



October 4, 2018

Apprenticeship Business Engagement Tools Webinar

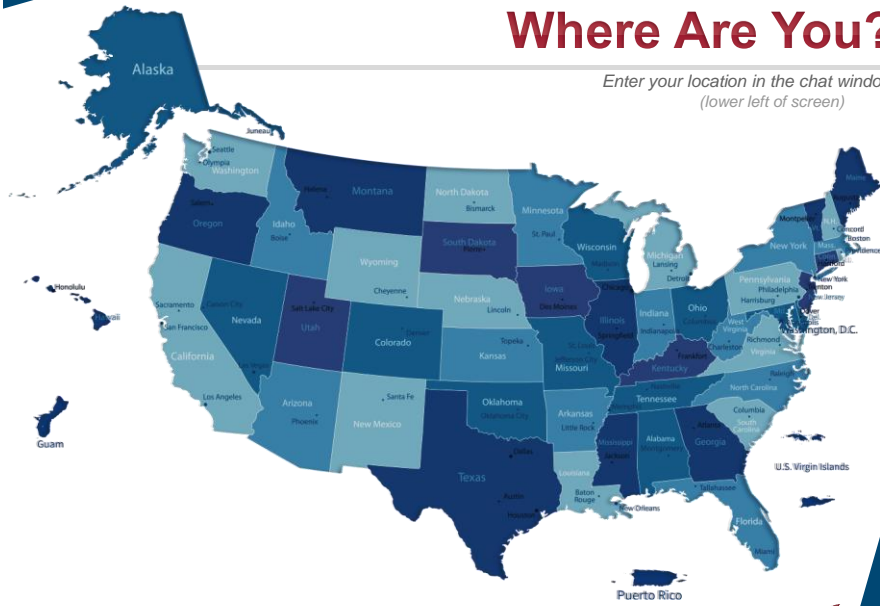


Office of Apprenticeship

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Where Are You?

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Your Moderator:



**Gina Wells, Senior Analyst
Maher & Maher**

Today's Objectives:



- ✓ Provide an overview of three new Business Engagement tools
- ✓ Explore challenges and strategies for success in engaging businesses in apprenticeship
- ✓ Learn new skills and have fun!



Three New Tools

- Resource Guide: A Targeted Approach to Apprenticeship Business Engagement
- Talking to Businesses About Apprenticeship
- Apprenticeship Business Engagement Strategies in Action
- Available at the Apprenticeship Community of Practice
<https://apprenticeshipusa.workforcegps.org/resources/2018/05/11/17/01/Apprenticeship-Business-Engagement-Tools>

Facilitated Q&A With Our Presenters

*A Deeper Dive into the
Strategies and Techniques*

Your Presenters:



**Gerry Ghazi, President
Vermont HITEC**

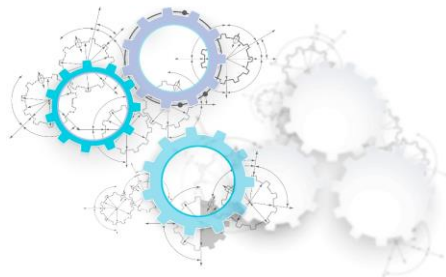


**Sonya Grant, Chief Operating Officer
SE Michigan Community Alliance**



**Bill Kraus, Georgia State Director
Office of Apprenticeship**

Why Does Effective Business Engagement Matter?





What is an “Apprenticeship Mindset” and How Can it Help?

- *Apprenticeship is a workforce development tool for business*
- *Apprenticeship is a formalized approach that enhances existing business practices*
- *Your pitch is only as good as the apprenticeship program that is created*

Phase 1: Research and Preparation

What Types of Preparation Can Help Make Business Outreach Successful?



Recognize Business Challenges

Challenge	Indicator
<ul style="list-style-type: none"> ■ Skill gaps in hiring 	<ul style="list-style-type: none"> ■ Job posting open for a long time
<ul style="list-style-type: none"> ■ Development of existing talent 	<ul style="list-style-type: none"> ■ Businesses post openings for mid-level positions
<ul style="list-style-type: none"> ■ Attracting and retaining talent 	<ul style="list-style-type: none"> ■ Jobs are constantly posted and reposted
<ul style="list-style-type: none"> ■ Retiring workforce 	<ul style="list-style-type: none"> ■ Industry reports indicate short-to-mid-range retirements
<ul style="list-style-type: none"> ■ Advancing technology 	<ul style="list-style-type: none"> ■ The business expresses interest in customized or technical training

Use Research to Identify Businesses

- Identify important and growing sectors and businesses
- Review their job openings for listings indicating a challenge that apprenticeship can solve
- Identify job openings for which apprenticeship could be a good solution
 - ▶ Research where apprenticeship programs already exist
 - ▶ Words like “entry-level” suggest an employer might be willing to train
- Keep track of what you learn

Know the Benefits of Apprenticeship Compared to Traditional Hiring

Value built into the RA program

- Stepped up wages vs. full wages
- Increased retention
- Provides a repeatable, organized framework for recruitment, hiring, onboarding, and advancement

Additional value your state/region may add

- Tax credits, workforce development grants, WIOA ITAs and OJTs
- State / federal subsidies
- Shared recruitment costs / hiring incentives

Phase 2: Building Relationships

How Can We Build Effective Relationships With Employers?



