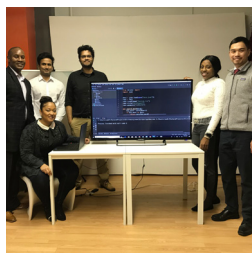


CREATING TOMORROW:  
STORIES & SUCCESSES FROM

# NATIONAL APPRENTICESHIP WEEK 2018

NOVEMBER 12-18, 2018



FROM THE U.S. DEPARTMENT OF LABOR'S OFFICE OF APPRENTICESHIP



# National Apprenticeship Week

Celebrating the tremendous impact apprenticeship programs have in creating the workforce and the economy of the future.

National Apprenticeship Week 2018 (NAW) was the biggest yet – with more events, participants, proclamations, and industry representation than ever before! Taking place November 12-18, 2018, NAW brought together leaders in business, labor, education, and government to showcase the valuable role apprenticeship programs play in addressing the U.S. skills gap and preparing the American workforce for the careers of today and tomorrow.

## Record-Breaking Achievements in 2018



**1,145+**  
Events



**100,000+**  
Event Attendees



**125+**  
Proclamations

### Number of events focused on...



**48**  
Veterans



**64**  
Women



**269**  
Youth

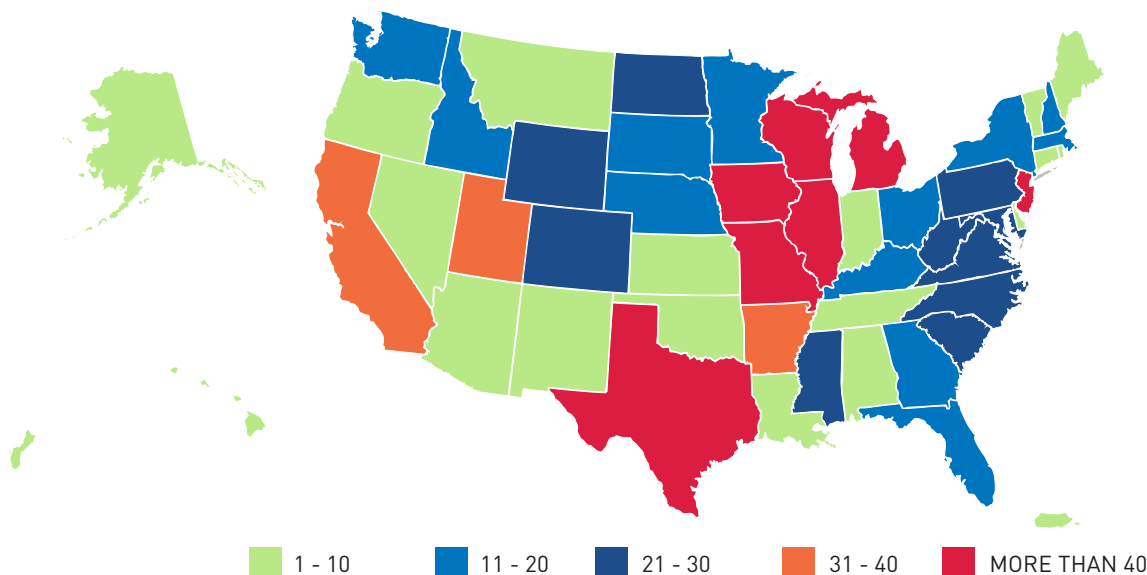
### 35+ industries represented...

including cybersecurity, IT, healthcare, financial services, advanced manufacturing, energy, and more

### Proclamations secured...

from the President, governors, mayors, state senators, and other government, industry, and labor leaders

## Events Across U.S. States & Territories



Learn more about NAW at [Apprenticeship.gov/NAW](https://Apprenticeship.gov/NAW).



*The Bombardier signing ceremony.*

# Apprenticeship Champions Tackle the U.S. Skills Gap

Businesses across more than 30 industries held events during NAW to demonstrate their commitment to promoting apprenticeship and building a pipeline of skilled workers.

Industry-led events – including program launches, workshops, career fairs, graduation ceremonies, and more – were held across the U.S. and hosted by leading companies such as Amazon, Lockheed Martin, Dow Chemical, BMW, The Hartford, American Airlines, T-Mobile, CVS, Ford Motor Company, IBM and more. These events, along with those hosted by hundreds of other apprenticeship champions, helped create new pathways for Americans to start careers in industries like cybersecurity, healthcare, financial services, advanced manufacturing, and energy.

