

The American Apprenticeship Initiative: An Update

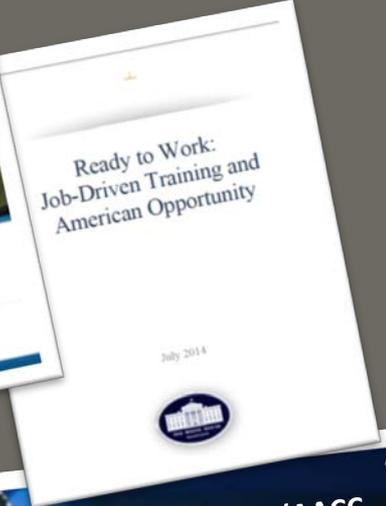


Secretary Perez champions Registered Apprenticeship

- Highest level interest
- <http://www.21stcenturyapprenticeship.workforce3one.org/view/4201425941094577219/info>



It was a thrilling and busy year for the Office of Apprenticeship in FY 2014.



Version

3

Advisory Committee on Apprenticeship

American Apprenticeships Initiative: Updates & Strategic Path Forward

John V. Ladd, Administrator

On April 16, 2014, the President announced the single largest federal investment
in Registered Apprenticeship:



AMERICAN JOB TRAINING INVESTMENTS:

Skills and Jobs to Build a Stronger Middle Class

http://www.doleta.gov/oa/pdf/AJTI_Fact_Sheet.pdf

American Apprenticeship Initiative



President Obama Announces American Apprenticeship Initiative

[Factsheet](#)

[FAQ](#)

[White House.gov](#)

American Apprenticeship Grants - \$100 Million (Fall)

- Launch quality apprenticeship models in new, high growth fields;
- Align apprenticeships to career pathways ; and
- Scale apprenticeship models that work.

"That's a game change for a lot of people struggling to choose between going to work and going to college they can do both," Biden said. "With an apprenticeship, they're able to ... earn while they learn."

Vice President Biden (AACC Conference) on April 7, 2014 announcing the launch of the RACC





Registered Apprenticeship College Consortium

Expansion: Goal by 12/31/14:

- 100 Community Colleges
- 15 National Apprenticeship sponsors
- Need volunteers and ambassadors to help achieve the goal
- Progress to Date: 10 colleges, 6 sponsors, 2 “other” organizations

Website: <http://www.doleta.gov/oa/racc.cfm>

New DOL-VA Initiative to Increase GI Bill Benefits for RA



Letters

- VA-DOL Joint Secretary's Letter to Current Registered Apprenticeship programs to encourage participation.
- DOL letter to State Apprenticeship Agencies to collaborate in joint effort.

Webinars

- DOL-led webinars to provide guidance and training to the Registered Apprenticeship system and other stakeholders.
- VA-led webinars with State Approving Agencies to ensure high-levels of customer service and streamlined reviews.

Other Joint Public Awareness Activities

- Collaboration across Agencies and States
- Media and Public Affairs
- Graphic for Employers/USG to use "Approved for the GI Bill ®"



As we close out FY 2014, this is a great time to look ahead and make strategic decisions to guide our actions heading into FY 2015. (10)

New Commitments

- **North America's Building Trades Unions** adding **25,000 apprentices** over next 5 years
- **UPS** will **2000** new apprentices in new occupations over the next 5 years
- **SEIU** and its partner employers set of goal of training 3000 apprentices per year in 5 years;
- **President's Advanced Manufacturing Partnership (AMP)** are spearheading new apprenticeship pilots (**Siemens, Dow, Alcoa**)
- **UAW** adding nearly **2000** apprentices.

