ALABAMA WORKFORCE INVESTMENT SYSTEM

Alabama Department of Commerce
Workforce Development Division
401 Adams Avenue
Post Office 304106
Montgomery, Alabama 36130-4106

January 25, 2016

GOVERNOR'S WORKFORCE INNOVATION DIRECTIVE NO. PY2015-11

SUBJECT: Training and Employment Notice (TEN) - Apprenticeship

1. Purpose. This transmits the following TEN:

Number	Date	Subject
20-15	01/11/16	ApprenticeshipUSA Information and New Technical Assistance Resources for Starting and Enhancing Registered Apprenticeship Programs

2. Discussion. The purpose of TEN No. 20-15 is to expand apprenticeships across the country by announcing ApprenticeshipUSA and launching related promotional and technical assistance resources for starting and enhancing Registered Apprenticeship Programs. The U.S. Department of Labor (USDOL) has created ApprenticeshipUSA, a unifying name and brand that connects all registered programs as part of a single network. This network includes traditional and newly emerging apprenticeship partnerships in industries such as Healthcare, Transportation, Information Technology, Construction, and Advanced Manufacturing. Collectively, ApprenticeshipUSA partners invest in innovative apprenticeship models to better meet the workforce challenges of today's employers.

3. Action. This Directive should be distributed accordingly to local areas, workforce staff, and partners. Local area and partner staff should review the information contained in TEN No. 20-15 and use the discussed resources as appropriate.

4. Contact. Questions or comments concerning this Directive should be referred to Lorilei Sanders, Workforce Development Division, State Programs, Planning and Divisional Budget Management Section at (334) 353-1632 or lorilei.sanders@commerce.alabama.gov.

Steve Walkley SEA 1-25-16

Steve Walkley, Division Manager, Workforce Development Division **Date**
Alabama Department of Commerce

Attachment
TEN No. 20-15

TRAINING AND EMPLOYMENT NOTICE	NO. 20-15
	DATE January 11, 2016

TO: ALL STATE WORKFORCE ADMINISTRATORS
ALL STATE AND LOCAL WORKFORCE AGENCIES
ALL STATE WORKFORCE LIAISONS
ALL STATE AND LOCAL WORKFORCE BOARD CHAIRS AND DIRECTORS
ALL STATE APPRENTICESHIP AGENCIES
ALL APPRENTICESHIP STATE AND REGIONAL DIRECTORS
ALL STATE LABOR COMMISSIONERS
ALL FEDERALLY RECOGNIZED TRIBES

FROM: PORTIA WU
Assistant Secretary

SUBJECT: ApprenticeshipUSA Information and New Technical Assistance Resources for Starting and Enhancing Registered Apprenticeship Programs

1. **Purpose**. To expand apprenticeships across the country by announcing ApprenticeshipUSA and launching related promotional and technical assistance resources for starting and enhancing Registered Apprenticeship Programs.

2. **Background**. As the economy continues to grow, businesses across all industries will need a pipeline of skilled workers to help them remain competitive. Registered Apprenticeship is a tried and true workforce strategy that offers apprentices opportunities to earn a salary while learning the skills employers demand in a variety of occupations – such as for a Computer Numerical Control Operator in Advanced Manufacturing, a nursing assistant in Healthcare, or a coder in Information Technology. For employers, Registered Apprenticeship serves as an opportunity to grow your own workforce, and to meet a company's skill needs for the future. To better promote these programs and encourage others to join the movement to expand apprenticeship, the U.S. Department of Labor (DOL) has created ApprenticeshipUSA, a unifying name and brand that connects all registered programs as part of a single network. This network includes traditional and newly emerging apprenticeship partnerships in industries such as Healthcare, Transportation, Information Technology, Construction, and Advanced Manufacturing. Collectively, ApprenticeshipUSA partners invest in innovative apprenticeship models to better meet the workforce challenges of today's employers.