## On the Cutting Edge: New Apprenticeship Programs and Initiatives



*Graduates of the Apprenti program.*

**Apprenti**, an apprenticeship program of the Washington Technology Industry Association (WTIA) Workforce Institute, a Department of Labor intermediary, held events to celebrate the launch of its registered tech apprenticeship program in two new markets: Massachusetts and Central Ohio. Apprenti also held its inaugural graduation in Seattle, Washington, where leading employers – including **Microsoft**, **Avvo**, **ComTech**, **F5**, and **Amazon** – joined to celebrate the achievements of 48 apprentices, including several of their own new hires.



*State Director Lee Price signing new apprenticeship agreements.*

**The Arkansas Department of Workforce Services** organized an educational forum for business owners and leaders to learn about apprenticeship programs. State Director Lee Price also signed two registered apprenticeship agreements during the event – one established a Local Workforce Development Board and the other formalized a new registered apprenticeship for software developers.



*The Digital Creative Institute announcement.*

**The Digital Creative Institute** announced its apprenticeship program, the first digital marketing apprenticeship program in the nation, alongside the Department of Labor and the Texas Workforce Commission. They also organized a digital tech workforce panel featuring the San Antonio Business Journal and local employers.

**Bombardier** launched its aerospace apprenticeship program, which is the first registered program of its kind in West Virginia, at a signing ceremony with county, state, and federal officials at the company's West Virginia Air Center.



*The University System of Georgia and DOL make their collaboration official.*

**The University System of Georgia** and the **Department of Labor** jointly signed the first-ever Registered Apprenticeship Standards in Cybersecurity to honor a new collaboration between the entities to increase the number of skilled workers who pursue a career in cybersecurity. Notably, the new cybersecurity apprenticeship program will be managed by the Georgia FinTech Academy, a collaboration between Georgia's financial technology industry and the 26 public institutions of the University System of Georgia, including Historically Black Colleges and Universities (HBCU).



*iQ4 is recognized as a National Sponsor.*

**The Department of Labor** and **iQ4**, a digital platform that helps students, academia, businesses, and government collaborate to transform the workforce of the future, held a signing ceremony to recognize the company as the National Sponsor for Virtual Registered Apprenticeships

using standards, academic learning, and certifications that are all industry-driven.



*The LiUNA signing ceremony.*

**The Laborers International Union of North America (LiUNA)** and **Puerto Rico** celebrated NAW for the first time with several initiatives: the **Governor of Puerto Rico, Ricardo Rossello-Nevares**, signed an executive order, designating the Department of Economic Development and Commerce as the lead agency for apprenticeship, while the **Puerto Rico Secretary of Economic Development and Commerce, Manuel Laboy-Rivera, USDOL Office of Apprenticeship Deputy Administrator, Jose Velazquez**, and several LiUNA senior staff members held a signing ceremony to establish the first construction apprenticeship program in Puerto Rico.



*Toyota's Veterans Month Kick-Off celebration.*

**Toyota** hosted its Veterans Month Kick-Off celebration, during which the Toyota Veterans Association and their guests were provided an overview of the Veterans Apprenticeship program as well as the company's new initiative to develop a DOL Registered Apprenticeship Automotive Training Program.

**Project Lead The Way (PLTW)** held a development summit series across four cities that focused on enhancing learning experiences for students and educators. They also announced National Apprenticeship Guideline Standards at an event in Kansas City, Missouri. PLTW's new programs will train apprentices in three new occupations: IT generalist, engineering assistant, and medical assistant.

**New America** and its partners introduced the Partnership to Advance Youth Apprenticeship, a new multi-year, collaborative initiative designed to support the growth and success of emerging and existing youth apprenticeship partnerships in cities and states across the U.S. ■



# America's Leaders Affirm Commitment to Apprenticeship

Federal, state, and local government leaders attended and provided remarks at NAW events, from roundtable discussions on Capitol Hill to tours at training centers for youth apprentices, affirming their commitment to expanding apprenticeship.



*Secretary of Labor Alexander Acosta tours Gaylor Electric.*

**Secretary of Labor Alexander Acosta** joined **Indiana Senator Todd Young** on a tour of **Gaylor Electric** in Noblesville, Indiana, to discuss its apprenticeship program for high school students. During his visit, the Secretary spoke to students and company executives about the importance of reaching youth through programs like Gaylor's to help build the next generation of skilled leaders.