Industry Engagement

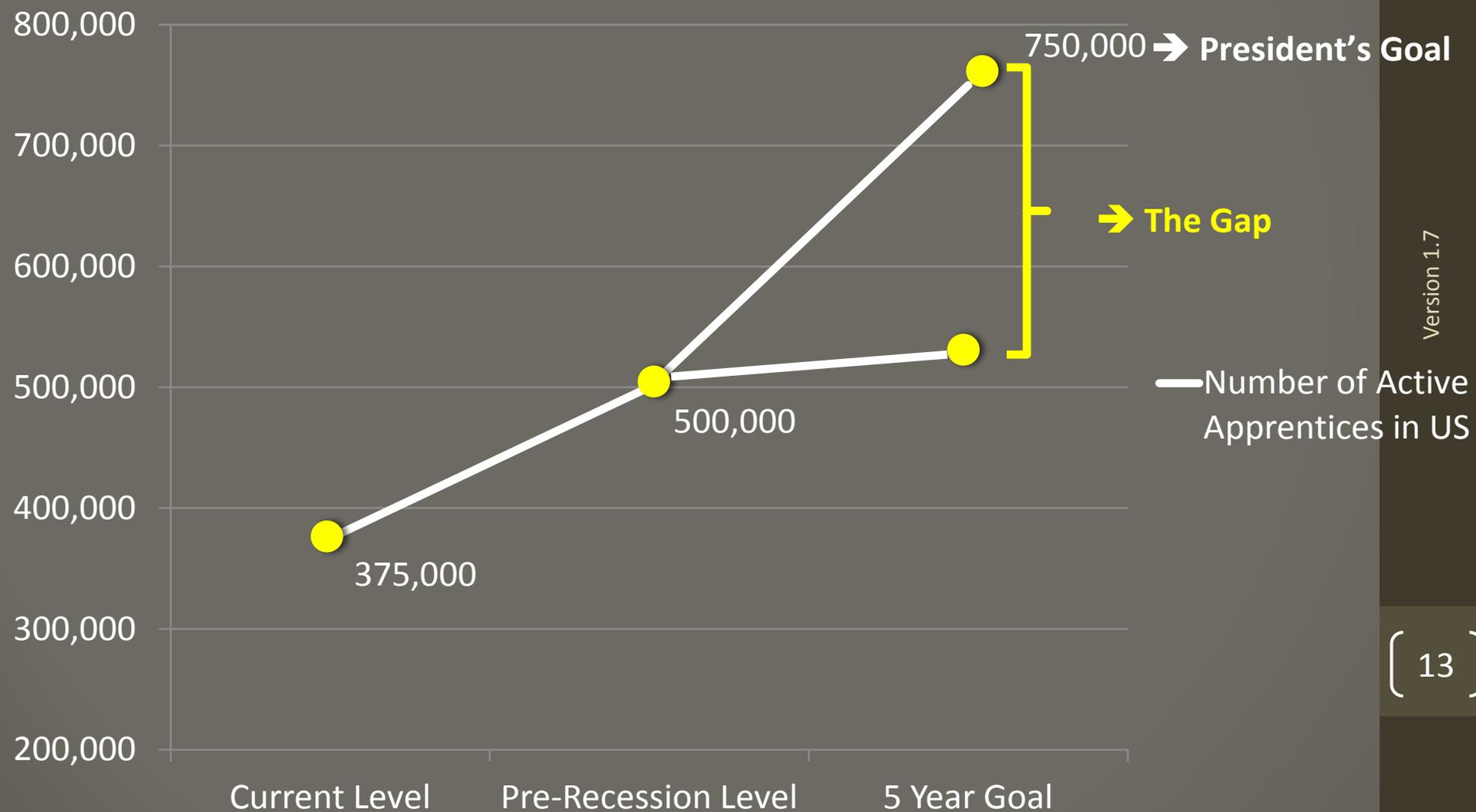
Industry Roundtables

- Boston – Healthcare
- D.C. – Construction
- Atlanta – Transportation / Logistics
- Houston – Energy
- Chicago – Manufacturing
- San Francisco – Information and Communications Technology (ICT)

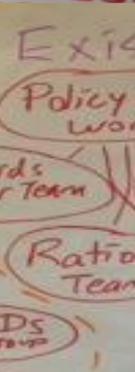
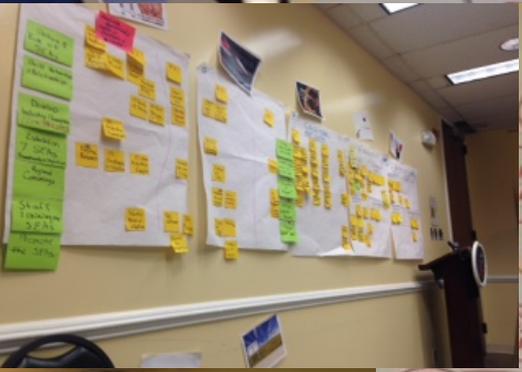
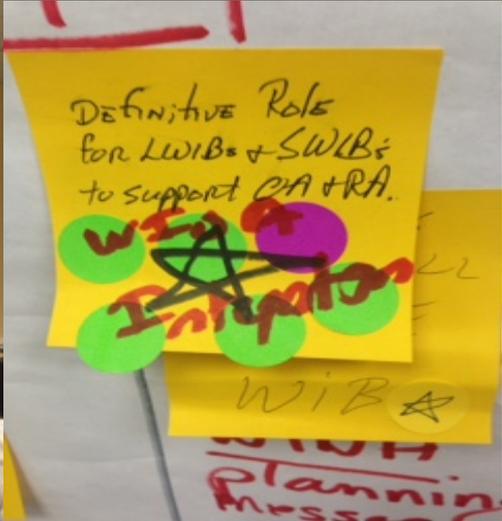
- National Dialogue: Seeking input on how best to expand quality apprenticeship into these industries.
- Long Term Effort: First step in an ongoing process to understand and serve needs of specific industries.
- ACA: Provides leadership

