

2021 National Apprenticeship Week Event Planning Toolkit

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Introduction to National Apprenticeship Week

In its seventh year, National Apprenticeship Week (NAW) is a nationwide celebration established by the U.S. Department of Labor to bring together leading business, labor, education, apprentices, and other critical partners to showcase the impact Registered Apprenticeship programs have on building the American workforce as well as highlight the successes and value of Registered Apprenticeship for re-building our economy, advancing racial and gender equity and supporting underserved communities, including accessible opportunities for persons with disabilities. Registered Apprenticeships provide the opportunity to include individuals who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality by allowing apprentices to earn while they learn and providing a pathway to well-paying careers. This year's NAW will take additional steps to engage leaders in industry, labor, workforce, education, and government to host events to showcase the successes and the value of Registered Apprenticeship for re-building our economy, advancing racial and gender equity, and supporting underserved communities.

NAW gives employers, including sponsors and providers, the opportunity to showcase their programs, facilities, and apprentices so that career seekers can learn more about the benefits of Registered Apprenticeship and the programs that are available in their communities. During NAW events, apprentices have a platform to share their apprenticeship experience and how it has transformed their lives.

Get involved by hosting an event or signing and submitting a proclamation. The many events held during NAW provide an opportunity to highlight how this industry-driven training model provides a critical talent pipeline that can build up the country's workforce to address pressing issues that include responding to climate change, modernizing the cybersecurity response, addressing public health issues, and rebuilding the country's infrastructure. Registered Apprenticeships provide a viable career path for everyone, including women, people of color, and individuals with disabilities. Inclusion is an engine of the Biden Administration's American Rescue Plan, an engine of the Bipartisan Infrastructure Framework, and central to the core values of the Build Back Better Agenda. For additional guidance on hosting virtual events, download the Guide to Hosting a Virtual National Apprenticeship Week 2021 Event at apprenticeship.gov/NAW.

NAW is a great way for people to learn more about Registered Apprenticeship by participating in an event. DOL encourages you to check out the events focused on your industry or area of interest, and register to attend an event and learn more about Registered Apprenticeship.



Key Messaging

About Registered Apprenticeship

- Registered Apprenticeship is an industry-driven, high-quality career pathway in which individuals can obtain paid work experience, classroom instruction, and a nationally-recognized, portable credential while employers develop and prepare their future workforce.
- Registered Apprenticeship provides the opportunity to include individuals who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality by allowing apprentices to earn while they learn and providing a pathway to well-paying careers.
- Registered Apprenticeship programs enable employers to develop and train their future workforce while offering career seekers affordable paths to secure high-paying jobs.
- Registered Apprenticeship programs are distinguished from other types of workplace training models by several factors:
 - Registered Apprenticeships are jobs, and apprentices earn competitive wages from their employers allowing them to earn and learn;
 - Registered Apprenticeship programs provide on-the-job learning and job-related classroom training;
 - On-the-job learning is conducted in the work setting under the direction of a mentor(s); and
 - Training results in a nationally-recognized and portable credential.
- Registered Apprenticeship is a flexible training model that can be customized to meet the needs of every business and industry.
- Registered Apprenticeship provides a path for all qualified individuals, including women, youth, people of color, rural communities, justice-involved individuals and individuals with disabilities, to become apprentices and contribute to America's industries.

National Apprenticeship Week

- National Apprenticeship Week is a nationwide celebration established by the U.S. Department of Labor that brings together leaders in industry, labor, workforce, education, and government to showcase the importance of Registered Apprenticeships in providing an industry-driven talent pipeline that prepares the American workforce for the jobs of today and tomorrow.
- The events during this week highlight how this industry-driven training model provides a critical talent pipeline that can build up our workforce to address our nation's pressing issues, which include responding to climate change, modernizing our cybersecurity response, addressing public health issues, and rebuilding our country's infrastructure.
- Over the last six years, NAW has spurred over 5,000 events, 700 proclamations, and 470,000 attendees across the country.
- Events and activities have included apprenticeship program open houses for career seekers, skills competitions, community forums, apprentice graduations, business open houses, high



- school or college career fairs, apprenticeship signing days, industry roundtable events, diversity and inclusion dialogues, and more.
- During National Apprenticeship Week, leaders in industry, labor, workforce, education, and government will host events to showcase the successes and value of Registered Apprenticeship for re-building our economy, and advancing racial and gender equity and supporting underserved communities.
 - National Apprenticeship Week provides an opportunity for stakeholders to organize events that can continue the national dialogue across the country on how to increase equity to ensure Registered Apprentices reflect the communities in which they work.

