



# Overview of National Apprenticeship Week Illinois Outreach



October 21, 2024

# **WELCOME!**

## **TODAY'S WEBINAR.....**

- **IWIB Apprenticeship Illinois Committee's Marketing Workgroup**
- **National Apprenticeship Week: 10<sup>th</sup> Anniversary**
- **2023 National Apprenticeship Week Recap**
- **IWIB AIC MWG Live Stream, Webinars, and Support**
- **How to Find and Add Events**
- **How to Find and Add Proclamations**
- **Social Media and the NAW Social Media Toolkit**
- **How to Stay Informed**
- **Available Resources**
- **Call to Action**
- **Q&A**

# APPRENTICESHIP ILLINOIS COMMITTEE

The Apprenticeship Illinois Committee (AIC) is one of four content-focused Illinois Workforce Innovation Board (IWIB) committees.

The chair, Daniel Serota, is a member of the IWIB.

Other members of this committee do not have to be appointed by the Governor and can be invited by the chair.

There are typically 20 voting members of this committee.

The committee focuses on providing leadership on:

1. Expanding apprenticeships geographically and to new industries.
2. Increasing diversity, equity, and inclusion in apprenticeship.
3. Formalizing statewide apprenticeship coordination across partnering state agencies.
4. Growing statewide capacity to provide apprenticeship opportunities to career seekers and businesses.

# AIC MARKETING WORKGROUP (AIC MWG)

- Educate various stakeholders and raise awareness on the benefits of apprenticeships and work-based learning programs.
- Organize events and marketing around National Apprenticeship Week.

**30**

**LESS THAN ~~90~~ DAYS UNTIL:**

*National*  
**APPRENTICESHIP WEEK**

10 YEAR ANNIVERSARY

NOVEMBER 17-23, 2024

**10 YEARS OF ENGAGEMENT, EXPANSION & INNOVATION**

# NATIONAL APPRENTICESHIP WEEK *aka NAW* 10-YEAR ANNIVERSARY



- 2024 Theme: **10 Years of Engagement, Expansion, and Innovation!**
- ApprenticeshipUSA Partners
- Established – **2015**
- 10,000 events with more than 1.4 million people and issues over 1,800 proclamations in support of Registered Apprenticeship.
- **2015 – 360,000** active apprentices | **2024 – 660,000** active apprentices



# 2023 = ILLINOIS #1 IN THE NATION

.... with over 23% of proclamations & over 17% of events for the nation - 115 proclamations and 239 events

*Events where a proclamation was given and webinars sponsored by the Committee:*

**Monday** – Apprentice Signing Ceremony at Heartland Community College





**Tuesday** – Inaugural Apprenticeship Ambassador Cohort Announcement

**Wednesday** – Talent Pipeline Management Webinar and Chicago Apprentice Network Event

**Thursday** – Climate and Equitable Jobs Act (CEJA) Webinar; Governor’s State University Signing and Proclamation Ceremony; and Unite Here Chicago Hospital Institute (UHCHI) Advancing Equity Through Apprenticeships Banquet and Graduation Ceremony

**Friday** – Highlighting Apprentice Ambassadors Webinar and National Apprenticeship Week in Metro East at Soulcial Kitchen and Gateway Center

# 2024 AIC MWG SPONSORED EVENTS

-  Apprenticeship Illinois Webinar: NAW Showcase Employers
  - **November 12, 2024** | 12:00 PM – 1:00 PM
  
-  Announcing the 2025 Apprentice Ambassadors Cohort Livestream via LinkedIn
  - **November 18, 2024**
  
-  How to Get More Women into IT Webinar
  - **November 21, 2024**
  
-  Highlighting Illinois Apprentices – Apprentice Ambassadors Webinar
  - **November 22, 2024** | 9:00 AM – 10:00 AM

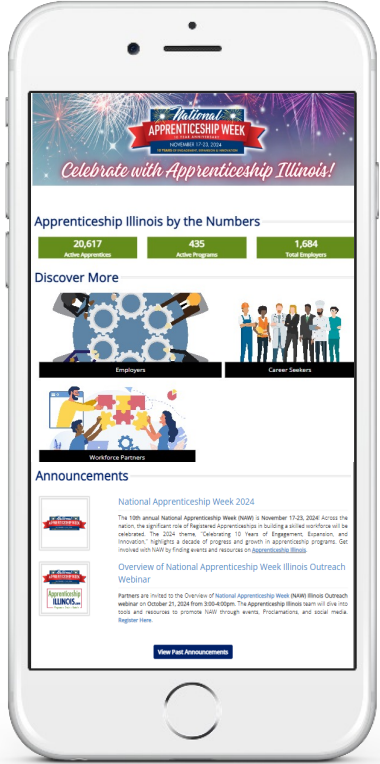


# RESOURCES

[ApprenticeshipIllinois.com](http://ApprenticeshipIllinois.com)



Click on the Banner!