FY 2015 is a pivotal year in achieving the President's goal of doubling the number of Registered Apprentices by 2019.

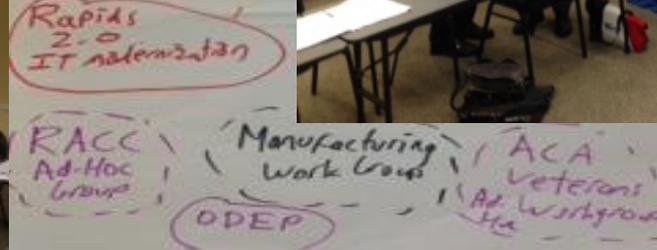
Number of Active Apprentices in US



National and Regional Office Directors, Team Leaders, and Regional Executive Assistants engaged in an extended strategic planning process at the end of August.

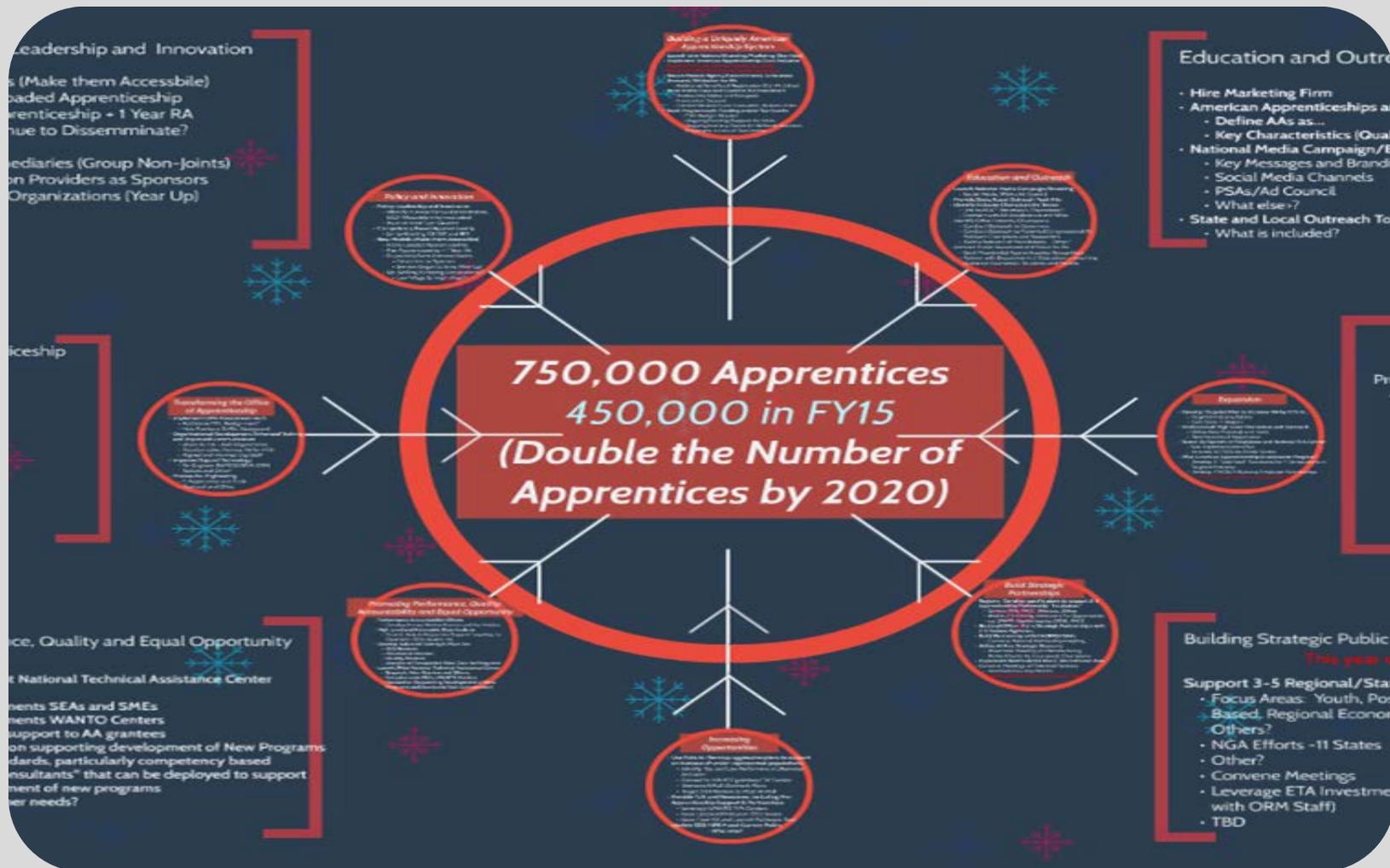


What?	Who?	When?
Cross check ETA Operating Plan	Everyone	9/5
Complete Action Plan Charts	CO-leads	9/19
Determine team(s) Composition	CO-leads	9/19
Week 4 Planning Webinar	NO	Week of 9/15
...	DIAMS	9-...



You play an important **role** in this process.

In FY 2015, there are some key areas we need to focus on to get to our 2020 Vision



Building a Uniquely American Apprenticeship System

- Launch Joint National Branding/Marketing (See Next)
- Implement American Apprenticeship Grant Initiative
- **Position ACA as National Leadership Body**
- **Build OA/SAA Partnership and Cooperation**
- **Secure Federal Agency Commitments to Increase Demand/Utilization for RA**
 - Additional Benefits of Registration (Ed, VA, Other)
- **Build Public Case and Coalition for Investment**
 - Outreach to States and Congress
 - Foundation Support
 - Conduct Research and Evaluation, National Data
- **Seek Programmatic Funding and/or Tax Credits**
 - FY16 Budget Request
 - Ongoing Funding/Support for SAAs
 - Ongoing Industry Grants (H-1B Small Grants to Employers in Lieu of Tax Credits)

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 - Foundation Support
 - Conduct Research and Evaluation, National Data
- Seek Programmatic Funding and/or Tax Credits
 - FY16 Budget Request
 - Promote Ongoing Industry Grants (F16 annual grants to Employers in Lieu of Tax Credits)

Some Key Items

- Implement American Apprenticeship Grant Initiative
- Build OA/SAA Partnership and Cooperation

Education and Outreach

- **Launch National Media Campaign/Branding**
 - Social Media./PSAs/Ad Council
- **Provide State/Local Outreach Tool-Kits**