Why Apprenticeship?

- Registered Apprenticeship offers workers paid, relevant workplace experiences while acquiring the skills and credentials that employers value.
- Registered Apprenticeship offers career seekers the opportunity to:
 - Earn a paycheck while learning from day one
 - Gain workplace-relevant skills in the field of their choice
- Registered Apprenticeship also provides affordable paths to secure, high-paying jobs and careers without the typical student debt that has become associated with college.
- The average starting wage after completing an apprenticeship program is \$72,000.
- Workers who complete apprenticeship programs earn an average of \$300,000 more over their career when compared to peers who don't.
- Registered Apprenticeship programs help employers:
 - Recruit and develop a diverse and highly-skilled workforce that helps grow their business
 - Improve productivity, profitability, and an employer's bottom line
 - Create flexible training options that ensure workers develop the right skills
 - Receive tax credits and employee tuition benefits in participating states
 - Increase staff loyalty and retention of workers, during and following the apprenticeship
- 92% of apprentices retain employment after completing an apprenticeship program.



Event Planning Checklist

If you're planning an event for NAW, this checklist will help you get started.

Four or More Weeks Out

- Determine date, time, and format of event
- Recruit internal volunteers and assign roles as applicable (invitations, set up, social media posting, employee communications, publicity, etc.)
- Reserve location for event
- Coordinate Audio/Visual (A/V) and other vendor needs
- Develop general invitation and registration list (see invitation tips below)
 - Consider creating an online event (Facebook, EventBrite, etc.) so information is more accessible
 - Ensure your organization has a strategy to include diverse populations:
 - Include diverse populations/stakeholders/employers on the invitation list
 - Include diverse representation in all your visual marketing campaigns
 - Ensure hosts are reaching event participants from underrepresented populations, highlighting and increasing outreach to minority-serving entities, minority-owned businesses, and minority trade and professional organizations
 - Ensure underserved communities and under-represented populations are included in the planning of the event and strategy to increase apprenticeship opportunities for minorities in various career pathways and industries
 - For more information on Diversity and Inclusion in Registered Apprenticeships, go to [Apprenticeship.gov](https://www.apprenticeship.gov).
- Coordinate speaker/panel if applicable
- Develop agenda for event, including talking points, hand-outs or one-pagers, and PowerPoint presentations, if needed (see the sample agenda on page 8 of this toolkit)
- Announce event internally as appropriate
 - Newsletter inclusion, intranet content, staff meetings, etc.
- Begin promoting your event, including press release distribution, media pitching, social media posts using #NAW2021, online community calendars, an announcement on your website, etc. (For tips and content ideas, download the Promotion Toolkit at [apprenticeship.gov/NAW](https://www.apprenticeship.gov/NAW))
- Send personal invitations to key stakeholders, if applicable (local industry, educational, and minority serving organizations in the community, important customers, youth organizations, veterans' groups, etc.)
- Invite additional attendees, if applicable (elected officials, local media outlets, families of employees, local businesses, students of local schools, etc.)
- Register event on the [National Apprenticeship Week website](https://www.apprenticeship.gov/NAW)



Three Weeks Out

- Track and confirm event RSVPs
- Refine event materials needed for speakers (e.g., talking points, presentations, etc.)
- Determine required safety equipment, if applicable
- Post about event on social media using #NAW2021

Two Weeks Out

- Send invitation reminder to attendees who have not responded
- Coordinate internal planning group to review event materials and confirm roles and responsibilities for the day of the event
- Post about event on social media using #NAW2021

One Week Out

- Confirm details and logistics with speakers (e.g., special needs, etc.)
- Practice presentations with company spokesperson(s)
- Share final event materials with event speakers
- Finalize attendee list
- Post about event on social media using #NAW2021

Three Days Out

- Send reminder to confirmed attendees
- Hold event run-through of event
- Post about event on social media using #NAW2021

Day Before

- Set up event space
- Final run-throughs of presentations, if needed
- Post about event on social media using #NAW2021

Day of Event

- Host event!
- Post about event on social media using #NAW2021

One to Three Days Post-Event

- Complete and submit [Share Your Event Highlights! form](#)
- Send thank you to any panelists or speakers in addition to attendees
- Follow up on any questions raised during the event
- Post photos of event on social media using #NAW2021
- Consider writing a company blog recapping the event
- Evaluate the event internally



