

ApprenticeshipUSA Factsheet

ApprenticeshipUSA is a unifying brand that encompasses the entire National Registered Apprenticeship system and brings awareness to the proven and successful Registered Apprenticeship model. ApprenticeshipUSA connects all stakeholders in the National Registered Apprenticeship system including employers, industry associations, labor unions, education and training providers, apprenticeship contractors and grantees, apprentices, community-based organizations, equity partners, Ambassadors, DOL Apprenticeship Staff, State Apprenticeship Agencies, Federal partners, and intermediaries.



The purpose of the **ApprenticeshipUSA** brand is to engage and empower apprenticeship stakeholders to help support the Office of Apprenticeship's broader goal to expand, diversify, modernize, and strengthen Registered Apprenticeship to meet critical industry needs and build a pipeline of diverse talent into [good, quality jobs](#), especially for underserved and marginalized communities.

ApprenticeshipUSA empowers apprenticeship sponsors, apprentices, and other apprenticeship stakeholders to help share best practices, provide technical assistance, knowledge about funding opportunities, resources, and best practices for advancing Diversity, Equity, Inclusion and Accessibility (DEIA) within organizations. The branding effort also seeks to dispel common myths and demonstrate that Registered Apprenticeship is a universal training model which can be applied to anyone, in any industry, anywhere in the country.

Registered Apprenticeship is a proven recruitment, training, and retention strategy for all industries,

that enables employers to develop, train, and retain their future workforce while offering career seekers affordable paths to secure high-paying jobs. In fact, 93% of apprentices retain employment after completing an apprenticeship program contributing to a high return on investment for employers and industry leaders. Registered Apprenticeship continues to demonstrate strong growth with a 64% increase in new apprentices over the past 10 years and is expected to continue to grow as demand increases.

Through the launch of the new ApprenticeshipUSA brand, DOL's Office of Apprenticeship will work with partners to continue to expand and promote Registered Apprenticeship programs in more communities across the nation, giving career seekers access to good, quality jobs, and employers a pipeline of diverse talent to meet the workforce needs of today and the future.

If you are an employer interested in starting an apprenticeship program for your organization or are seeking to become an apprentice and jump start your career connect with our industry liaisons at: apprenticeship.gov/employers/express-interest

Engagement Opportunities

APPRENTICESHIP AMBASSADOR INITIATIVE:

Apprenticeship Ambassadors are a national network of employers, labor organizations, industry associations, program sponsors, educators, workforce intermediaries, minority serving organizations, community-based organizations, and other stakeholders to serve as champions for expanding and diversifying Registered Apprenticeship. Visit the [Apprenticeship Ambassador Website](#) to learn more about the current Ambassadors and how your organization can apply.

INDUSTRY LIAISONS:

Industry Liaisons are Office of Apprenticeship staff that serve as central points of contact and subject matter experts for developing and expanding Registered Apprenticeships in various high-growth industries. Industry Liaisons engage, support, and connect stakeholders through key activities including hosting industry working groups, participating in information sessions, connecting potential sponsors to current partners and resources, as well as development and dissemination of best practices, success stories and industry data, and more.

NATIONAL APPRENTICESHIP WEEK (NAW):

NAW is a nationwide celebration where industry, labor, equity, workforce, education, and government leaders host events to showcase the successes and value of Registered Apprenticeship in strengthening our economy, advancing racial and gender equity, and supporting underserved communities. NAW is held the third week of November. This year's celebration will take place November 14–20, 2022. Visit the [National Apprenticeship Week website](#) to learn more about how you can get involved.

Explore Registered Apprenticeship Today!

Want to learn more? Visit the U.S. Department of Labor's one-stop source for all things apprenticeship: www.apprenticeship.gov or email us at apprenticeship@dol.gov.