

TRAINING AND EMPLOYMENT NOTICE	NO. 20-15, Change 1
	DATE January 5, 2023

TO: STATE WORKFORCE ADMINISTRATORS
STATE AND LOCAL WORKFORCE AGENCIES
STATE WORKFORCE LIAISONS
STATE AND LOCAL WORKFORCE BOARD CHAIRS AND DIRECTORS
STATE APPRENTICESHIP AGENCIES
APPRENTICESHIP STATE AND REGIONAL DIRECTORS
APPRENTICESHIP GRANT AND CONTRACT RECIPIENTS
STATE LABOR COMMISSIONERS
FEDERALLY RECOGNIZED TRIBES
STATE AND LOCAL STAKEHOLDERS IN THE WORKFORCE
INNOVATION AND OPPORTUNITY ACT
AMERICAN JOB CENTER DIRECTORS

FROM: BRENT PARTON /s/
Acting Assistant Secretary

SUBJECT: New ApprenticeshipUSA Brand Information and Updated Technical Assistance
Resources for Expanding and Modernizing Registered Apprenticeship Programs

- Purpose.** The purpose of this Training and Employment Notice (TEN) is to provide uniform guidance regarding the goals and use of the new ApprenticeshipUSA brand, inform the workforce system of key initiatives for Registered Apprenticeship expansion, and share technical resources that can be used to promote Registered Apprenticeship overall. This TEN replaces the previous [TEN 20-15](#), “*ApprenticeshipUSA Information and New Technical Assistance Resources for Starting and Enhancing Registered Apprenticeship Programs*,” since the information contained in the previous TEN is now obsolete, and the current TEN provides new and more detailed information. The ApprenticeshipUSA brand will unify, engage, and empower all stakeholders in the national Registered Apprenticeship system to help support the Department of Labor’s (DOL) broader goals. DOL’s goals include striving to expand, diversify, modernize, and strengthen Registered Apprenticeship so it can continue to meet critical industry needs and build a pipeline of diverse talent into good, quality jobs, especially for historically underserved and marginalized communities.
- Action Requested.** In support of Registered Apprenticeship expansion and modernization, the Employment and Training Administration (ETA) urges state and local officials to immediately begin taking the following actions:
 - Inform employers, industry associations, labor organizations, educators, training providers, and other organizations about the new ApprenticeshipUSA brand and efforts to expand, diversify, modernize, and strengthen Registered Apprenticeship by sharing the resources provided in this TEN;

- Include ApprenticeshipUSA branding with local, regional, and state workforce promotional materials, information, and resources related to Registered Apprenticeship (e.g., Apprenticeship Carolina, Wisconsin Apprenticeship, etc.);
- Encourage staff at American Job Centers and Local Workforce Development Boards to connect with apprenticeship contacts in your area which can be found at the [Office of Apprenticeship About Us webpage](#) and engage in workforce planning that integrates Registered Apprenticeship as part of the region's workforce, education, and economic development planning;
- Encourage employer partners to consider Registered Apprenticeship as a go-to talent, diversity, recruitment, and retention strategy;
- Connect industry associations, employers, labor organizations, training providers, and others with Office of Apprenticeship's Industry Liaisons to participate in industry working groups and partner in support of Registered Apprenticeship;
- Encourage organizations to apply to become Apprenticeship Ambassadors by referring them to the [Apprenticeship Ambassador Initiative webpage](#);
- Encourage organizations interested in developing cybersecurity apprenticeship programs to participate in the 120-Day Cybersecurity Apprenticeship Sprint by visiting the [Sprint webpage](#) and any other industry specific initiatives; and
- Participate in National Apprenticeship Week (NAW) by hosting an event or participating in one and encourage other stakeholders to host and participate in events. More information on the dates for NAW and how to get involved is available at the [NAW webpage](#).

3. Summary and Background.

- a. Summary – This document will describe the ApprenticeshipUSA brand as an effort to unify and showcase the entire national Registered Apprenticeship system and bring awareness to the successful Registered Apprenticeship model. The ApprenticeshipUSA brand will help to dispel common myths and demonstrate that Registered Apprenticeship is a universal training model that can be applied to anyone, in any industry, anywhere in the country.
- b. Background – Registered Apprenticeship is a proven, industry-driven recruitment, training, and retention strategy for all industries. About 93% of workers who complete Registered Apprenticeships gain employment and earn an annual average starting wage of \$77,000. Registered Apprenticeships also help employers attract, train, and retain a skilled and diverse workforce and reap a \$1.47 return for every dollar spent on Registered Apprenticeships.