   DOL has an aggressive goal to double and diversify apprenticeships across the country by 2019 as part of our nation's response to a growing demand for highly skilled workers. To meet this challenge, DOL's Employment and Training Administration (ETA), in coordination with the White House, launched the ApprenticeshipUSA LEADERs Initiative

and National Apprenticeship Week to engage employers, industry partners, labor, and other stakeholders as ambassadors, working together with the DOL, to share innovative practices and partnerships aimed at expanding apprenticeships within their industries, supply chains, and geographic locations. In support of these promotional efforts, ETA also has issued new technical assistance resources to support partners in their collaborative efforts to develop new apprenticeship programs.

3. **ApprenticeshipUSA**. ApprenticeshipUSA is a unifying name and brand intended to identify all U.S. Registered Apprenticeship programs as part of a single network. Our trademark is "ApprenticeshipUSA" while our product is "Registered Apprenticeship". Our efforts at re-branding stem from a need to demonstrate that apprenticeship is a universal training model which can be applied in any industry, anywhere in the country.

   To increase jobseeker and employer awareness of apprenticeship opportunities, ETA strongly encourages states, local workforce investment areas, and State Apprenticeship Agencies to use the attached DOL "factsheet" outreach materials for purpose of implementing this branding effort. Ultimately, ETA intends to coordinate with states for their use of the ApprenticeshipUSA trademark on state-created apprenticeship program materials.

4. **LEADER Initiative**. Through the ApprenticeshipUSA LEADERs Initiative, participating organizations will help meet the President's goal of expanding apprenticeship opportunities nationwide, and address the national and industry challenges of developing a skilled workforce. In addition, they will have the opportunity to assist DOL in shaping apprenticeship expansion in their industries and local areas; benefit from peer networks, advice and best practices shared by other LEADERs nationwide; and receive customized technical assistance and support from a network of Registered Apprenticeship staff and consultants.

   LEADERs with a Registered Apprenticeship program will work with DOL to develop innovative strategies in support of program expansion to increase the number of apprentices across the nation. Those not yet operating a Registered Apprenticeship program will have the opportunity to work directly with DOL to elevate existing work-based learning programs to meet national standards for apprenticeship registration. This program, which already includes both national and local level LEADERs, includes CVS Caremark and United Parcel Service, and was noted by the President in his State of the Union speech in January 2015. To learn more, please visit this link: http://www.dol.gov/apprenticeship.

5. **National Apprenticeship Week 2015 Recap**. The ApprenticeshipUSA Initiative centers on a Presidential call to action to increase the use of Registered Apprenticeship to upskill our nation's workers, and expand the talent pipeline available to U.S. industries. In support of this effort and the long-term vision it represents, the White House proclaimed the week of November 1, 2015, as the First Annual National Apprenticeship Week.

National Apprenticeship Week offered employers, industry associations, labor, education, states, cities and other critical partners the opportunity to express their support of apprenticeship. National Apprenticeship Week also offered ApprenticeshipUSA LEADERs and apprenticeship programs a chance to showcase their programs, facilities and apprentices and highlighted the benefits of the Apprenticeship model in preparing a highly skilled workforce to meet the talent demands of employers in all industries.

Participation in National Apprenticeship Week activities underscored the collective effort among states, industries, employers, labor-unions, educators, community-based organizations and local, state and federal government to ensure the U.S. will continue to lead the world in developing an innovative and highly skilled workforce through apprenticeship. Over 325 successful events and activities took place nationwide during National Apprenticeship Week, including, but not limited to:

- Apprenticeship Program Open Houses
- Apprenticeship Signing Days
- Industry and Employer Apprenticeship Commitment Announcements
- Skills Competitions
- Federal, State, and Local Government and Industry Proclamations
- Blogs and Social Media Activities
- Other Outreach & Promotional Activities

To learn more, please visit: http://doleta.gov/oa/naw/

6. **Technical Assistance Resources**. ETA is pleased to announce our new DOL.GOV/APPRENTICESHIP portal, complete with testimonials, "how to" guides, and the latest news on ApprenticeshipUSA. Three resources, in particular, will be helpful to partners interested in supporting and building new apprenticeship programs.

