



Marketing Toolkit

June 2024

Welcome

The materials in this toolkit were developed by the Apprenticeship Illinois team as part of the State Apprenticeship Expansion Formula grant received from the U.S. Department of Labor. While some of these resources may be of general use to apprenticeship advocates and stakeholders, the majority were prepared specifically to train Illinois's cohort of Regional Apprenticeship Specialists, who serve a dual function as on-the-ground outreach staff and program design/registration consultants throughout the state.

Just as the relationship between apprentice and mentor is oftentimes mutually beneficial and instructive, so were we guided in our resource development by the insights and field experiences of our specialist team, whose successes and roadblocks informed much of our strategy and output.

In presenting these resources in a combined volume, it is our team's shared hope that workforce development professionals and apprenticeship advocates within and beyond Illinois's borders will find their outreach enriched and emboldened as we have. Please reach out with any questions, as we are happy to assist you.

Nate Carlson (ncarlson@niu.edu)

TA Program Director, Apprenticeship Illinois

Note:

To accommodate the varying page orientations and formats of the included materials, page numbers have been omitted; in lieu of page numbers, however, the following resource descriptions have been hyperlinked to provide easy and accessible navigation.

Overview

The [Apprenticeship Illinois Style Guide](#) is a brief one-pager outlining basic branding elements for Apprenticeship Illinois including color scheme, preferred typeface, and both full-color and monochromatic logo variants. Additional downloadable files including PNG files for the Apprenticeship Illinois logo and virtual meeting backgrounds are available at ApprenticeshipIllinois.com.

The [Regional Specialist Process Guide](#) is a comprehensive, step-by-step guide to the apprenticeship specialist outreach and program registration process that was adapted from the Apprenticeship Illinois in-person training curriculum. Our approach to apprenticeship outreach emphasizes expediency for employers and high-quality outcomes for apprentices.

The [Apprenticeship Illinois Brochure](#) features a wealth of important knowledge and employer testimonials and was developed in collaboration with the Apprenticeship Illinois Committee's Marketing Workgroup for use in the field.

The [Apprenticeship Illinois Employer Presentation](#) is designed to ensure consistent messaging about registered apprenticeship across the state while providing specialists the ability to customize their presentation for various state and local audiences.





The [DOL Components](#) are a series of one-pagers which introduce the seven distinguishing components of registered apprenticeship to workforce partners alongside useful tips for program registration and employer engagement. These are not intended for employers but may be useful as an overview for administrative and frontline staff.

The [Understanding LWIAs](#) one-pager is designed as an accessible guide to the WIOA system for employers who may lack previous experience working with their Local Workforce Areas, who serve as the grantees and specialists for the Apprenticeship Illinois grant.



STYLE GUIDE FOR APPRENTICESHIP ILLINOIS

Primary Color Palette

	Primary 1	Primary 2	Primary 3	Primary 4
				
C	100	49	0	0
M	85	0	100	0
Y	0	100	79	0
K	39	30	20	0
R	1	101	196	255
G	33	141	18	255
B	105	27	47	255
Hex	012169	658D1B	c4122f	FFFFFF
PMS	280	370	187	n/a

Logo



Logo

Font families include all face versions of the fonts. Example; Regular or Book, Medium, Semibold, Bold, Condensed, Italic, etc.

Primary Font

Futura (Medium Condensed)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Fonts

Futura (Medium Condensed)

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ



Regional Specialist Process

CONTACT AND
PROGRAM
REGISTRATION

APPRENTICESHIPILLINOIS.COM

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Initial Employer Contact

***Goal: Acquire Basic Employer
Details, Potential Occupations***

Where is the employer located?

Search Engines can be helpful here, but correspondence is sometimes necessary to determine the area of business for a specific facility, particularly when working with a larger firm. If the employer is located outside of your region, refer them to their area's Apprenticeship Specialist and Regional Manager (Kelly Lapetino, Annie Dorr, or Bryan Ellis). *Note: if there is no Apprenticeship Specialist in their area, refer them to Candace Dickerson. When referring, give the Specialist and manager all of the information you have and ask them to follow up with the employer (do not ask the employer to reach out).*

Were you referred by a third party partner?