In 2016, the Office of Apprenticeship released the previous [TEN 20-15](#), *“ApprenticeshipUSA Information and New Technical Assistance Resources for Starting and Enhancing Registered Apprenticeship Programs,”* which was followed by a soft launch of the ApprenticeshipUSA brand before ultimately pivoting to the Discover Apprenticeship brand under new leadership. Based on recommendations from the Advisory Committee on Apprenticeship (ACA), Registered Apprenticeship sponsors, State Apprenticeship Agencies, and other stakeholders, the Office of Apprenticeship has officially launched the ApprenticeshipUSA brand and accompanying logo to replace the

Discover Apprenticeship brand and build upon President Biden’s commitment to expand Registered Apprenticeship. More information can be found in the [White House Fact Sheet: Biden Administration to Take Steps to Bolster Registered Apprenticeships](#).

4. **ApprenticeshipUSA**. ApprenticeshipUSA is a unifying brand that will connect, unite, and amplify all stakeholders in the national Registered Apprenticeship system including apprenticeship sponsors, training providers, apprentices, Office of Apprenticeship staff, State Apprenticeship Agencies, employers, labor organizations, industry associations, educators, equity partners, apprenticeship grants and contracts, and others under one name.

The ApprenticeshipUSA brand is available for use by all stakeholders in the national Registered Apprenticeship system including employers, industry associations, training providers, apprenticeship grantees and contractors, apprentices, community-based organizations, equity partners, Apprenticeship Ambassadors, federal partners, and intermediaries. We strongly encourage states, local workforce investment areas, and State Apprenticeship Agencies to use the attached ApprenticeshipUSA Fact Sheet (Attachment I) for information on this branding and engagement opportunities.

The ApprenticeshipUSA brand also includes a new logo, as shown below in Attachment II and Attachment III. The logo can be used with the tagline “Talent Moves You Forward” (Attachment II) or without the tagline (Attachment III) to suit your needs. We strongly encourage states, local workforce investment areas, and State Apprenticeship Agencies to review the attached ApprenticeshipUSA Logo FAQs (Attachment IV) for answers to common questions regarding proper logo use. Please contact the Office of Apprenticeship if you have any additional questions or need further guidance.

Apprenticeship Ambassadors. The Department of Labor launched the Apprenticeship Ambassador Initiative on November 15, 2021. The Ambassador Initiative is designed to create 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.

On July 12, 2022, the Department announced the selection of the first cohort of 205 Apprenticeship Ambassadors to promote, diversify, and expand Registered Apprenticeship and create pathways into quality jobs, especially for underserved and marginalized communities that need them the most. On September 1, 2022, the White House hosted an event for the Ambassador Initiative, including remarks from First Lady Dr. Jill Biden and a group discussion with Apprenticeship Ambassadors and Ambassador Initiative leaders. More information can be found in the [White House Fact Sheet: Biden-Harris Administration Launches the Apprenticeship Ambassador Initiative to Create Equitable, Debt-Free Pathways to High-Paying Jobs](#).

Ambassadors communicate the value of Registered Apprenticeship as a workforce strategy in high-demand industries and have committed to develop and expand opportunities for people who have been underserved historically. Ambassadors also promote the ApprenticeshipUSA

brand. The Department continues to encourage organizations to apply to become Ambassadors, and more information can be found on the [Apprenticeship Ambassador Initiative webpage](#).

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. These industries include advanced manufacturing, agriculture, care economy (healthcare, social services, and education), financial services, hospitality, infrastructure (construction, clean energy, and telecommunications), information technology (IT), cybersecurity, public service, and transportation. 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. To connect with the Industry Liaisons, please email the [Office of Apprenticeship](#) at apprenticeship@dol.gov.

5. **Inquiries.** For further information about Registered Apprenticeship and technical assistance resources for starting Registered Apprenticeship programs, please contact apprenticeship staff at DOL/ETA or respective State Apprenticeship Agency. Contact information is located in the Apprenticeship Staff Contact Map accessible through the [Office of Apprenticeship About Us webpage](#).

6. **References.**

- [White House Fact Sheet to Bolster Registered Apprenticeships](#)
- [ApprenticeshipUSA webpage](#)
- [ApprenticeshipUSA video](#)
- [Apprenticeship Ambassadors webpage](#)
- [White House Fact Sheet on the Apprenticeship Ambassador Initiative](#)
- [Registered Apprenticeship DOL-funded Industry Intermediary Factsheet](#)

7. **Attachment(s).**

- Attachment I: ApprenticeshipUSA Fact Sheet
- Attachment II: ApprenticeshipUSA logo, with tagline
- Attachment III: ApprenticeshipUSA logo, without tagline
- Attachment IV: ApprenticeshipUSA Logo FAQs