   The first new technical assistance resource is the ApprenticeshipUSA Toolkit, which provides a five-step "action" guide covering everything from apprenticeship basics to how to launch a program. Each step includes information on various aspects of Registered Apprenticeship, links to other useful resources, and real-life examples and testimonials from successful apprenticeship programs.

   The second technical assistance resource is the Federal Resources Playbook for Registered Apprenticeship. Federal Agencies supporting Registered Apprenticeship programs and contributing to the Playbook are the U.S. Departments of Labor, Education, Veterans Affairs, Agriculture, Transportation, and Housing and Urban Development. In separate chapters, each Department explains how its Federal resources can be used to support employers (and their apprentices) with starting and/or expanding Registered Apprenticeship programs.

   The third technical assistance resources is our new Pre-Apprenticeship guide which offers information and resources to help organizations develop, build and sustain quality pre-apprenticeship programs that prepare individuals for Registered Apprenticeship programs

in non-traditional, high-wage occupations. While the focus is on expanding apprenticeship opportunities for women – disadvantaged, low-wage, low-skilled or those interested in a career change – these strategies can also be applied to other groups seeking quality, family-sustaining jobs. Links to these and other resources are located below.

7. **Information and Resources on Apprenticeship**.
   - ApprenticeshipUSA factsheet (attached)
   - ApprenticeshipUSA LEADERs factsheet (attached)
   - ApprenticeshipUSA logo (attached)
   - ApprenticeshipUSA home page: http://www.dol.gov/apprenticeship
   - National Apprenticeship Week: http://doleta.gov/oa/naw/
   - ApprenticeshipUSA Toolkit: http://www.dol.gov/apprenticeship/toolkit.htm
     Version for Download: http://www.doleta.gov/oa/employers/apprenticeship_toolkit.pdf
   - Pre-Apprenticeship: Pathways for Women into High-Wage Careers: A Guide for Community-Based Organizations and Workforce Providers http://www.doleta.gov/oa/preapp/
   - Federal Resources Playbook: http://www.doleta.gov/oa/federalresources/playbook.pdf
   - American Apprenticeship Grant Initiative http://www.dol.gov/apprenticeship/grants.htm

8. **Action Requested**. In support of Apprenticeship expansion, ETA urges state and local officials to immediately begin taking the following actions:
   - Encourage staff at American Job Centers and Workforce Investment Boards to connect with apprenticeship contacts in your area http://www.doleta.gov/oa/contactlist.cfm and engage in workforce planning that integrates Registered Apprenticeship as part of the region's workforce, education and economic development planning;
   - Inform businesses and industry organizations, labor and intermediaries about efforts to expand programs in support of ApprenticeshipUSA and opportunities to become part of the ApprenticeshipUSA LEADERs initiative by sharing the resources provided in this TEN;
   - Encourage employer partners to consider Registered Apprenticeship as a way to develop world class talent; and
   - Integrate ApprenticeshipUSA brand/logo with local, regional and state workforce branding (e.g., Apprenticeship Carolina, Wisconsin Apprenticeship, etc.).

9. **Inquiries**. For further information about the apprenticeship initiatives and technical assistance resources for starting apprenticeship programs, please contact DOL/ETA's Regional Directors of Apprenticeship, located in the Apprenticeship Staff Contact Map accessible through the following link: http://www.doleta.gov/oa/contactlist.cfm.

10. **Attachments**.

    - ApprenticeshipUSA factsheet
    - ApprenticeshipUSA LEADERs factsheet
    - ApprenticeshipUSA logo

ApprenticeshipUSA
FACTSHEET

www.dol.gov/apprenticeship

ApprenticeshipUSA: Building a Skilled American Workforce

Overview of Opportunity

Today, more than ever, building a strong pipeline of skilled American workers is critical for companies to grow their business and compete in the 21st century global economy. Top companies and organizations are leading the way in developing and training a world-class workforce by partnering with ApprenticeshipUSA.