*Secretary Acosta joins the IUPAT District Council 51 roundtable discussion.*

**Secretary Acosta** and **Maryland Department of Labor Secretary Kelly Schultz** participated in a roundtable discussion at the **International Union of Painters and Allied Trades (IUPAT) District Council 51** training facility in Lanham, Maryland, to discuss successful pre-apprenticeship outreach partnerships for veterans, women, high school students, and out-of-school youth.



*Panelists discuss apprenticeship and workforce training at the Urban Institute and TAEF forum.*

**John Ladd, Administrator of the Department of Labor's Office of Apprenticeship**, attended the **American Association of Community Colleges** Workforce Commission Meeting to discuss new apprenticeship program initiatives and workforce trainings. He also joined the fourth annual **Urban Institute** and **The Association of Employment and Learning Providers Transatlantic Apprenticeship Exchange Forum (TAEF)** in Washington D.C. The forum, "Assuring Quality in Apprenticeships: A Transatlantic Dialogue," covered the latest developments in U.S. and U.K. apprenticeship policy, the functions of a well-structured apprenticeship system, and whether existing and new institutions are fulfilling these functions.

Additionally, Mr. Ladd visited the **Embassy of Switzerland** to attend the event, "Getting Started: Best Practices, Lessons Learned in Building Apprenticeship Programs," at which Swiss companies operating in the U.S. shared their experiences in implementing highly-successful apprenticeship programs.



# Veterans Connect with New Opportunities

A variety of organizations, businesses, and labor partners put a special focus on supporting veterans in apprenticeships during NAW, hosting events that promoted and facilitated conversations about the benefits and rewarding careers available to former service members.



*Participants from the ISG-CAP educational session.*

**North Carolina's Chief Information Officer, Eric Boyette**, and several other civic leaders attended the **Innovative Systems Group-Cybersecurity Apprenticeship Program (ISG-CAP)** event, which included both a graduation ceremony and an educational session in partnership with the Capital Area Workforce Board. ISG-CAP works with veterans, including those with disabilities, who have a desire to learn and turns them into cybersecurity professionals that are certified, cleared, validated, and highly skilled. This year's graduation ceremony honored five U.S. veterans.

**BMW's Military Service Technician Education Program**, in partnership with the **Universal Technical Institute**, hosted an open house in their technician training facility in Camp Pendleton, California, to spotlight BMW's innovative MSTEP career skills program. The 16-week training program is the first of its kind offered by a premium automotive manufacturer on a U.S. military base for military service members.



*Employers from Dallas, Texas recognized by Heroes to Healthcare.*

**Heroes to Healthcare**, sponsored by ImPowerQ, recognized Dallas, Texas, employers and stakeholders in their mission to provide veterans with the skills and confidence to pursue and excel in meaningful healthcare careers through apprenticeships.

**The Farmer Veteran Coalition: Stakeholders Conference** hosted a government panel in Kansas City, Missouri, moderated by Deputy Administrator Jose Velazquez with speakers including: **U.S. Department of Agriculture: Bill Ashton, Military Veterans Agricultural Liaison, Office of Partnerships & Public Engagement; U.S. Department of Defense: Mike Miller, Chief of Private and Public Engagement; U.S. Department of Labor: Theo Coney, Kansas State Director, Veterans Employment**

**and Training Service (VETS); U.S. Department of Veterans Affairs: Karen Besterman-Dahan, PhD, Center of Innovation on Disability and Rehabilitation Research; U.S. Small Business Administration: Thomas Salisbury, SBA Region VII Administrator**. The conference provided an opportunity for veterans of all service areas to learn about apprenticeships in agriculture.

**Unisys Corporation** and **Augusta Technical College** announced the launch of the new Cybersecurity Support Technician Apprenticeship program. The program is designed to train workers in the Augusta, Georgia, area, particularly veterans, in skills related to cybersecurity to create promising career opportunities. ■



# Youth Seek Innovative Career Pathways

Numerous NAW events concentrated on raising youth awareness and interest in apprenticeship and pre-apprenticeship opportunities.

**District 1199C Training & Upgrading Fund** hosted a health career fair to give high school students the opportunity to gain firsthand exposure to health professionals. Students also heard from current apprentices in healthcare and their workplace mentors.

**City College of San Francisco** and **San Francisco's Office of Economic and Workforce Development** hosted an employer panel and networking event for students interested in apprenticeship. The panel focused on cybersecurity apprenticeships.

