



Apprenticeship**USA**

NATIONAL APPRENTICESHIP WEEK REPORT



NOVEMBER 1-7, 2015

October 30, 2015

Presidential Proclamation – National Apprenticeship Week, 2015

NATIONAL APPRENTICESHIP WEEK, 2015

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA A PROCLAMATION

At the heart of our Nation's promise lies a simple truth: If you work hard you can get ahead, earn a decent-paying job, and secure a brighter future for yourself and your family. To make this promise real, our economy has to work for everyone, and that begins with providing all our people with the tools and resources they need to utilize their unique talents to contribute to our country's success. Apprenticeships offer this opportunity, and over 430,000 Americans participate in these programs today. During National Apprenticeship Week, we recognize the ways apprenticeships foster innovation and prosperity, and we recommit to encouraging and supporting those who offer and partake in them.

Without the skills to get new, higher-wage jobs, and without the knowledge to adapt to new machinery, systems, technology, and techniques, the American worker could fall behind. Apprenticeships help people upgrade their skills and keep pace with the demands of the 21st century. Today, in part thanks to strong cooperation between labor and management, 87 percent of apprentices find employment after completing their program, and their average starting wage is above \$50,000. And over the course of their lifetimes, workers who complete an apprenticeship on the job may earn hundreds of thousands of dollars more than their peers who do not. According to multiple studies, the payout is good for employers, too -- they see significant returns in the form of increased productivity, reduced waste, and greater innovation.

Across America, employers, educators, labor leaders, and elected officials are joining together to encourage and support apprenticeships. Businesses are preparing workers for jobs in advanced manufacturing, information technology, health care, and other industries, while unions are helping their members secure new and more gainful employment. Hundreds of our Nation's colleges are awarding credit toward a degree for completing an apprenticeship program. And State and local governments in every corner of our country have been working to help America succeed by investing in programs to train our workers for the jobs of tomorrow.

At the Federal level, my Administration is committed to enabling hardworking people to earn and learn at the same time by supporting job-driven training initiatives like apprenticeships. Today, 55,000 more apprenticeship positions are available than there were at the start of 2014. To build on this progress, we awarded \$175 million in grants to 46 apprenticeship programs around America. This investment will provide training opportunities for 34,000 new apprentices over the next 5 years, ensure apprenticeships are available to diverse and historically underrepresented populations, and provide a framework for apprenticeship opportunities to grow. Earlier this year, we hosted the White House Summit on ApprenticeshipUSA, bringing together over 140 employers, labor and education organizations, community-based groups, and others to recognize their commitment and to generate the best ideas on how to expand these programs. Additionally, I urged the Congress to create a \$2 billion Apprenticeship Training Fund to double the number of apprentices in America, and I have called on businesses to offer more educational benefits and paid apprenticeships to their employees regardless of their level of education.

Our country thrives when all our citizens play a role in driving it forward. If we create good jobs and help workers get the skills they need to succeed in those jobs, we can restore the link between hard work and growing opportunity for every American. During National Apprenticeship Week, let us support and encourage apprenticeship programs that will help rebuild our middle class, and let us rededicate ourselves to educating more of our people, retraining our workforce, and renewing our Nation's promise to put the American dream within the reach of the determined.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim November 1 through November 7, 2015, as National

Apprenticeship Week. I urge the Congress, State and local governments, educational institutions, industry and labor leaders, and all Americans to support apprenticeship programs in the United States and to raise awareness of their contributions to our country.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of October, in the year of our Lord two thousand fifteen, and of the Independence of the United States of America the two hundred and fortieth.

BARACK OBAMA

National Apprenticeship Week

President Obama proclaimed November 1-7, 2015 as the inaugural National Apprenticeship Week. This historic week offered businesses, unions, colleges, states and others the opportunity to express their support for Registered Apprenticeship. NAW provided apprenticeship sponsors and their partners a premier opportunity to highlight their programs and to demonstrate the benefits of apprenticeship as a tried and true skills training model across the country.

Highlights

- **PARTICIPATION:** more than 300 events and activities in 47 states and the District of Columbia.
- **MEDIA SPOTLIGHTS:** national and local media coverage throughout the country with more than 60 articles and news spots generating valuable publicity for apprenticeship.
- **SOCIAL MEDIA INTERACTION:** enthusiastic pronouncement and support of NAW events including an interactive Twitter campaign highlighting how apprenticeship works for those participating.
- **CONGRESSIONAL ACTION:** The Senate passed a Resolution recognizing NAW and bipartisan House members took to the House floor to support apprenticeship and introduce a House Resolution.