ApprenticeshipUSA is a way for companies to document, organize, and showcase their current work-based learning and apprenticeship programs that meet industry and national standards for registration with the U.S Department of Labor. ApprenticeshipUSA promotes flexible apprenticeship models that can be customized to meet the needs of nearly every type of business, and is integrated into existing training and human resource development practices. It's an employer-driven training model that combines on-the-job learning with related classroom instruction to increase an apprentice's skill level, opportunities, and wages.

There has never been a better time for an employer to develop their own ApprenticeshipUSA program. Federal and state resources are available to assist employers to start and expand ApprenticeshipUSA programs and to assist workers in accessing education and training opportunities.

Why Register Your Apprenticeship Program?

Technical Assistance and Support

Your program will join the ApprenticeshipUSA system, which provides access to a national network of expertise, customer service, and support at no charge. ApprenticeshipUSA exemplifies high standards, instructional rigor and quality training programs. The U.S. Department of Labor provides technical assistance to companies on how to take advantage of federal and state benefits and programs, assists with the registration process, and can help guide companies in the development of occupational competencies.

National Credential

Graduates of ApprenticeshipUSA programs earn a national, industry-recognized credential.

Quality Standards

Registration means the program has met national and independent standards for quality and rigor. Registration tells prospective employees, customers and suppliers that you invest in your workforce and that you believe your employees are your most important asset!

Tax Credits

In many states, businesses can qualify for tax credits related to apprenticeship programs. In addition, employers may be able to claim some expenses for training as a federal tax credit.

Federal Resources

Businesses and apprentices can access funding and other resources from many federal programs to help support their ApprenticeshipUSA programs.

What Federal Resources are Available to Support ApprenticeshipUSA programs?

- **Workforce Innovation Opportunity Act Funds.** Over $1 billion for employment and training services is available across the country. WIOA can assist apprenticeship programs by providing training funds to support on-the-job training and related instruction, as well as provide supportive services to help apprentices.
- **Federal Financial Aid for Apprentices.** Some apprentices may be eligible for Federal Financial Aid. If the apprenticeship is connected to a school's program of study, then apprentices may be eligible for Pell Grants, $3,000 on average per apprentice, and the school may choose to provide federal work-study grants, $2,000 on average per apprentice.
- **Support for Veteran Apprentices.** ApprenticeshipUSA programs can assist their current and future Veteran apprentices with the benefits they've earned through their service. Veterans who qualify for the GI Bill can receive a monthly stipend (paid by the Department of Veterans Affairs) in addition to the wages they receive in an apprenticeship.

Be an ApprenticeshipUSA LEADER

All across America, companies, industry associations, educational institutions, and others are coming together to make new commitments and to help lead on apprenticeship. To learn more about the LEADER program and to see a full list of ApprenticeshipUSA LEADERs, visit www.dol.gov/apprenticeship/.

How to Connect with ApprenticeshipUSA Resources

To learn more about ApprenticeshipUSA, access an employer toolkit to start an apprenticeship program or to find out how to leverage Federal resources, visit www.dol.gov/apprenticeship.

For additional information or to contact the Department's Office of Apprenticeship, email oa.administrator@dol.gov or call 202-693-2796.

ApprenticeshipUSA

FACTSHEET

www.dol.gov/apprenticeship

Be an ApprenticeshipUSA LEADER

Help build a national movement to expand apprenticeships across the United States

Apprenticeships are a tried and true workforce development strategy that has paid dividends for companies who use the program. Employers that utilize apprentices report higher productivity, higher retention rates and a substantial return on investment.