**Dartmouth-Hitchcock Medical Center** hosted two NAW events in New Hampshire: a career exploration expo to educate students about the D-H Workforce Readiness Institute and its apprenticeship programs such as pharmacy technician, surgical technologist, ophthalmic assistant, and nurse assistant, as well as a Student Experiential Day, which was a collaboration with high schools to build real-world career exploration experiences at D-H facilities for local youth.

**Greater Memphis Alliance for a Competitive Workforce** delivered a presentation on opportunities and career paths in advanced manufacturing to Shelby County senior high school students. The event introduced students to the Alliance's "American Promise Grant – MOVE-HIRE Initiative," which is funded by the Department of Labor and focuses on addressing the lack of skilled manufacturing workers in Memphis, Tennessee.

**JEVS Human Services** hosted an event for current JEVS pre-apprentices and high school students to guide them in preparing for a registered apprenticeship program, particularly in IT. They also hosted a panel with current and former apprentices and an employer sponsor.

**Fayetteville Technical Community College** held an informational session for its students about apprenticeship opportunities and benefits, featuring local speakers. ■



Participants at the District 1199C Training & Upgrading Fund health career fair.



The City College of San Francisco and San Francisco's Office of Economic and Workforce Development cybersecurity event.



The Fayetteville Technical Community College information session.



# Women Explore New Workforce Opportunities

Women were spotlighted and celebrated at a number of NAW events, with organizations championing female leaders, hosting tech-focused career fairs, and much more.

**Massachusetts Girls in Trades** held its annual Conference and Career Fair for female students in non-traditional tech tracks, spotlighting pathways in apprenticeship. Students and educators participated in workshops, heard from tradeswomen about their experiences in the field, and learned about projects created by Equity in the Trades Leadership Councils, which are made up exclusively of female high school students whose goal it is to enter the skilled trades.

**The American Hotel & Lodging Association** organized ForWard: Women Advancing Hospitality, a two-day, internal information share to champion the next

generation of leaders, featuring remarks and insights from the organization's most successful women executives.

**Chicago Women in Trades** celebrated the graduation of 28 students from its Technical Opportunities Program pre-apprenticeship class. Patti Greene, Director of the Department of Labor's Women's Bureau, was in attendance.

**The Finishing Trades Institute of the Upper Midwest** coordinated a women's roundtable, aimed at meeting and inviting women who are interested in construction careers through apprenticeship programs. ■



# Workforce Partners Unite Communities

Workforce development leaders also participated in NAW, elevating knowledge of apprenticeships within their communities and connecting residents with potential careers.



*The Adaptive Construction Solutions (ACS) event.*



*The Tech SF and the Office of Economic and Workforce Development celebration.*

**The National Urban League**, a Department of Labor intermediary, and its Urban Apprenticeship Jobs Program, gathered in Charlotte, North Carolina, to speak about their partnerships and efforts to advance registered apprenticeships. National Urban League's partner in the program, Maurita Coley Flippin, President and CEO of the Multicultural Media, Telecom and Internet Council (MMTC), discussed the innovations and progress their partnership has created.

**TechSF and the Office of Economic and Workforce Development** celebrated NAW by bringing San Francisco, California, companies together for a panel discussion about how to solve the skills gap while focusing on diversity, inclusion, and the local community.

**Adaptive Construction Solutions (ACS)** held an event in Houston, Texas, to share apprentice success stories and teach employers how the apprenticeship model can be leveraged within their organization. Panels and presenters also shared outreach and mentoring strategies for underserved populations. Several apprenticeship expansions were signed at the event, and ACS launched a regional initiative to expand apprenticeships to the foster-youth population. ■



# Apprenticeship in Your News and Social Media Feed

NAW was widely promoted by online and broadcast media as well as on social media. With more than 7,700 mentions during the course of the week, the value of apprenticeship and the mission of NAW reached new audiences.



[Fox Business](#) interviewed WTIA Executive Director Jennifer Carlson and Penfed Credit Union CEO James Schenck about helping veterans transition to the civilian workforce or start small businesses through apprenticeship.



[NASWA](#) celebrated NAW by dedicating the NASWA Newswire content exclusively to apprenticeship benefits and NASWA apprenticeship programs and initiatives.

[New America](#) hosted a Twitter chat to discuss equity, quality, and innovation within apprenticeship. To join in the conversation participants used the hashtags #NAW2018 and #ApprenticeshipChat.

Several local news outlets covered NAW events in their communities, including [The Augusta Chronicle](#), [Lima News](#), [Wichita Eagle](#), and more.



