ApprenticeshipUSA

FACTSHEET

www.dol.gov/apprenticeship

Be an Apprenticeship Leader

Help build a national movement to expand Apprenticeships across the United States

Apprenticeships are a tried and true workforce development strategy that has paid dividends for companies who use the program. Employers that utilize apprentices report higher productivity, higher retention rates and a substantial return on investment.

As the economy continues to grow, business leaders across all industries will need a pipeline of skilled workers to help them take their companies to the next level. Apprenticeships serve as an opportunity to grow-your-own, developing the right kind of talent that's unique to each company's needs.

In order for the country to meet its workforce needs and to help U.S. companies maintain a competitive advantage in the global economy, the U.S. Department of Labor is committed to expanding the availability of apprenticeship to more businesses and workers across the country.

As a national leader, we're asking that you join the U.S. Department of Labor in a campaign to expand Apprenticeships across the United States. The department's **ApprenticeshipUSA** initiative will engage businesses across all industries to discuss the value of apprenticeships and to encourage greater adoption of the workforce strategy.

Key goals of **ApprenticeshipUSA** include:

- Transforming the image of Apprenticeship;
- Recruiting Leaders and Champions to promote Apprenticeship in new industries and advance innovative Apprenticeship models;
- Creating mechanisms and infrastructure to support industry-based expansion efforts; and
- Building public-private partnerships and other mechanisms to accelerate apprenticeship adoption and innovation.

The **ApprenticeshipUSA** initiative is recruiting industry leaders to help promote this effort. Leaders can represent organizations including businesses and industry organizations, labor, and intermediaries.

As leaders, these organizations agree to and are recognized as working towards the following goals:

- Promote and expand Apprenticeships in the U.S. with a particular emphasis on expanding within your industry, your geographic location, and/or your supply chain;
- Improve program quality and rigor by supporting registration of existing work-based learning programs currently operated by businesses;
- Embrace and disseminate innovative practices and partnerships; and
- Increase access for under-represented and under-served populations in apprenticeship.

As an **ApprenticeshipUSA** LEADER, USDOL asks that you make at least a one year commitment to the following activities and efforts:

- If you already have a Registered Apprenticeship program, expand your program(s) within your organization by scaling your existing program, adding new occupations and/or expanding to new locations;
- If you don't currently operate a Registered Apprenticeship program, work with DOL to see how we can help you elevate your existing work-based learning programs to meet national standards for registration;
- Promote apprenticeship to other businesses by conducting outreach to at least 6 employers over the next year which could include outreach within your geographic community, within your industry, and/or within your supply chain;
- Participate in at least one national kick-off meeting and up to two sector-based convenings over the next year; and
- Allow DOL to recognize and share your best practices with the public, your peers and other colleagues; as well as other partners and stakeholders.

Why should your organization become an **ApprenticeshipUSA** LEADER?

In addition to the benefits you receive from investing in your workforce through an Apprenticeship program, your organization will benefit by:

- Receiving national recognition as a leader in addressing the national and industry challenges of developing a skilled workforce;
- Shaping the direction of apprenticeship expansion in your industry and local area;
- Learning from peer networks, advice and best practices from other employer leaders across your industry and across the country; and
- Receiving customized technical assistance and support from a network of apprenticeship staff and consultants.

Apprenticeship can play a vital role in addressing many of today's skills challenges. We ask that you accept the challenge to become an Apprenticeship LEADER.
If you are interested in becoming a LEADER, call (202) 693-2796 for more information or write us at Apprenticeship.USA@dol.gov.