If you received an employer referral from an IBST partner, IWIB board member, or additional third party, include them on your initial email as well as any important updates.

Questions for Getting Started

Ask the initial questions in this email:

- Where is your business primarily located, or where are you interested in implementing an apprenticeship program?
- Which occupation(s) are you interested in developing an apprenticeship for?
- Do you have existing job descriptions or postings anywhere? If so, can you send a link to your postings, or a document with the position descriptions?
- Do you have a preferred training provider?
- What dates/times would work best for you to meet remotely and discuss?

Potential Variations/Complications

If the employer is developing a program that has been previously registered in another area by the same employer or an industry group, they may initially reach out with existing Work Process Schedules; this makes program registration easier, but the employer will likely still need a talk-through about what exactly an apprenticeship is. Similarly, training providers may vary based on region, and their preferred industry training provider may lack IL accreditation.

- If an organization is looking to develop and register a program on behalf of one or more employers, they may be looking to offer their program across multiple LWIAs. Include all relevant specialists, Regional Managers, and intermediary partners in the conversation.





Employer Meeting: Preparation & Execution

Goals: : *Identify Occupation(s) and Training options, Educate employer on RAPs*

Once the Employer provides their occupation or job descriptions, the next step is to find an existing apprenticeship template (or “Work Process Schedule”) that can be used as the basis for their program and educate the employer on what exactly a registered apprenticeship program is.

• **Locate existing Work Process Schedules:**

Primary Locations: Apprenticeship.gov, Urban Institute

If having difficulty identifying the occupation initially, use the ONET occupation finder and refer to the existing TA resource for the process of locating a Work Process Schedule

• **Find training provider and identify curriculum:**

- Pull up the [ICCB region map](#) and see if a community college offers specific courses to meet RTI.
- Search the [Eligible Training Provider List](#)
- If no CC/ETPL options available, search for training providers in the area or online
- Look into flexible/online scheduling options.
- If available, download cost sheets or program one-pagers to share with employers.

Whenever possible, invite an intermediary representative from the training provider to the initial employer meeting to discuss the available curriculum and potential for customized training.

• **Consult with Integrated Business Service Team:**

To ensure consistent messaging and prevent working at cross-purposes, notify the core partners of your Integrated Business Service Team that you are working with the employer and ask if any of your partner organizations have an existing relationship or on-going project/program with them.

Meeting Agenda

Zoom or meet in-person with the employer to present them the occupation, competencies, and training options, cost sheets (if applicable), tax credit

Listen/Allow the employer to discuss their workforce needs and provide background on roles they are struggling to fill.

Present to employer on DOL's "Seven Components" of Registered Apprenticeship

Communicate the three primary pieces of information needed for program registration: competencies, coursework, compensation (wage schedule).

Present WPS documents and available training programs to employer

- Emphasize that (A) These documents make up approx. 75% of the paperwork required to register with DOL and (B) They can revise the WPS competencies to customize them for their site.

- Whenever possible, present the employer with multiple options to choose from; this may mean multiple Work Process Schedules, multiple options for training programs/credentials, etc.

Present available WIOA programs and other incentives (DCEO Tax Credit, \$1.50/Dollar ROI, 92-96% retention rate, convenience of navigator services)



Following Up

- If the employer is receptive and enthusiastic, screen-share or physically present the Work Process Documents to quickly view the competencies and determine if they seem to accurately reflect the role as they conceive it
- If they are willing and the meeting has not run too long at this point, ask if they would be willing to do a line-by-line reading of the competencies and revise them at this point. If the meeting is over its time limit, this can be done via email or follow-up meeting.
- At this time, schedule a follow-up meeting with the employer for a date/time within the next two weeks; do not allow the meeting to end without a follow-up scheduled.
- If the employer was referred to you by a third party, IWIB board member, or IBST partner, be sure to follow up with them at this point to keep them in the loop.