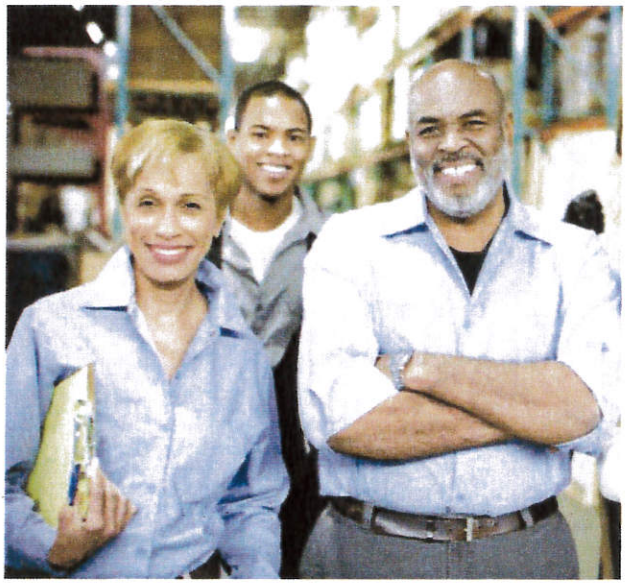
As the economy continues to grow, business leaders across all industries will need a pipeline of skilled workers to help them take their companies to the next level. Apprenticeships serve as an opportunity to grow-your-own, developing the right kind of talent that's unique to each company's needs.

In order for the country to meet its workforce needs and to help U.S. companies maintain a competitive advantage in the global economy, the U.S. Department of Labor is committed to expanding the availability of apprenticeship to more businesses and workers across the country.

As a national leader, we're asking that you join the U.S. Department of Labor in a campaign to expand Apprenticeships across the United States. The Department's **ApprenticeshipUSA** initiative will engage businesses across all industries to discuss the value of apprenticeships and to encourage greater adoption of the workforce strategy.

Key goals of **ApprenticeshipUSA** include:

- Transforming the image of apprenticeship;
- Recruiting leaders and champions to promote apprenticeship in new industries and advance innovative apprenticeship models;
- Creating mechanisms and infrastructure to support industry-based expansion efforts; and
- Building public-private partnerships and other mechanisms to accelerate apprenticeship adoption and innovation.



The **ApprenticeshipUSA** initiative is recruiting industry Leaders to help promote this effort. Leaders can represent organizations including businesses and industry organizations, labor, and intermediaries.

As Leaders, these organizations agree to and are recognized as working towards the following goals:

- Promote and expand apprenticeships in the U.S. with a particular emphasis on expanding within your industry, your geographic location, and/or your supply chain;
- Improve program quality and rigor by supporting registration of existing work-based learning programs currently operated by businesses;
- Embrace and disseminate innovative practices and partnerships; and
- Increase access for under-represented and under-served populations in apprenticeship.

As an **ApprenticeshipUSA** Leader, DOL asks that you make at least a one year commitment to the following activities and efforts:

- If you already have a Registered Apprenticeship program, expand your program(s) within your organization by scaling your existing program, adding new occupations and/or expanding to new locations;
- If you don't currently operate a Registered Apprenticeship program, work with DOL to see how we can help you elevate your existing work-based learning programs to meet national standards for registration;
- Promote apprenticeship to other businesses by conducting outreach to at least 6 employers over the next year which could include outreach within your geographic community, within your industry, and/or within our supply chain;
- Participate in at least one national kick-off meeting and up to two sector-based convenings over the next year; and
- Allow DOL to recognize and share your best practices with the public, your peers and other colleagues; as well as other partners and stakeholders.

Why should your organization become an **ApprenticeshipUSA** Leader?

In addition to the benefits you receive from investing in your workforce through an apprenticeship program, your organization will benefit by:

- Receiving national recognition as a leader in addressing the national and industry challenges of developing a skilled workforce;
- Shaping the direction of apprenticeship expansion in your industry and local area;
- Learning from peer networks, advice and best practices from other employer Leaders across your industry and across the country; and
- Receiving customized technical assistance and support from a network of apprenticeship staff and consultants.

Apprenticeship can play a vital role in addressing many of today's skills challenges. We ask that you accept the challenge to become an ApprenticeshipUSA LEADER. If you are interested in becoming a LEADER, call (202) 693-2796 for more information or write us at Apprenticeship.USA@dol.gov.

ApprenticeshipUSA