployed or employed but not very satisfied with their current job. The state set goals to ensure a good response from a few target populations - women, youth, people of color, and veterans. Responses provided good insights into career interests, potential communication methods, and apprenticeship awareness.



- **Industries of Potential Interest:** When asked what industries would be of potential interest for a future career, 39% said healthcare, 20% said IT, and 20% were undecided. Women were more than twice as likely as men (46% women, 22% men) to desire a career in healthcare, and the healthcare field was the primary choice for veterans (31%). Men, on the other hand, were more than twice as likely to show interest in a career in IT as women (34% men, 14% women). IT also had a relatively higher interest among individuals of color (27%), as did manufacturing (20% of color, 10% Caucasian) and construction (15% of color, 9% Caucasian).
- **Factors Considered Important or Very Important When Choosing a Career Field:** Survey participants were asked to rate the importance of certain factors related to potential career fields. Wages and work/life balance were rated as the most important considerations, with 88% saying that each are somewhat or very important. Benefits offered was a close second (85%), followed by on-the-job training (73%), leadership opportunities (62%), number of open jobs and working with people (55% each), and social impact (54%).
- Compared to their Caucasian counterparts, individuals of color placed slightly higher importance on leadership opportunities, number of open jobs available, social impact of the job, and working with their hands, and were more than twice as likely to indicate that working with machines is important (41% of color, 19% Caucasian). Men were slightly more likely than women to place importance on leadership opportunities and working with their hands, and were significantly more interested in working with machines (41% men, 17% women). Veterans

were less likely to place importance on a job offering benefits and on-the-job training, but they placed significantly higher importance than the overall population surveyed on working with their hands, working with machines, and leadership opportunities.

- **Interest in the Trades:** Two-thirds of survey participants said that they have considered a career in "hands-on" work such as construction, manufacturing, or healthcare (73% men, 65% women, and 74% veterans). For those who said they have not considered a hands-on career, the most cited reason why was they feel the work would be too difficult (41%). Another 17% didn't feel there is enough financial opportunity with that type of a career (a concern stated more often by men than women).
- **Job Search Resources:** When asked what resources they typically use when looking for a job, the vast majority (86%) said they utilize internet career sites, such as Indeed, CareerBuilder, or LinkedIn. Half said that they network, 31% cited job fairs, and 21% said they used workforce centers. If targeting individuals of color, they were much more likely than Caucasians to frequent job fairs or workforce centers. Women are slightly more likely than men to use internet career sites, while men are more likely to frequent job fairs. Veterans were more likely than the general population surveyed to have indicated that workforce centers are a typical job search resource (33% veterans, 21% overall).
- **Social Media:** Facebook was the primary social media channel used (85%), followed by YouTube (61%), Snapchat (59%), Instagram (54%), and Twitter (28%). Just 19% said they used LinkedIn. Women were more likely than men to routinely use Facebook (89% women, 77% men), Snapchat (60% women, 55% men) and Instagram (56% women, 45% men). Men said they were more likely to frequent YouTube (71% men, 57% women) and Twitter (35% men, 24% women) than their female counterparts. Veterans appeared to visit popular social media channels less than the target market population at large.
- **Career Training Outreach:** Survey participants were asked about the best ways to reach them with information about career training opportunities. Seven in 10 said that email is the preferred way. Another 58% mentioned social media and 43% said websites.
- **Apprenticeship Awareness:** When asked if they are familiar with the term "registered apprenticeships," only a third said that they were. Veterans, however, were more than twice as likely as the target market population at large to indicate familiarity. When given a definition of registered apprenticeship, 81% showed interest in learning more (35% very interested, 46% somewhat interested). Individuals of color and veterans were more interested in learning more about registered apprenticeship opportunities than the population as a whole. Among those interested in learning more, 87% said they would do an online search for such information, 44% percent said they would go to an apprenticeship website, and 23% said they would visit a workforce center. Information they would want to find in their search was said to be the types of jobs available as an apprentice (85%), the benefits (72%), future earning potential (71%), where to apply for such opportunities (68%), and the length and type of training available (64%).

For more information about Minnesota's communications and branding research, please contact Betsy Adamson, Project Manager at the Minnesota Department of Labor and Industry, at [betsy.adamson@state.mn.us](mailto:betsy.adamson@state.mn.us).

## Apprenticeship in the News

[The DOL Plan to Expand Apprenticeship Programs](#)

[California Announces 'Record Number' of Active Apprentices](#)

[Bevin Announces Social Work Apprenticeship Program](#)

['World is Your Oyster': Fort Mill Students Chosen for Tech Industry Apprenticeships](#)

[Oregon's First Medical Apprenticeship Program Opens in Coos County](#)

[Apprenticeships and Two-Year Degrees are Calling - Is Anyone Listening?](#)



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