

TRAINING AND EMPLOYMENT NOTICE	<b>NO.</b> 20-15
	<b>DATE</b> January 11, 2016

**TO:** ALL STATE WORKFORCE ADMINISTRATORS  
 ALL STATE AND LOCAL WORKFORCE AGENCIES  
 ALL STATE WORKFORCE LIAISONS  
 ALL STATE AND LOCAL WORKFORCE BOARD CHAIRS AND DIRECTORS  
 ALL STATE APPRENTICESHIP AGENCIES  
 ALL APPRENTICESHIP STATE AND REGIONAL DIRECTORS  
 ALL STATE LABOR COMMISSIONERS  
 ALL FEDERALLY RECOGNIZED TRIBES

**FROM:** PORTIA WU /s/  
 Assistant Secretary

**SUBJECT:** ApprenticeshipUSA Information and New Technical Assistance Resources for Starting and Enhancing Registered Apprenticeship Programs

1. **Purpose.** To expand apprenticeships across the country by announcing ApprenticeshipUSA and launching related promotional and technical assistance resources for starting and enhancing Registered Apprenticeship Programs.
  
2. **Background.** As the economy continues to grow, businesses across all industries will need a pipeline of skilled workers to help them remain competitive. Registered Apprenticeship is a tried and true workforce strategy that offers apprentices opportunities to earn a salary while learning the skills employers demand in a variety of occupations – such as for a Computer Numerical Control Operator in Advanced Manufacturing, a nursing assistant in Healthcare, or a coder in Information Technology. For employers, Registered Apprenticeship serves as an opportunity to grow your own workforce, and to meet a company’s skill needs for the future. To better promote these programs and encourage others to join the movement to expand apprenticeship, the U.S. Department of Labor (DOL) has created ApprenticeshipUSA, a unifying name and brand that connects all registered programs as part of a single network. This network includes traditional and newly emerging apprenticeship partnerships in industries such as Healthcare, Transportation, Information Technology, Construction, and Advanced Manufacturing. Collectively, ApprenticeshipUSA partners invest in innovative apprenticeship models to better meet the workforce challenges of today’s employers.

DOL has an aggressive goal to double and diversify apprenticeships across the country by 2019 as part of our nation’s response to a growing demand for highly skilled workers. To meet this challenge, DOL’s Employment and Training Administration (ETA), in coordination with the White House, launched the ApprenticeshipUSA LEADERS Initiative

and National Apprenticeship Week to engage employers, industry partners, labor, and other stakeholders as ambassadors, working together with the DOL, to share innovative practices and partnerships aimed at expanding apprenticeships within their industries, supply chains, and geographic locations. In support of these promotional efforts, ETA also has issued new technical assistance resources to support partners in their collaborative efforts to develop new apprenticeship programs.

- 3. ApprenticeshipUSA.** ApprenticeshipUSA is a unifying name and brand intended to identify all U.S. Registered Apprenticeship programs as part of a single network. Our trademark is “ApprenticeshipUSA” while our product is “Registered Apprenticeship”. Our efforts at re-branding stem from a need to demonstrate that apprenticeship is a universal training model which can be applied in any industry, anywhere in the country.

To increase jobseeker and employer awareness of apprenticeship opportunities, ETA strongly encourages states, local workforce investment areas, and State Apprenticeship Agencies to use the attached DOL “factsheet” outreach materials for purpose of implementing this branding effort. Ultimately, ETA intends to coordinate with states for their use of the ApprenticeshipUSA trademark on state-created apprenticeship program materials.

- 4. LEADER Initiative.** Through the ApprenticeshipUSA LEADERS Initiative, participating organizations will help meet the President’s goal of expanding apprenticeship opportunities nationwide, and address the national and industry challenges of developing a skilled workforce. In addition, they will have the opportunity to assist DOL in shaping apprenticeship expansion in their industries and local areas; benefit from peer networks, advice and best practices shared by other LEADERS nationwide; and receive customized technical assistance and support from a network of Registered Apprenticeship staff and consultants.

LEADERS with a Registered Apprenticeship program will work with DOL to develop innovative strategies in support of program expansion to increase the number of apprentices across the nation. Those not yet operating a Registered Apprenticeship program will have the opportunity to work directly with DOL to elevate existing work-based learning programs to meet national standards for apprenticeship registration. This program, which already includes both national and local level LEADERS, includes CVS Caremark and United Parcel Service, and was noted by the President in his State of the Union speech in January 2015. To learn more, please visit this link:

<http://www.dol.gov/apprenticeship>.

- 5. National Apprenticeship Week 2015 Recap.** The ApprenticeshipUSA Initiative centers on a Presidential call to action to increase the use of Registered Apprenticeship to upskill our nation’s workers, and expand the talent pipeline available to U.S. industries. In support of this effort and the long-term vision it represents, the White House proclaimed the week of November 1, 2015, as the First Annual National Apprenticeship Week.