3 Confirm Program Details

Goals: Finalize Competencies, Coursework, and Compensation; Prepare for Program Registration w/ DOL

Once you have met with the employer and explained the basics of registered apprenticeship to them along with presenting potential Work Process Documents and training options, the next step is working with the employer via email and follow-up conversations to solidify (and ideally, to finalize) the structure of their program. As a reminder, the three main components needed to register a program are:

- 1. Competencies (A Revised Work Process Schedule)**
- 2. Coursework (Outline for Training at a Community College/Third-Party Provider)**
- 3. Compensation (Wage Schedule - Time-Based, Competency, or Hybrid Model)**

- Competency revisions can be done independently on the employer end or completed during a follow-up call.
- Coursework selection should happen in conversation with the employer's selected education provider to ensure that schedules, costs, and curriculum align with the employer's vision.
- Wage Schedules are often the trickiest piece of a program to confirm with an employer for a number of reasons. To ensure that the wage schedule does not become the sole reason for a program's stagnation, the following best practices are recommended:

Best Practices for Program Development:

- **Have an awareness** of the average local, regional, and national pay scales for the roles you are developing a program for. ONET has this data and is a good resource for workforce partners as well as employers wondering if their pay is competitive within their local market.
- In the event an employer's pay is so sub-standard that it seems to render the program itself useless as a means of retention, **do not hesitate to send the employer ONET data about local salaries**, and speak frankly about your concerns. At the end of the day, the employer wants and needs talent—they deserve to know if they will be driving it away to save a marginal amount of money on labor costs.
- **Be aware that employers may struggle with formatting or determining** the exact competency/time requirements of their wage schedule. While a wage schedule can be as simple as a starting and ending wage for the program, wage increases that reflect real-time skill increases are a greater incentive for apprentice retention and should be encouraged.
- **Once an employer has chosen which model** (competency-based, time-based, or hybrid) that they would like to utilize for their program, ask them how many incremental increases they would like to build into the pay schedule in-between the starting and ending wage. DOL Standards Builder can automatically generate the number of hours or competencies for each step of the pay schedule so long as you know the wage range and number of increases



Getting Ready to Register!

In addition to the primary three components of competencies, coursework, and compensation, you will need the following pieces of information to register the employer's program with DOL:

1. The ratio of journeyworkers/veteran employees to apprentices that will be maintained on the jobsite.
2. The hiring requirements and recruitment process the employer will be utilizing.
3. Contact information for the individual who will handle complaints or EEO concerns for the program
4. Whether or not the employer will provide credit to apprentices with previous experience
5. Length of program's probationary period (oftentimes automatically set at 25% of the program length.

Lastly, before registering the employer's program, **notify the organization or individual who referred the employer to you that the program is moving forward**; this ensures future referrals and helps to keep all of our partners in the loop!





A P P R E N T I C E S H I P I L L I N O I S . C O M

What Are Employers Saying About Apprenticeship?

"Apprenticeships are about creating opportunity...for people who might not have those opportunities...It's about creating real support systems and...creating more diverse talent pipelines."

- Melissa Flores, Global Impact Manager, McDonald's Corporation



"There are grants and tax benefits to the Apprenticeship Initiative. It's helped a lot of companies in getting new talent in. We have to be ready for the 21st century. And what better way to do this than to get people in, educate them and teach them at the same time?"

- Phyllis Higgins, Apprenticeship Talent Navigator, Zurich



"The apprenticeship solution works not only for large organizations, but also small to medium-sized enterprises. The opportunity to invest in human capital as a growth engine for the business is just as important as having a meaningful revenue-generating product or service to offer to the market. You can't grow the business if you don't have talent."

- Shelly Brown, Diversity Solutions Leader, Aon



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Visit [ApprenticeshipIllinois.com](https://www.ApprenticeshipIllinois.com) to learn more.

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Apprenticeship at a Glance

Developing a skilled workforce requires strategic planning. Address skill shortages and foster a healthy workforce pipeline by starting an apprenticeship program!

Apprenticeship is a framework that allows employers to develop their future workforce through flexible training and paid jobs.