Communicate Effectively

“Because what you’ve been doing doesn’t work”



“We know best so just ask us!”



“Just listen and you will learn”

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NOT! Instead Take a Consultative Approach

- Listen more than you talk
- Prepare questions that can help you understand the business needs
 - ▶ What jobs do you have the most difficulty filling?
 - ▶ If your company has diversity goals, do you have difficulty attracting more diverse candidates?
- Validate their pain points and learn the business’s culture
 - ▶ Start with a problem statement – not a solution
 - ▶ How have they solved their challenge? (recruitment, on-boarding, internal training, mentoring, etc.)

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Relate Registered Apprenticeships to What Businesses Already Do



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Speak Their Language



Apprenticeship Speak	Business Speak
<ul style="list-style-type: none"> Outreach & Selection 	<ul style="list-style-type: none"> Recruitment & Interviewing
<ul style="list-style-type: none"> Work Processes / Competencies 	<ul style="list-style-type: none"> Job Descriptions / Position Responsibilities
<ul style="list-style-type: none"> Related Technical Instruction 	<ul style="list-style-type: none"> Internal / External Training Education or On-boarding
<ul style="list-style-type: none"> On the Job Learning (OJL) 	<ul style="list-style-type: none"> Mentoring / Supervision of Work Performance Reviews
<ul style="list-style-type: none"> Stepped-up Wages 	<ul style="list-style-type: none"> Merit-Based Increases Performance Increases
<ul style="list-style-type: none"> Certificate of Completion 	<ul style="list-style-type: none"> Position / Title Change

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Quiz Time!

*How Well Can You Translate
Business Speak into Apprenticeship Speak?*

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The Business Terms "On-Boarding" or "Training" Correspond to which Apprenticeship Term?

Choose the answer that best reflects you (or your organization)

- A. Certificate of Completion
- B. Related Technical Instruction
- C. Stepped-Up Wages
- D. You're Fired!

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The Business Term “Supervision of Work” Corresponds to which Apprenticeship Term?

Choose the answer that best reflects you (or your organization)

- A. Certificate of Completion
- B. Competencies
- C. On-the-Job Learning from Mentors
- D. Micromanaging

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Follow Up

Building on A Successful First Conversation

- Leave the first meeting understanding employer pain points
- Always set up for next conversation with take-aways and next meeting scheduled
- Understand that there will be multiple future calls with different audiences
- Create an incentive to meet with you again

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Build Trust by Adding Value

- Provide examples of other businesses using apprenticeship in the occupation
- Offer to make a connection or set up a tour with another business successfully using apprenticeship
- Send a Solution Proposal that identifies partner roles and responsibilities
- Estimate the Return on Investment

Phase 3: Getting to Commitment

How Can We Get From Conversation to Commitment?



Address Concerns – Real or Myths

- Apprenticeship comes with lots of paperwork and compliance requirements; won't work for small companies
 - ▶ Intermediary sponsors can ease the burden
- Apprenticeships are rigid
 - ▶ All aspects of the apprenticeship can be customized
- Apprenticeship is prohibitively expensive
 - ▶ Businesses already spend money to recruit, hire, onboard, and skill-up employees

Address Concerns – Real or Myths

- After a significant investment, the apprentice might leave
 - ▶ Every employee might leave, but apprenticeship has a higher retention rate than other forms of hiring
- Apprenticeship is just for construction and the skilled trades
 - ▶ Many new industries are adopting apprenticeship, such as IT, healthcare, and finance
- Apprenticeship must lead to a union job
 - ▶ Apprenticeships exist in unionized and non-unionized companies

Other Tips to Get to Commitment

- Build organizational buy-in
- Bring the right partners to the table



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Tell Your Story

***What Challenges have your
Business Services Staff
Encountered and How Have
these Techniques Helped?***



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Other Apprenticeship Business Engagement Resources

- Apprenticeship website
 - ▶ <https://www.apprenticeship.gov/>
- Office of Apprenticeship website
 - ▶ <https://www.dol.gov/apprenticeship/>
- Apprenticeship Community of Practice
 - ▶ <https://apprenticeshipusa.workforcegps.org/>
 - Marketing and Outreach for Apprenticeship
 - Industry-Specific Resources
 - Return on Investment

Any Questions?

*Enter your questions in the chat window
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What is the Most Important Piece of Advice You'd Like to Leave with our Participants?



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Use the Chat Box to Share Your Biggest Take-Away Today



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Want to Go Deeper? Join Our Webchat!

- Tuesday, October 9 from 2-3pm eastern time
- Bring questions about these techniques, how to apply them, and apprenticeship business engagement challenges you encounter
- Bounce ideas off the experts and your peers
- Share your success strategies and advice
- Register at <https://apprenticeshipusa.workforcegps.org/events/2018/09/18/15/21/Business-Engagement-Tools#>

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Thank You!



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