# RESOURCES AVAILABLE

Apprenticeship Illinois and the Department of Labor's (DOL) ApprenticeshipUSA have all the resources you could need!

## Resources to Celebrate!



### EVENT CALENDAR

- Find Events to Attend.
- Add Events to Increase Outreach.



### PROCLAMATION TEMPLATES

- City.
- State.
- Industry.
- Education.



### SOCIAL MEDIA TOOLKIT

- Copy and paste content to social media channels.
- Hashtags.
- Links.



### LOGOS & GRAPHICS

- Logos for NAW2024, ApprenticeshipUSA, and Apprenticeship Illinois.
- Graphics sized for each social media channel!



### APPRENTICESHIPUSA TOOLKITS

- Factsheets.
- Event Planning and Promotion Toolkit.
- Virtual Event Guide.
- Mailer, Editable Flyers.
- Success Story Tips.



# ADD EVENTS TO APPRENTICESHIP ILLINOIS



Step-by-step instructions are available.

Click **“Add Event”** to get started.

## Required Fields:

- Event Title
- Event Type
- Start and End Date/Time
  - Select “All Day” if there is no time (ex. Social Media Campaign)
  - Select “Repeat Scheduled Event” to add an event series as Daily, Weekly, or Specific Days.
- Location
  - URL or physical address.
- Description
- Audience
  - Select **“Apprenticeship.”**
- Series
  - Select **“Apprenticeship Week”** to display on the Apprenticeship Illinois Event Calendar!
- Click “Add Event.”

The screenshot shows the Apprenticeship Illinois website interface. At the top right, there is a search bar, a language selector for 'Español', and a 'Partners' link. Below the navigation, there are 'Month' and 'List' view toggles, a 'Reset' button, and an 'Export' button. A prominent blue button labeled 'Add Event' is highlighted with a red box, next to a 'Manage Events' button. Below this is a calendar for October 2024. The calendar grid shows various events scheduled throughout the month, such as '12:00 pm CCC Employer - Ready to Work: Short-Term Credentials' on Oct 29, '8:00 am 2024 Illinois Works Annual Conference' on Oct 30, and '8:00 am Women in Manufacturing 2024' on Oct 2. Each event card includes the time, title, and a 'more' link for details.

# ADDING EVENTS TO APPRENTICESHIP ILLINOIS



- Enter the “**Event Title**”.
- Select the “**Event Type**”.
- Input the **Start and End Date/Time**.
- Add the **Location**
  - *(in-person address or URL for online).*

Apprenticeship Events

Event Calendar Dashboard Manage Tags

Add Event

Event Title \*  
Shape the Apprenticeship Journey at Waubonsee Community College

Event Type \*  
Workshop

Starts \* Ends \*  
11/18/2024 9:30 AM 11/18/2024 11:30 AM

All Day Event

Repeat Scheduled Event

Location \*  
Waubonsee Community College Academic and Professional Center  
IL-47  
Address Line 2  
Sugar Grove  
Illinois 60554  
[Reset Location](#)

Event Online Website  
<https://calendar.waubonsee.edu/event/apprenticeship-101> Test URL

# ADDING EVENTS TO APPRENTICESHIP ILLINOIS (Continued)

- Enter the **Description**.
- Select the **Audience**.
- Choose **Apprenticeship Week** for the Series.
- Click **Add Event**.

Description \*

**B I U** 16 - [Icons]

Join Waubensee Community College to Help Shape the Apprenticeship Journey! The Business, Technology, and Workforce Education team has joined forces with experts from Harper College to enhance Waubensee's apprenticeship program, and your involvement is key to our success! At this all-employee event, we'll explore the importance of apprenticeships for students and the workforce, discussing ways to streamline processes, boost support, and strengthen employer partnerships.

We're also excited to welcome Dr. Knetl, who will share his insights. Let's work together to integrate apprenticeships into our college experience and ensure our students are workforce-ready!

This is a Hybrid Event. A Zoom link will be sent with the registration confirmation and calendar invite.

**Target Audience:** Faculty and Staff

**Dial-In Information:** <https://waubensee.zoom.us/j/94037894359>

Files to Upload

[Add File](#)

Acceptable file types for upload are: Word Documents, PDFs, Excel Spreadsheets, Comma Separated Value files, and PowerPoint presentations.