Why Choose Apprenticeship

Skills development:

- Employers cultivate a skilled, knowledgeable workforce.
- Current or new workers learn the specific skills.
- Bring in and train new talent in a cost-effective way.

Pipeline creation:

- Create and foster healthy pipelines of diverse individuals who are trained to meet future demands.

Knowledge management:

- Facilitate smooth succession planning, maintain expertise and create continuity.

Tax credits:

- Up to \$3,500 per apprentice per year as a reimbursement for educational expenses.
- Additional \$1,500 for apprentices who reside in a IL Department of Commerce & Economic Opportunity (DCEO) Zone.

Per the American Apprenticeship Initiative Evaluation, employers experience a 44.3% ROI on apprenticeship programs: every \$100 invested results in \$144.30 in benefits.



How Apprenticeships Work

Employers connect with their local or State Apprenticeship Specialist to find training providers, funding opportunities, and help set up their program for free!

Employers work with the designated Apprenticeship Specialist to develop a Registered Apprenticeship training program that includes:

- Direct business involvement
- On-the-job training
- Related instruction
- Progressive wage schedule
- Credentials

Employers can hire new candidates or upskill their existing workforce in the program.

Apprentices work a paid job while also engaging in classroom learning. Upon completion of the program, they earn a nationally-recognized industry certification.



Benefits

Apprenticeship helps employers with:

- Cost-effective recruitment
- Smooth succession planning
- Reduced turnover
- Stronger employee loyalty
- Improved company culture
- Strengthened pipeline of skilled workers
- Higher worker productivity
- A more diverse workforce
- Fewer skill shortages
- Development of future leaders
- Community engagement

Apprenticeships have expanded into almost every sector!

Industries

Apprenticeships are most common in:

- | | |
|---|--------------------------|
| • Agriculture | • Cybersecurity |
| • Construction | • Energy |
| • Education | • Hospitality |
| • Finance | • Information Technology |
| • Healthcare | • Public Service |
| • Technical Services | • Telecom |
| • Real Estate | • Transportation |
| • Advanced Manufacturing | • Utilities |
| • Care Economy
(including Social Services and Education) | |

How To Get Started

- Apprenticeship Specialists are here to help your business build a Registered Apprenticeship program from start to finish at no cost! Explore more information at **ApprenticeshipIllinois.com**.
- Reach out to educational institutions and intermediaries to build partnerships.
- Design your program, integrating the specific skills you need your workforce to have.
- Register your program.
- Launch and interview!
- Promote your program by listing it on the Apprenticeship Finder website:
www.apprenticeship.gov/apprenticeship-job-finder



Visit **ApprenticeshipIllinois.com** to learn more.





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**Invest in Your Future
Workforce with
Apprenticeship Illinois**

Are You Struggling with....

- ✓ Hard-to-fill job openings
- ✓ High turnover
- ✓ Costly overtime/burnout from skill shortages
- ✓ Impending retirement of a highly skilled workforce
- ✓ Upgrading company culture for the future of work
- ✓ Finding cost-effective recruitment strategies
- ✓ Difficulty attracting new and more diverse talent

If so, Apprenticeship is for you!



What Is Apprenticeship?

An employer-driven workforce strategy helping individuals grow and thrive through an earn-and-learn model that monitors and rewards their skill gains!



While apprentices build essential skills, employers benefit by

- ✓ Building a diverse talent pool
- ✓ Reducing turnover
- ✓ Improving productivity



Employer Benefits

Businesses that use apprenticeship can:

- ✓ Develop a diverse and skilled workforce pipeline
- ✓ Reduce worker turnover
- ✓ Customize training options according to business needs
- ✓ Address skill shortages
- ✓ Upskill entry-level employees into hard-to-fill vacancies
- ✓ Facilitate succession planning and knowledge management
- ✓ Increase productivity
- ✓ Improve bottom line
- ✓ Foster greater employee loyalty
- ✓ Engage with community
- ✓ Benefit from tax credits and incentives



Apprentice Benefits

Apprenticeship employers retain employees by providing:

- ✓ One-on-One Mentorship on-the-job and in the classroom
- ✓ Debt-free education from an accredited training provider
- ✓ Direct wage rewards for skill gains
- ✓ Transparency about expectations and wage increases
- ✓ Upskilling opportunities for workers in entry-level positions
- ✓ Lasting career opportunities for program completers

The good news?