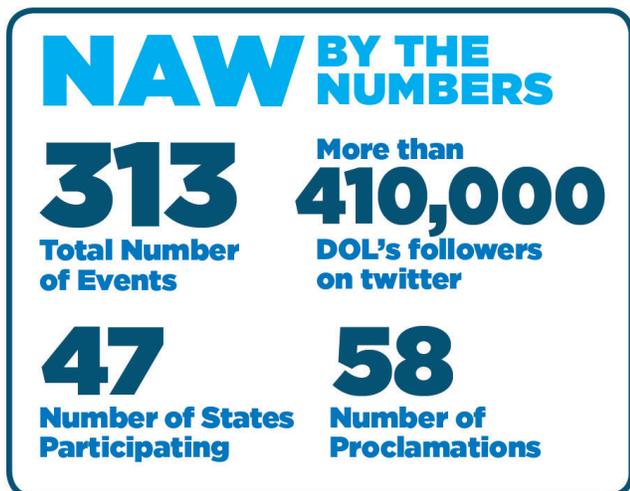
Activities

The activities and events held during NAW were diverse and creative— ranging from apprentice graduations, to company open houses, to activities for youth in high schools. States, local governments and organizations also released their own proclamations for National Apprenticeship Week, and expanded the week to include proclamations for “Women in Apprenticeship Day.”

The U.S. Department of Labor identified key themes throughout the week in order to drive online and in-person conversations about how:

- Apprenticeship Works for Business
- Apprenticeship Works for Innovation
- Apprenticeship Works for Working Families
- Apprenticeship Works for Everyone
- Apprenticeship Works for Students

In addition to live events and official proclamations, NAW was celebrated on Facebook, YouTube, blogs and Twitter - with a Twitter Storm on November 3. Secretary of Labor Perez, Deputy Secretary Lu, members of Congress, employers, unions, governors and others participated via Twitter to publicize events held during NAW and to discuss the value of apprenticeship. Citizens nationwide shared their activities via Twitter using #ApprenticeshipWorks and #NAW2015 to showcase their efforts.



National Leaders Put Apprenticeship Front and Center

National leaders - from multiple federal agencies to members of Congress - participated in NAW. Secretary of Labor Thomas Perez traveled extensively during the week to celebrate NAW, with appearances in California, Ohio, Maryland and Washington, D.C. Additionally, Secretary Perez held a live event with National Journal event at the Newseum in Washington.

Other national leaders also promoted apprenticeship during NAW, for example:

- **Secretary of Commerce Penny Pritzker** leveraged social media to promote apprenticeship and business and spoke about using apprenticeship to develop the next generation workforce at the National Electrical Manufacturing Association conference on November 6.
- **The Department of Education** posted a blog on the connection between apprenticeship and career and technical education.
- **Suzi Levine, U.S. Ambassador to Switzerland and Lichtenstein** promoted apprenticeships throughout the week abroad.
- **Members of Congress** from several states, including California, Connecticut, Delaware, Michigan, New York and Wisconsin, participated in NAW activities and delivered speeches on the value of apprenticeships on the Senate and House floors.
- **Governors from Alaska to Wyoming** participated in National Apprenticeship Week, including signing proclamations and attending apprenticeships events. See proclamations at <https://doleta.gov/oa/naw>



On November 2, Secretary Perez visited the Greater Cleveland Regional Transit authority. He met with apprentices retrofitting 30-year old rail cars and discussed their bright futures through apprenticeship. After the visit, Secretary Perez hosted a roundtable at Cuyahoga Community College. The college is partnering with the Transit Authority to recruit and train a new generation of workers.



Iowa Governor Terry Branstad signing NAW proclamation.

Businesses Lead the Way

Industry leaders demonstrated strong support for apprenticeship throughout the week - holding open houses and tours of their apprenticeship programs, hosting business-to-business roundtables, submitting blog posts and other forms of community engagement. Leaders of Excellence in Apprenticeship Development, Education and Research (LEADERS) played a key role in advancing NAW, including Dow, Ford, Alcoa, Nestlé USA, Dartmouth-Hitchcock Medical Center, Idaho Power, Independent Electrical Contractors, and others. Businesses in a broad range of industries promoted apprenticeship, and held events during NAW:

- **Campbell's Soup and Pepperidge Farms** provided tours of advanced manufacturing laboratories in multiple states
- **Mohawk Industries and Kroger** both signed apprenticeship standards during the week.
- **CVS Health** announced the expansion of its Registered Apprenticeship program to new markets during the week. CVS Health plans to expand its Pharmacy Tech and Retail Store Manager apprenticeship opportunities in several states and within specialty pharmacy services.
- **Time Warner Cable** announced and rolled out its new apprenticeship program in Missouri.

