

IWIB APPRENTICESHIP COMMITTEE WORK PLAN



GOALS OF IWIB APPRENTICESHIP COMMITTEE

- Fully integrate apprenticeship into state workforce development, education, and economic development strategies and programs;
- Support the rapid development of new apprenticeship programs and/or the significant expansion of existing programs;
- Support the development and recruitment of a diverse pipeline of apprentices; and
- Build state capacity to make it easier for industry to start apprenticeship programs and for apprentices to access opportunities.

SYSTEMS AND SUPPORTS WORKGROUP

Systems and Supports Workgroup Activity	Expected Due Date
Provide continued support and expand the regional Apprenticeship Navigators to offer proactive marketing and comprehensive assistance and support to employers, high schools, other potential sponsors (intermediaries and employers) who want to begin new apprenticeship programs and ensure the quality of the program	June 2020
Identify, encourage and expand the number of intermediaries to expand apprenticeship by opening funding specific to them to become program sponsors	June 2020
Identify best practices, requirements, responsibilities, minimum characteristics, etc. to support newer intermediaries	December 2019
Map apprenticeship ecosystem across the state	January 2020
To lessen the time to start a new program, gather existing apprenticeship program standards for different occupations and make available on the Apprenticeship Illinois website for replication	December 2019
Work to better integrate the education system into the Apprenticeship Committee strategies including the alignment of academic curricula and CTE opportunities all through the K-14 system and create simple and direct pathways back to school for opportunity youth	March 2020
Identify access points for different target populations and available opportunities	December 2019
Using Illinois workNet's platform and in coordination with DCEO, coordinate online orientation for IWIB members, LWAs, Community Colleges, companies, parents, youth, etc. Various orientations/guides should be available such as (a) an "Illinois Apprenticeship 101" training, (b) how to start an apprenticeship program, (c) how to mentor apprentices from targeted populations such as youth and returning citizens, etc.	January 2020
Suggest multiple terms and conditions, performance measures, and other regulations when using WIOA funding for pre-apprenticeships, youth apprenticeships, and apprenticeships as well as wrap around services to meet regional employer needs and expectations and disseminate to Local Workforce Areas (this should include low skilled, unemployed middle skilled, incumbent workers, and in and out of school youth)	December 2019
Explore how funding, policies, and resources might be used to support apprenticeships and map existing funding sources on how they can be used to support all aspects of apprenticeships and supportive services	December 2019

IWIB APPRENTICESHIP COMMITTEE WORK PLAN

Systems and Supports Workgroup Activity	Expected Due Date
Determine key populations underrepresented in apprenticeships and create targets and improvement plans to reach the targets.	December 2019
Develop recommendations for data elements to collect when inventorying apprenticeship programs for the Apprenticeship Study Act	December 2019
Research the pros and cons of having a state apprenticeship office (this is not referring to whether Illinois should be an SAA state or an OA state but rather having a central lead in the state)	June 2020

MARKETING WORK GROUP

Marketing Work Group Activity	Expected Due Date
Conduct outreach among businesses, economic development, workforce development, and education stakeholders.	December 2019
Identify existing and useful technical assistance, training, conferences, materials, research, and other resources for Employers, LWAs, Community Colleges, etc. and post on Apprenticeship Illinois site, with consideration of different audiences and populations using "best practices" in website layout	Ongoing
Create "Fact sheets" (on ROI or Cost Benefits; Debunking Registered Apprenticeship myths; Career Pathways for Industry Sectors, etc.), created, posted, and printable from the Apprenticeship Illinois website	December 2019
Work with Illinois workNet to create a strategy, rebrand, employer surveys, and an outreach plan.	December 2019
Work with DCEO to identify a vendor to help with the marketing campaign, and develop a scope of requirements we would want TA with from the vendor.	December 2019
Create simple, core message for the State of Illinois on apprenticeship, which can be tailored depending on audience or need	September 2019
Identify existing and new success stories in the state and videos created by various stakeholders and post profiles/videos on Apprenticeship Illinois site	September 2019
Identify partners and research "best practices" to help market to specific populations; e.g. CBOs, CWIT, VETS, DHS, Safer Foundation, Young Invincibles, Business Engagement Work Group, Other Organizations	September 2019
Devise a Social Media strategy to attract young adults and raise awareness.	October 2019
Regularly review materials (e.g. annual basis) to confirm the marketing materials speak to diverse audiences (e.g. are there women and people of color in the images).	Ongoing
To disseminate information (such as updates on Tax Credit legislation or new apprenticeship programs, etc.), compile a list of existing communication channels and establish process for sharing and dissemination of information	September 2019
Leverage marketing and communication to reach young people sooner, providing age/grade appropriate information on occupations and apprenticeships during K-12.	December 2019
Identify apprentices and apprentice completers and determine plan for communicating with and utilizing them as marketing ambassadors in their community	December 2019

IWIB APPRENTICESHIP COMMITTEE WORK PLAN

BUSINESS ENGAGEMENT WORK GROUP

Activity	Expected Due Date
With the help of business champions and intermediaries, start conversations and provide information / resources that will lead to the development of a variety of new apprenticeship and pre-apprenticeship programs in all of the economic development regions	December 2020
Work with the Integrated Business Services Team and WIOA data team (lead by IDES) to develop regional report on the targeted industries and occupations for apprenticeships in each region.	December 2019

ACCOUNTABILITY AND DATA – Asks to the Interagency Data Team

Activity
Determine what program and performance measures are most useful to apprenticeship sponsors, partners, and constituencies
Identify data systems supporting the workforce readiness systems, key metrics being used, and make recommendations for better alignment
Identify what existing data collected at the local, state, and federal levels may be accessed by the IWIB and pinpoint data gaps
Generate regular reports and share with end users
Use available data to identify improvement opportunities and suggest monitoring priorities
Develop and implement a comprehensive work plan for the development of information technology solutions that will provide for the comprehensive tracking of work-based learning activities including pre-apprentices and registered apprentices. The goal is to have a user interface and database infrastructure that would support the tracking, reporting and evaluation of apprenticeship activity