- ✓ All of these incentives are built into the Registered Apprenticeship Model!
- ✓ By utilizing Registered Apprenticeship, you're going above and beyond for your organization's most vital resource: its people!



Community Benefits

Apprenticeship programs help the local community become more educated and skilled. Through apprenticeship, employers can:

- ✓ Keep a skilled talent pool in town
- ✓ Diversify their workforce
- ✓ Provide opportunities for individuals to gain valuable skills
- ✓ Draw in new businesses with a trained workforce
- ✓ Enhance social mobility
- ✓ Boost community economy and morale
- ✓ Reduce unemployment



What makes a Registered Apprenticeship?

1. Direct Business Involvement
2. On-the-job Training & Mentorship
3. Classroom Instruction
4. Progressive Wage Schedule
5. Credentials



Registered Apprenticeships are NOT:

- ✓ Unpaid Internships
- ✓ A short-term solution to hiring difficulties
- ✓ Fully funded by the public sector



Tax Credits for Employers

Employers receive a DCEO tax credit as a reimbursement for educational expenses taken on as a part of their apprenticeship program:



Up to \$3,500 per apprentice per year



Additional \$1,500 per apprentice per year for apprentices who reside in a DCEO Opportunity Zone

Incentives & Grant Funds for Employers

Employers may be able to leverage grant funds to offset the costs of:

- ✓ Registration of the apprenticeship
- ✓ Costs related to design and start-up
- ✓ Classroom education or online training for apprentices
- ✓ Extraordinary costs related to on-the-job learning (excluding wages)
- ✓ Train-the-trainer costs or activities
- ✓ Training supplies for apprentices (in consultation with the Department)
- ✓ Curricular development



Return on Investment (ROI)

Employers see \$144 ROI on each \$100 invested in apprenticeship programs

93% of apprentices retain employment after apprenticeship completion.

How does that stack up compared to your current retention rate for new hires?





Program Flexibility

Employers can build an Apprenticeship program that responds to their specific needs!



Apprenticeships can be:

- ✓ Time-based
- ✓ Competency-based
- ✓ A combination of time and competency based

Apprenticeship Training model options include:

- ✓ Traditional
- ✓ Front-loaded
- ✓ Segmented



There are over 1,300 occupations currently approved for Registered Apprenticeships.

Find out more at <https://www.apprenticeship.gov/apprenticeship-occupations>

Industries for Apprenticeships

Approved industries for Registered Apprenticeships include:



- Agriculture
- Construction
- Education
- Finance
- Healthcare
- Technical services



- Real Estate
- Advanced Manufacturing
- Cybersecurity
- Energy
- Hospitality
- Information Technology



- Telecommunications
- Public Service
- Transportation
- Utilities
- Care Economy (including Social Services and Education)

Just about any skilled role in your industry is eligible to be a Registered Apprenticeship; endless possibilities!



4 Steps for Developing an Apprenticeship Program

1. Connect with your local Apprenticeship Specialist

Your local Apprenticeship Specialist is the primary hub for collaborating on apprenticeship. They connect you to -

- ✓ Training providers
- ✓ Funding opportunities
- ✓ Other resources and partners



4 Steps for Developing an Apprenticeship Program

2. Design Core Components

With your region's Apprenticeship Specialist, you'll work to determine the 3 C's for your program:

- ✓ **Competencies** - What skills does the apprentice need to have?
- ✓ **Coursework** - What classes will they take to supplement their training?
- ✓ **Compensation** - How much are they going to be paid, and when?

These three pieces of information make up more than 75% of the paperwork needed to register your program with DOL!



4 Steps for Developing an Apprenticeship Program

3. Register your program

An Apprenticeship Navigator can help you complete the necessary steps for registration.