Business leaders and other organizations across the country like [Lockheed Martin](#), the [Indiana Pacers](#) (celebrating in a stadium built by apprentices!), [Hilton](#), and [LiUNA](#) took to social media to share their commitment to apprenticeship.



[Secretary Acosta](#) shared his support for NAW with his Twitter followers, and the [Department of Labor's](#) Office of Apprenticeship developed an [online video series](#) spotlighting apprentice success stories and job creators, such as [IUPAT](#), [Raytheon](#) and [Tectonic](#), that use apprenticeships to develop a highly-skilled workforce.



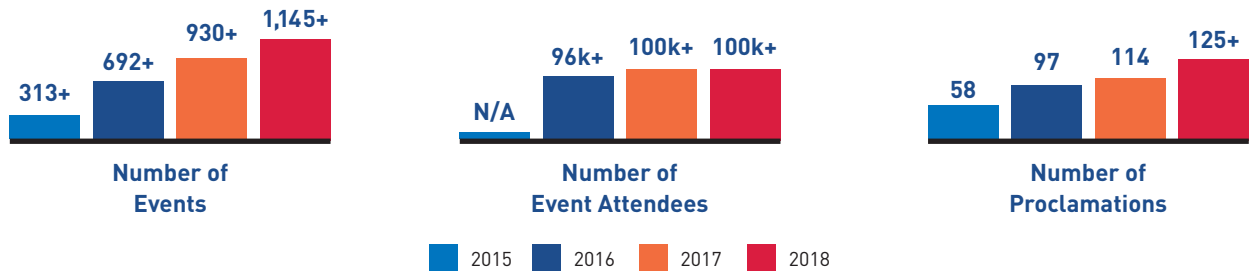
Three videos also highlighted the benefits apprenticeships offer to our nation's heroes, using examples from [Sloan and Company](#), [Covered 6](#), and [Plumbers, Pipefitters & Mechanical Equipment Service Local 392](#).



# What's Next for Apprenticeship

The success of NAW continues to grow each year, which is a testament to the growth in the number of new programs and their impact on building the American workforce and economy of the future. The proof is in the numbers.

## Four Years of Record-Breaking Achievements



### A One-Stop Source for All Things Apprenticeship

In August 2018, the Department of Labor launched [Apprenticeship.gov](https://www.apprenticeship.gov), the agency's one-stop apprenticeship web portal. The site features an Apprenticeship Finder, which offers career seekers a place to search for apprenticeship listings by location and occupation, while offering employers a way to find talent to fill their apprenticeship listings. As part of NAW, the Apprenticeship Finder was enhanced to provide new capabilities for both employers and career seekers including access to higher-quality listings, a personalized search experience based on geographic location, apprenticeship trends and success stories, and much more.

Apprenticeship.gov also features the Partner Finder, which helps connect business leaders with the right partners to help design, develop, or enhance their apprenticeship programs.

Questions? Contact [apprenticeship@dol.gov](mailto:apprenticeship@dol.gov)

### New Resources from Trusted Partners

You can find additional resources on apprenticeship from organizations like **JFF**, who published "[Apprenticeships: The Next Stackable Credential?](#)," which highlights how apprenticeship and work-based learning have proven to connect people to good careers while providing employers with skilled workers. The **Apprenticeship Forward Collaborative's** "[Definition and Principles for Expanding Quality Apprenticeship in the U.S.](#)," which was discussed during the NAW event on Capitol Hill is also available for reference. Blog posts from [ApprenticeshipDC](#), the [U.S.](#)

[Department of Education](#), and the apprenticeship program toolkit by the [Aspen Institute](#), are highly useful, high-quality resources as well.

### New Investments and a National Education and Outreach Campaign

The Department of Labor has begun the planning phases of its first National Education and Outreach Campaign focused exclusively on apprenticeship, which is slated to launch in 2019. The campaign will raise awareness about the value and benefits of apprenticeship among employers and career seekers, as well as draw new and diverse populations to explore apprenticeship programs. The agency is also seeking to inform parents, students, and educators about the role of apprenticeship in preparing individuals for family-sustaining careers without opportunity costs or student debt.

For more information, visit [Apprenticeship.gov](https://www.apprenticeship.gov).

### National Apprenticeship Week

National Apprenticeship Week 2019 will be held November 11–17, 2019. Visit [Apprenticeship.gov/NAW](https://www.apprenticeship.gov/NAW) for more information and resources.