

Scaling Employer Engagement for Registered Apprenticeship Success



Who's in the Room?

Place of employment?

- Education System
- Workforce System
- Apprenticeship System
- Non-profit Organization
- Other

What is your registered apprenticeship level of knowledge?

- Basic
- Intermediate
- Expert



Rate your organization's level of registered apprenticeship engagement?

- Low
- Medium
- High

Overview

- 1. Why Do Traditional Outreach Methods Fail to Scale RA Programs**
- 2. Best Practices: Turning Barriers into Benefits**
- 3. Speaking the Language of Business**
- 4. Strategic Engagement and Relationship Building**
- 5. Small and Large-Scale Strategies**
- 6. Q&A and Action Planning**

WHY DO TRADITIONAL OUTREACH METHODS FAIL TO SCALE RA PROGRAMS

What Outreach Methods Do You Currently Use?

- Collaborations and partnerships
- Community events
- Public speaking and presentations
- Webinars and virtual workshops
- Social media campaigns - Facebook, X (Twitter), and LinkedIn
- Content marketing - Blogging, videos, podcasts, and infographics
- Focus groups and advisory boards
- Surveys, feedback forms, newsletters
- E-mail, phone calls

Top 4 Reasons Why Outreach Methods Fail

- 1. Burdensome Requirements for Employers**
- 2. Inefficient and Outdated Outreach Strategies**
- 3. Poor Program Design and Alignment**
- 4. Limited Familiarity and Market Awareness**



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Burdensome Requirements for Employers

- Administrative and resource-intensive processes
- Investment concerns – high startup and maintenance costs
- Mentor training
- Complex compliance
- Lack of internal capacity

Inefficient and Outdated Outreach Strategies

- Ad-hoc approaches
- Lack of capacity
- Outdated tactics
- Lack of internal buy-in
- Limited access in rural areas

Poor Program Design and Alignment

- Misaligned skills
- Lack of flexibility
- One-size-fits-all approach
- Competition with cheaper, shorter training

Limited Familiarity and Market Awareness

- Employer unfamiliarity
- Difficulty articulating value
- Competition for attention
- One-on-one "sales" model

Small Group Discussion

Discussion within your group.

What are your top three challenges with employer outreach?



BEST PRACTICES: TURNING BARRIERS INTO BENEFITS

Turning Barriers into Benefits

- 1. Communicate Direct Business Benefits**
- 2. Build Trust and Customize Outreach**
- 3. Use Evidence and Share Success Stories**



Communicate Direct Business Benefits

- Demonstrate a positive ROI
- Show cost savings
- Discuss increased retention
- Frame it as a talent pipeline
- Promote customized training

ROI-positive initiatives

- annual cost savings
- efficiency gains
- reduced turnover rate
- case studies

■ Build Trust and Customize Outreach

- Act as intermediaries
- Partner with industry groups
- Personalize the approach
- Offer flexibility

Strategies to ease adoption

- create toolkits and onboarding guides
- streamline processes and workflows

Use Strong Examples of Evidence

- Share success stories
- Showcase diversity and innovation
- Track and report metrics
- Make it visible

Messaging tips

- Share positive impact and strategic benefits
- Use terms like:
 - customized and future-ready talent pipeline
 - effective succession planning
 - enhanced innovation
 - new perspectives
 - stronger employer brand

SPEAKING THE LANGUAGE OF BUSINESS

Understand the Business's Perspective

Identify Challenges

- Chronic talent shortages
- High employee turnover
- Widespread skills gaps
- Aging workforce
- Difficulties with onboarding new hires

Relate to Existing Processes

- Frame apprenticeship as a formalized version of what businesses already do for recruitment, training, and employee management

Translate Apprenticeship Terms into Business Language

APPRENTICESHIP SPEAK

BUSINESS SPEAK

Outreach and Selection

Recruitment and Interviewing

Work Processes/Competencies

Job Descriptions/Position Responsibilities

Related Technical Instruction

Internal/External Training, Education, or
On-boarding

On-the-Job Training/ On-the-Job Learning

Mentoring/Supervision of Work, Performance
Reviews

Stepped-Up Wages

Merit-Based Increases, Performance Increases

Certificate of Completion

Position/Title Change

[Talking To Businesses About Apprenticeship](#)

■ It's Your Turn! Small Group Exercise

Take turns with your group to give your best apprenticeship pitch:

- Describe the RA model
- Share three benefits of RA
- Explain why RA works!



STRATEGIC ENGAGEMENT AND RELATIONSHIP BUILDING

Phases of Strategic Engagement

Phase 1: Research and Preparation

Phase 2: Discovery and Building Relationships

Phase 3: Program Development and Launch

Phase 4: Long-term Partnership Development



Phase 1: Research and Preparation

- Conduct labor market analysis
- Identify employer needs
- Find the right contact

Phase 2: Discovery and Building Relationships

- Discuss their challenges
- Uncover pain points
- Offer tailored solutions
- Be a workforce development partner, not a service provider
- Build the business case

Phase 3: Program Development and Launch

- Co-design the program
- Support the mentor program
- Offer flexible options
- Provide funding navigation

Phase 4: Long-term Partnership Development

- Maintain ongoing communication
- Track and share success
- Involve them as apprenticeship champions
- Process for feedback and continuous improvement

SMALL AND LARGE – EMPLOYER STRATEGIES

Small Employer Strategies

- Partner with an intermediary or group sponsor
- Lead with the most urgent business need: Talent
- Highlight financial incentives
- Connect with existing business networks
- Simplify and demystify the process

Large Employer Strategies

- Connect with corporate talent management or HR leadership
- Customize and scale for large employers
- Position apprenticeship to enhance the company's reputation – social and economic mobility initiatives
- Address common large enterprise concerns

SAFAL PARTNERS



Safal Partners

is a U.S. Department of Labor
(U.S. DOL) National Industry
Intermediary

Safal Partners is contracted to help
partners grow their cyber, IT, and tech
workforce through registered
apprenticeship (RA).





Our Team

- ❑ Our RA Subject Matter Experts draw on decades of field-level and RA program administration and state leadership experience developing, expanding, and sustaining RA programs
- ❑ Team members have over 65 years of experience building and supporting hundreds of successful RA programs across multiple sectors that have registered thousands of apprentices

How Can We Help?

Our team can help employers build or expand a customized, sustainable program for attracting and retaining the tech workers that they need.

We can also build new, employer-requested programs for additional occupations.

All of our services are offered at no cost to our partners.



Cybersecurity Support Technicians



Database Administrators/
Data Analysts



IT Generalists



IT Support Specialists



Network Administrators



Penetration Testers



Software Developers



Technical Sales
Specialists

Q&A AND ACTION PLANNING

Let's Review Your Employer Strategic Engagement Plan



Request Support

Visit cyber.safalpartners.com to:

- learn more about Safal;
- schedule a meeting with a subject matter expert; and
- develop workforce talent in cyber and IT through RA.

Scan QR code to
contact us and get
started!