<https://www.illinoisworknet.com/ApprenticeshipIL/Pages/Employers.aspx>



4 Steps for Developing an Apprenticeship Program

4. Launch your program

With your customized training plan in hand and your registration complete, you're ready to open your doors to apprentices and begin to build your future workforce!



The no-cost resources are available to help make the Apprenticeship registration process as smooth as possible!

Get Support At Every Step

You don't have to develop your Apprenticeship program alone!

Apprenticeship Specialists and Intermediaries work with an Integrated Business Services Team to help you:

- ✓ Develop and Register your Program
- ✓ Explore Training Providers
- ✓ Recruit from a diverse talent pool
- ✓ Pursue a range of funding opportunities
- ✓ Expand your program to new occupations

Apprenticeship Specialists

Apprenticeship Specialists help employers:

- ✓ Understand the Registered Apprenticeship training model
- ✓ Identify existing models for occupations of interest
- ✓ Connect you with appropriate resources and partners to assist with your program
- ✓ Draw up your Standards and Training & Education outlines based on your input
- ✓ Submit registration paperwork to the U.S. Department of Labor (DOL) for full recognition in the National Registered Apprenticeship System
- ✓ Assist with program updates as your workforce needs evolve
- ✓ Coordinate sector partnerships between interested employers





Get Started Today!



Visit
ApprenticeshipIllinois.com
to get started!



- An Apprenticeship Specialist will –
- ✓ Help you better understand apprenticeship
 - ✓ Develop your program
 - ✓ Register your apprenticeship

Additional Resources



Find an Apprenticeship Navigator in Your Region –

<https://www.illinoisworknet.com/ApprenticeshipIL/Pages/Employers.aspx>



Not sure who to connect with?

Contact the State Navigator, Candace Dickerson at cdickerson@niu.edu for assistance.



For Questions Contact Us at:

INSERT PRESENTER CONTACT INFO HERE



Registered Apprenticeships are: Business-Led

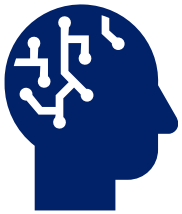
What does this mean?

Neither DOL, nor a local workforce agency, nor anyone from post-secondary education are going to tell employers what their programs have to look like. Employers make the final call on all details for their program, though they must adhere to DOL minimum standards for OJT and RTI.



Why does this matter?

Employers are oftentimes skeptical about the idea of government intervention in their hiring and training practices. Emphasizing their leadership throughout the process and giving them multiple opportunities to make customized adjustments can help reduce their alienation with the idea of a “registered” program.



What else should I know?

While employers have the final say in regard to what their apprenticeship program looks like, that doesn't mean that it isn't our responsibility to act as quality control by advising them on best practices for ensuring recruitment and retention. This might mean suggesting more worthwhile RTI, encouraging paid classroom time, or providing ONET data on competitive wages for their sector.



Pro Tip: Refer to your ATR by their first name in conversation when discussing DOL with employers. Humanizing the public sector goes a long way towards building trust; plus, “Bruce” sounds a lot less scary than “Our DOL Monitor.”

Registered Apprenticeships are:

A Paid Job

What does this mean?



Unlike internships, which are often unpaid, registered apprenticeships are a paid (usually full-time) job from Day One*. Additionally, apprentices earn a progressive wage schedule throughout their apprenticeship, which consists of time and/or competency-based milestones that they must reach to earn raises towards a journeyworker/mentor-level salary.

Why does this matter?



One of the major reasons behind registered apprenticeship programs' high retention rate is the transparency that comes with the progressive wage schedule; apprentices don't play a guessing game as to when they'll see a pay increase, but earn direct rewards for their skill gains.

What else should I know?



Pay schedules for registered apprenticeships can be as simple or as complex as the employer prefers, but programs that provide apprentices with consistent wage increases will see stronger retention and a greater incentive for improved performance. Employers struggling with the concept of a progressive wage schedule may require a higher level of assistance at that stage of program development.