National Apprenticeship Week offered employers, industry associations, labor, education, states, cities and other critical partners the opportunity to express their support of apprenticeship. National Apprenticeship Week also offered ApprenticeshipUSA LEADERS and apprenticeship programs a chance to showcase their programs, facilities and apprentices and highlighted the benefits of the Apprenticeship model in preparing a highly skilled workforce to meet the talent demands of employers in all industries.

Participation in National Apprenticeship Week activities underscored the collective effort among states, industries, employers, labor-unions, educators, community-based organizations and local, state and federal government to ensure the U.S. will continue to lead the world in developing an innovative and highly skilled workforce through apprenticeship. Over 325 successful events and activities took place nationwide during National Apprenticeship Week, including, but not limited to:

- Apprenticeship Program Open Houses
- Apprenticeship Signing Days
- Industry and Employer Apprenticeship Commitment Announcements
- Skills Competitions
- Federal, State, and Local Government and Industry Proclamations
- Blogs and Social Media Activities
- Other Outreach & Promotional Activities

To learn more, please visit: <http://doleta.gov/oa/naw/>

6. **Technical Assistance Resources.** ETA is pleased to announce our new DOL.GOV/APPRENTICESHIP portal, complete with testimonials, “how to” guides, and the latest news on ApprenticeshipUSA. Three resources, in particular, will be helpful to partners interested in supporting and building new apprenticeship programs.

The first new technical assistance resource is the ApprenticeshipUSA Toolkit, which provides a five-step “action” guide covering everything from apprenticeship basics to how to launch a program. Each step includes information on various aspects of Registered Apprenticeship, links to other useful resources, and real-life examples and testimonials from successful apprenticeship programs.

The second technical assistance resource is the Federal Resources Playbook for Registered Apprenticeship. Federal Agencies supporting Registered Apprenticeship programs and contributing to the Playbook are the U.S. Departments of Labor, Education, Veterans Affairs, Agriculture, Transportation, and Housing and Urban Development. In separate chapters, each Department explains how its Federal resources can be used to support employers (and their apprentices) with starting and/or expanding Registered Apprenticeship programs.

The third technical assistance resources is our new Pre-Apprenticeship guide which offers information and resources to help organizations develop, build and sustain quality pre-apprenticeship programs that prepare individuals for Registered Apprenticeship programs

in non-traditional, high-wage occupations. While the focus is on expanding apprenticeship opportunities for women – disadvantaged, low-wage, low-skilled or those interested in a career change – these strategies can also be applied to other groups seeking quality, family-sustaining jobs. Links to these and other resources are located below.

**7. Information and Resources on Apprenticeship.**

- ApprenticeshipUSA factsheet (attached)
- ApprenticeshipUSA LEADERS factsheet (attached)
- ApprenticeshipUSA logo (attached)
- ApprenticeshipUSA home page: <http://www.dol.gov/apprenticeship>
- National Apprenticeship Week: <http://doleta.gov/oa/naw/>
- ApprenticeshipUSA Toolkit: <http://www.dol.gov/apprenticeship/toolkit.htm>  
*Version for Download:* [http://www.doleta.gov/oa/employers/apprenticeship\\_toolkit.pdf](http://www.doleta.gov/oa/employers/apprenticeship_toolkit.pdf)
- Pre-Apprenticeship: Pathways for Women into High-Wage Careers: A Guide for Community-Based Organizations and Workforce Providers  
<http://www.doleta.gov/oa/preapp/>
- Federal Resources Playbook: <http://www.doleta.gov/oa/federalresources/playbook.pdf>
- American Apprenticeship Grant Initiative <http://www.dol.gov/apprenticeship/grants.htm>

**8. Action Requested.** In support of Apprenticeship expansion, ETA urges state and local officials to immediately begin taking the following actions:

- Encourage staff at American Job Centers and Workforce Investment Boards to connect with apprenticeship contacts in your area <http://www.doleta.gov/oa/contactlist.cfm> and engage in workforce planning that integrates Registered Apprenticeship as part of the region’s workforce, education and economic development planning;
- Inform businesses and industry organizations, labor and intermediaries about efforts to expand programs in support of ApprenticeshipUSA and opportunities to become part of the ApprenticeshipUSA LEADERS initiative by sharing the resources provided in this TEN;
- Encourage employer partners to consider Registered Apprenticeship as a way to develop world class talent; and
- Integrate ApprenticeshipUSA brand/logo with local, regional and state workforce branding (e.g., Apprenticeship Carolina, Wisconsin Apprenticeship, etc.).

**9. Inquiries.** For further information about the apprenticeship initiatives and technical assistance resources for starting apprenticeship programs, please contact DOL/ETA’s Regional Directors of Apprenticeship, located in the Apprenticeship Staff Contact Map accessible through the following link: <http://www.doleta.gov/oa/contactlist.cfm>.

**10. Attachments.**

- ApprenticeshipUSA factsheet
- ApprenticeshipUSA LEADERS factsheet
- ApprenticeshipUSA logo