Invitation Tips

When developing your NAW event invitation list, consider reaching out to the following groups and stakeholders:

- Local [American Job Centers](#)
- Local Chambers of Commerce – request list of local member businesses/contacts
- Local colleges/universities/technical colleges and high schools
- Local career advisors and high school counselors
- Local legislators, other government officials, county boards/city councils, etc.
- Local minority advocacy groups
- Local minority serving institutions
- Local minority professional trade organizations
- Local networking/professional groups
- Local community organizations
- Local veterans' organizations/military recruiters
- Local industry groups
- Local unions (carpenters, plumbers, steelworkers, electricians, etc.)
- Employees – ask them to spread the word to family/friends
- Customers/clients
- Suppliers, business partners, etc.

For more ideas and information on previous events, check out the [2020 NAW report](#) on [apprenticeship.gov/NAW](#).



Templates: Sample Event Agenda

This sample agenda and mock run of show is to serve as a guideline for your event and should be tailored to your specific event activities, industry, speakers and guests.

8:00 – 8:15 a.m. – Opening Remarks & Welcome

**Event introduction made by the moderator (business leader, local government official, apprenticeship program leader, etc. The moderator then invites guests to follow the organization on social media platforms, sharing the official NAW hashtag #NAW2021.*

8:15 – 8:45 a.m. – Presentation

**Keynote speakers present about the impact of apprenticeship program(s) on building the workforce and the economy of the future, best practices, and tips for businesses, success stories and program updates, future apprentices, and more.*

8:45 – 9:00 a.m. – Apprentice Spotlight

**Apprentices and/or apprenticeship graduates are given the opportunity to tell their story on how apprenticeship has impacted their lives.*

9:00 – 9:30 a.m. – Speaker Q&A

**Speaker(s) take questions about the apprenticeship program, the role of apprenticeships in communities, how people can become apprentices, how companies and organizations can get involved, and more.*

9:30 – 9:35 a.m. – Transition

**Speaker directs event attendees to their next activity and where to go if the activity is in a different location.*

9:35 – 10:00 a.m. – Facility Tour & Skills Exhibition

**Moderator, business leaders and/or keynote speakers, take guests on a tour of the facility highlighting the tools and resources available in their apprenticeship program and/or will exhibit the skills, expertise, and successes of the apprentices.*

10:00 – 10:15 a.m. – Closing Remarks & Questions

**Moderator thanks presenters, speakers and guests, and closes the event, reminding attendees to visit their organization's website and social channels and share their apprenticeship journey on social using the hashtag #NAW2021 and tagging the U.S. Department of Labor's social media channels.*



Templates: Sample Event Invitations

YOU'RE INVITED! JOIN OUR NATIONAL APPRENTICESHIP WEEK EVENT

Dear [insert name],

National Apprenticeship Week (NAW) is taking place November 15-21, 2021, and [insert entity name] is hosting a(n) [insert event name/type]. We invite you to join us and learn more about our commitment to Registered Apprenticeships and how these unique work-based training programs make a difference in our community.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Contact: [insert]

The event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information.]

The benefits of Registered Apprenticeship are substantial for both job seekers and job creators. These “earn as you learn” models enable employers to fill open jobs, improve productivity and profitability, and reduce turnover while providing the American workforce with pathways to start new careers and acquire the skills needed for good jobs.

Please let me know if you have any questions about the event or [insert entity name]’s apprenticeship initiative. If you’d like more details about National Apprenticeship Week, visit the [NAW website](#) for information including history, state apprenticeship contacts, and the NAW events locator map.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: apprenticeship.gov/NAW



Templates: Sample Thank You Notes

Insert Logo Here
Delete Box After

NATIONAL APPRENTICESHIP WEEK Thank You Note

This sample thank you note should be distributed following your NAW 2021 event.

Dear [Insert Name],

Thank you for attending our National Apprenticeship Week [insert event type] event on [insert event date]. We hope you found the event informative and helpful and welcome any feedback you would like to share.

For more resources on Registered Apprenticeship and how to start an apprenticeship program at your organization, visit [apprenticeship.gov](https://www.apprenticeship.gov) or contact the National Office of Apprenticeship at apprenticeship@dol.gov.

For more information on National Apprenticeship Week and other upcoming events, visit [apprenticeship.gov/NAW](https://www.apprenticeship.gov/NAW).

Thank you again,

[Insert Name]
[Insert Company]
[Insert Phone]