Pro Tip: To ensure that employers are remaining competitive, be sure to share the regional salary ranges for their program occupations found at onetonline.org

*In programs where classroom instruction is front-loaded and apprentices are not being paid by the employer for classroom time, apprentices will not begin earning wages until they begin on-the-job training.

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Registered Apprenticeships are: On-the-Job Mentorship



What does this mean?

The direct transfer of knowledge from mentor to learner is at the heart of registered apprenticeship, both on the job and in the classroom. Employers assign each apprentice a journeyworker mentor who will train them and evaluate their competencies as they work towards program completion.



Why does this matter?

As employers anticipate major generational shifts in the workforce, apprenticeship offers a means of efficient, diligent succession planning that prevents decades of experience from being lost. Additionally, the opportunity to train a new generation of workers can be a revitalizing experience for long-term employees who may be facing burnout.



What else should I know?

When an apprenticeship program is registered, the employer agrees to maintain a specific ratio of journeyworkers/mentors to apprentices for each occupation. This ratio applies to CEJA worksites and Prevailing Wage worksites, where apprentices are paid their apprentice wage so long as the ratio is upheld.

Pro Tip: Work with your local training providers to determine if there are any available train-the-trainer style curriculums for employers to utilize; mentorship is not an inherent skill, and it is worthwhile to ensure quality training both in the classroom AND on the job for apprentices.

Registered Apprenticeships are:

Supplemental Education

What does this mean?



A core component of registered apprenticeships is the training that apprentices receive in a classroom environment at a college or third-party training provider, which often leads to their earning an occupational credential. A minimum of 144 contact hours of supplemental learning is required per calendar year of each program. This training is funded by the employer in the majority of programs.

Why does this matter?



Classroom education isn't merely a box to be checked when it comes to registered apprenticeship; selecting a worthwhile curriculum from an established training provider is a key aspect of program registration, and acting as a liaison between employers and educational institutions is a crucial function of the navigator consortium.

What else should I know?



For occupations where credentials are required for work (CDL Drivers, Certified Nursing Assistants, etc.) supplemental education may be front-loaded so that it occurs prior to on-the-job training. Employers are not required to pay for time apprentices spend in the classroom, but doing so is a best practice that incentivizes retention and prevents burnout.

Pro Tip: Research existing educational programs (both community colleges and third-party providers) within your region prior to meeting with employers. Presenting employers with “out of the box” training options can prevent “bare minimums” in program development and ensure best outcomes for apprentices.

Registered Apprenticeships are: **Diversity**

What does this mean?



Like all communities, apprenticeships are strengthened by the ability of all people to succeed regardless of race, color, national origin, religion, sex, gender identity, sexual orientation, and physical/mental disability. Programs are designed to reflect the communities in which they are based through strong non-discrimination, anti-harassment, and recruitment practices that ensure access, equity, and inclusion.

Why does this matter?



Employers list their specific hiring requirements and processes to ensure that all applicants receive equitable treatment. Additionally, employers are required to develop an Affirmative Action Plan for their program so long as they have employed five or more apprentices and do not have an existing EEO program in place.

What else should I know?



Employers must complete an Affirmative Action Plan for their registered apprenticeship program within two years of program registration. This plan primarily consists of A) a Demographic Analysis of their region and workforce, and B) a set of goals/plans for increasing underrepresented groups in the program.

Pro Tip: DOL has ample resources for assisting employers with EEO at <https://www.apprenticeship.gov/eo/sponsors/create-your-plan>

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Registered Apprenticeships are: Quality & Safety

What does this mean?



Apprenticeships are controlled for quality and safety by DOL in two primary ways: first, the competencies (skill gains) for each program are reviewed and standardized to ensure apprentices develop an advanced and worthwhile skillset; secondly, employers set and agree to follow a mandatory ratio of journeyworkers/veteran workers to apprentices to ensure that apprentices are always safe while on the jobsite.

Why does this matter?



When helping an employer register their apprenticeship, work with them to ensure that the competencies for each occupation in their program accurately reflect the tasks that apprentices will be completing at their sites. While flexibility and customization are a priority, competencies should not be diluted to the point that the role becomes unrecognizable.