This strong show of support during NAW provided the opportunity for businesses with national status and recognition to promote the value of apprenticeship programs, and provided a platform for businesses to illustrate their many successes with apprenticeship.

Apprentice. Metrologist. Engineering Technician. Shipbuilder.



#ApprenticeshipWorks

Shipbuilder Huntington Ingalls used the social reach of National Apprenticeship Week to celebrate their 10,000th apprenticeship graduate, Sarah Ruggles.



Julie Booth, a Medical Assistant Apprentice at Dartmouth-Hitchcock Medical Center in Lebanon, NH took to Twitter and Facebook to share how #ApprenticeshipWorks for her.

Building from a Strong Foundation

NAW provided the opportunity for unions, and joint labor management organizations to highlight their successful programs, and many led the way during the week. In particular, Secretary of Labor Thomas Perez toured the International Brotherhood of Electrical Workers' (IBEW) Local 26 headquarters in Lanham, Maryland to view some of the latest innovations that IBEW and North American Building Trades Unions are providing to their apprentices. Additionally, the United Autoworkers, SEIU, AFSCME, and the AFL-CIO throughout the country sponsored events during NAW.



Secretary Perez bends a pipe as apprentices Nicholas Payne, 28, and Matthew Weitzel, 30 look on during the Secretary's National Apprenticeship Week visit to the IBEW Local 26 Joint Apprenticeship Training facility in Lanham, MD on Nov 3, 2015.



North American Building Trades Unions held open houses and other events across 15 cities. The organization's president, Sean McGarvy, was highlighted on USDOL blog showcasing innovation in their apprenticeship programs from Georgia to California. He was also to be seen on MSNBC during highlighting apprenticeship the week.

Advancing Diversity

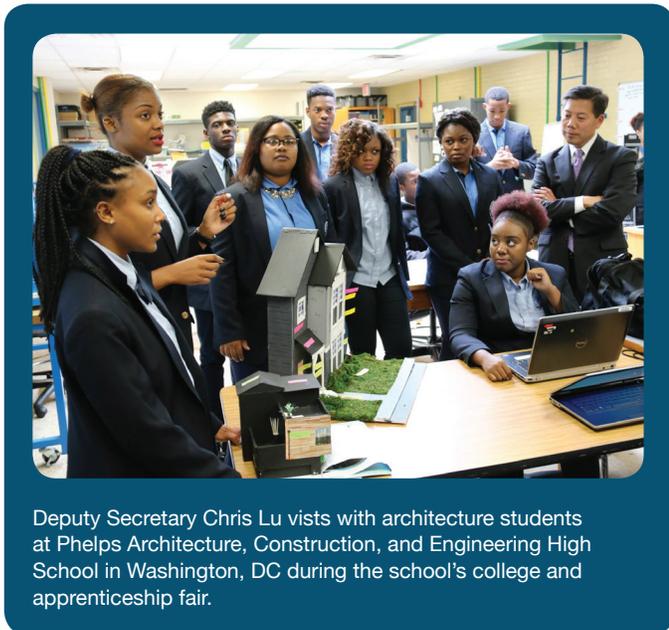
NAW provided the opportunity to market apprenticeship training to women, minorities, individuals with disabilities and other groups underrepresented in apprenticeship programs. Organizations assisting women and minorities to succeed in apprenticeship took the opportunity to showcase their programs during NAW. Examples include several onsite events and media coverage of Oregon Tradeswomen, and activities involving West Virginia Women Work, WINTER (Los Angeles), NEW (New York) and other groups.

Additionally, the states of Michigan, New Hampshire and Oregon issued proclamations of Women in Apprenticeship Day, as did the cities of Boston, Los Angeles and Portland. For states, cities and organizations promoting women in apprenticeship, NAW provided a platform to tell their story, for the first time, about how apprenticeship opens up new career pathways and changes the lives of working women and their families.

Groups that promote opportunities for individuals with disabilities, including #YesWeCode and Able-Disabled Advocacy, also sponsored events to promote apprenticeship. In addition, outreach to veterans was prominent during NAW, with veterans' career fairs and sponsor open houses held during the week to attract veterans to apprenticeship programs.



Non-Traditional Employment for Women (NEW) hosted Advancing Women in the Trades: Building on Success at the World Trade Center in New York City to help increase awareness of and access to non-traditional occupations among women.



Deputy Secretary Chris Lu visits with architecture students at Phelps Architecture, Construction, and Engineering High School in Washington, DC during the school's college and apprenticeship fair.