Contact

Call: (630) 466-2263 or Email: [BTWE@waubensee.edu](mailto:BTWE@waubensee.edu)

Audience \* *Select at least one*

<input checked="" type="checkbox"/> Administrator	<input type="checkbox"/> LGBTQ+
<input type="checkbox"/> After-School Program Staff	<input type="checkbox"/> Mature Worker
<input checked="" type="checkbox"/> Apprenticeship	<input type="checkbox"/> Mentor
<input type="checkbox"/> Business	<input type="checkbox"/> Parent
<input type="checkbox"/> Community Organization	<input type="checkbox"/> Person with a Disability
<input type="checkbox"/> Employee	<input type="checkbox"/> Re-Entry Person
<input type="checkbox"/> Employer	<input type="checkbox"/> Student/Learner
<input type="checkbox"/> Entrepreneur	<input checked="" type="checkbox"/> Teacher/Education Specialist
<input type="checkbox"/> General Public	<input type="checkbox"/> Veteran
<input type="checkbox"/> Grantee	<input type="checkbox"/> Volunteer
<input type="checkbox"/> Immigrant	<input type="checkbox"/> Workforce Partner
<input type="checkbox"/> Job Seeker	<input type="checkbox"/> Youth
<input type="checkbox"/> Laid Off Worker	

Grade Level [Show](#)

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Field of Interest [Show](#)

Frequency: [Show](#)

Series: [Hide](#)

Apprenticeship Week

[Add Event](#) [Cancel](#)

# ADD EVENTS TO APPRENTICESHIPUSA



- Navigate to [ApprenticeshipUSA](#) and select “[Submit an Event](#)”.
- Fill in the required Event information that has a red box.



Welcome	<b>Submit an Event</b>
Resources	Please complete the form below to register your event for National Apprenticeship Week. Questions? Email us at <a href="mailto:NationalApprenticeshipWeek@dol.gov">NationalApprenticeshipWeek@dol.gov</a> .
<b>Submit an Event</b>	
Update Your Event or Proclamation	
Share Your Event Highlights	
Find an Event	
Submit a Proclamation	
Find a Proclamation	
NAW 2023 Report	
NAW on Social Media	
	<b>Contact Information</b>
	Contact Full Name <input type="text"/>
	Contact Email <input type="text"/>
	Organization Name <input type="text"/>
	<b>Event Information</b>
	Event Name <input type="text"/>
	Event name must be 80 characters or less
	Event Website (optional) <input type="text"/>
	(Example: Facebook event page, Eventbrite, website URL)
	Event Description <input type="text"/>
	(Short description of the event, who should attend the event, why, and how to participate.)

## ADD EVENTS TO APPRENTICESHIPUSA (Continued)

- Fill in the required Event information that has a red box.
- Click Submit.

Event Location

(If this is a virtual event, please include your organization's street address)

Street Address

City

State

Zip code

Number of expected attendees

Are there any notable guests attending your event? (optional)

Event industry(s)

Event Type

Please select the type that best describes your event.

Opt-in  I agree

By submitting this form, you are agreeing to receive additional news, information and communications from the Department of Labor. You are also providing permission to the Department of Labor to publish information about your event on the [National Apprenticeship Week webpage](#).

Public/Private

Please choose "public" if your event is open to the general public, or "private" if your event is closed to the general public.

Attendance Mode

Targeted Population (optional)

Start Date

Please enter the date(s) on which your event is taking place.

End date (optional)

Start time

End time

Timezone

Please select the timezone for your event.

Submission

CAPTCHA

Math question

Solve this simple math problem and enter the result. E.g. for 1+3, enter 4.

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. Public reporting burden for this collection of information is estimated to average 5 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The obligation to respond to this collection is voluntary. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the U.S. Department of Labor, Office of the Chief Information Officer, Attention: Departmental Clearance Officer, 200 Constitution Avenue, N.W., Room N-1301, Washington, DC 20210 and reference the OMB Control Number. Note: Please do not return the completed web application to this address.



# CALL TO ACTION!



- **Please share your events and proclamations with us!**
- Dashboard & Spreadsheet is shared weekly with the Governor's Office and Department of Commerce & Economic Opportunity (DCEO) Director's Office starting this week, then daily the week before NAW.
- Inviting officials from State of Illinois agencies to participate and present proclamations at events. --- We may be in touch with you!



## CONTACT INFO:

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- ✉ Jennifer Foil: [jfoil@niu.edu](mailto:jfoil@niu.edu)



# Apprenticeship Illinois NAW 2024

 [ApprenticeshipIllinois.com](https://www.apprenticeshipillinois.com)

 <https://bit.ly/nawIL2024>



Connect with us on Social Media:



#ApprenticeshipIL

#NAW2024

#DecadeOfNAW

#ApprenticeshipUSA

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