What else should I know?



Apprenticeship navigators can help employers retain apprentices by implementing their own quality control measures throughout the registration process! Advising employers on available resources, competitive wages, and worthwhile classroom training providers is a best practice for building a high-quality registered apprenticeship program!

Pro Tip: For time-based apprenticeship programs, employers can adjust the OJL (On-the-Job Learning) hours for each competency up to 25% (e.g., a 100 Hour competency can be raised up to 125 hours or lowered to 75 hours).

Registered Apprenticeships are: Credentials

What does this mean?



Apprentices who complete their RTI coursework plus a minimum of 2,000 hours of on-the-job training and any additional competency requirements will receive an official Journeyworker certificate from DOL. In addition to this nationally recognized credential, navigators may choose to require employers to design programs that include the attainment of an accredited certificate, degree, or license.

Why does this matter?



Credentials are one of the major value-adds for apprentices and a worthwhile credential indicates a worthwhile program. Apprentices working towards a college credential in addition to their Journeyworker certificate may be more likely to stay committed to their program and career field in the long term.

What else should I know?



Identifying local educational programs that meet the needs of an apprenticeship occupation is one of the first steps in developing a registered apprenticeship with an employer. Community colleges may be willing to develop a customized training program for apprenticeship employers if no pre-existing curriculum for the occupation exists, or they may defer to a well-regarded industry training provider.

Pro Tip: For a list of credential-based training programs in your area for commonly apprenticed occupations, check out the Eligible Training Provider List at <https://www.illinoisworknet.com/wioatrainingsearch>

Understanding Local Workforce Investment Areas (LWIAs)



In 2014, Congress passed the *Workforce Innovation and Opportunity Act (WIOA)*. This legislation sets aside funds for each state to invest in workforce development.



To ensure that all localities receive WIOA funds, Illinois is split into 22 regions called Local Workforce Investment Areas. Each LWIA receives a portion of the WIOA funds that IL receives each year.



LWIAs are governed by Local Workforce Investment Boards, which are made up of local elected officials as well as area business leaders. LWIBs are aided by additional frontline staff members.

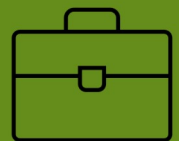
There are two primary categories of services that LWIAs provide using WIOA funds: Business Services and Services for Individuals. Regardless of category, funds can support training costs.



Individuals who are determined to be WIOA-eligible receive personalized case management and support services, as well as paid training opportunities or debt-free career-focused education.



WIOA Business Services include funding for employee upskilling, wage reimbursement for hiring WIOA participants, and zero cost opportunities to create a youth skills program/funded internship.



The Bottom Line:

Your LWIA is your local workforce development hub, here to help you and your organization thrive through innovative funding opportunities and rewarding partnerships with regional industry and public sector stakeholders.

Understanding LWIAs & Apprenticeships



Your LWIA can provide one-on-one consultations and support for developing and registering a DOL-recognized apprenticeship program for your business—all free of charge!



Apprenticeship Navigators, or Outreach and Development Specialists, are available to present to you and your team on apprenticeships in-person and remotely (subject to availability).



From initial consultation through program registration, Navigators help you every step of the way in customizing and building your program to ensure a hassle-free, streamlined process.

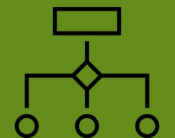
Strong existing partnerships between your LWIA and K-12 educators, local community colleges, and public officials ensure efficient and effective collaboration that meet your needs.



Developing a registered apprenticeship in partnership with your LWIA guarantees that you'll be connected to funding opportunities that can decrease costs and further incentivize retention!



If apprenticeship isn't the strategy you're looking to utilize for meeting your company's training needs, your LWIA can help connect you to a number of other innovative workforce solutions.



The Bottom Line:

Your LWIA and their Apprenticeship Navigator are experts on all things workforce development and can help you build an apprenticeship program from the ground up in no time at all; Set up a consultation with them today!

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