- **Identify Industry Champions by Sector**
 - Link to ACA? Secretary's Champions?
 - Connect with AA Accelerators and SEAs
- **Identify Other Potential Champions**
 - Conduct Outreach to Governors.
 - Conduct Outreach to Potential Congressional (Bi-Partisan) Champions and Supporters
 - Build a Network of Foundations. Other?
- **Increase Public Awareness and Value for RA**
 - Seek Presidential Apprenticeship Recognition.
 - Partner with Department of Education on reaching Guidance Counselors, Students and Parents

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- Identify Other Potential Champions
 - Conduct Outreach to Governors.
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 - Build a Network of Foundations. Why?
 - Increase Awareness of the Issue. How?
 - Seek Presidential Apprenticeship Recognition.
 - Partner with Department of Education on reaching

Some Key Items

- Provide State/Local Outreach Tool Kits
- Identify Potential Industry Champions
- Partner with Department of Education on reaching Guidance Counselors, Students, and Parents

Expansion

- **Develop Targeted Plan to Increase RA by 10% in...**
 - Targeted Industry (SEAs)
 - Each State in Region
- **Professional/High Level Promotion and Outreach**
 - Utilize New Materials and Tools
 - New Benefits of Registration
- **Stand Up Sectors of Excellence and National T/A Center**
 - See Implementation Plan
 - Includes NO SEA for Public Sector
- **Pilot American Apprenticeship Accelerators Program***
 - Develop X "Gold Seal" Standards for Y Occupations in Targeted Industry
 - Develop Z NGS/Z National Employer Partnerships

Some Key Items

- Stand Up Sectors of Excellence in Registered Apprenticeship (SEAs)
- Develop targeted plan to increase RA by 10%
- Pilot American Apprenticeship Accelerators Program

Expansion

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 - Utilize New Materials and Tools
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- Stand Up Sectors of Excellence and National T/A Center
 - See Implementation Plan
 - Develop X SEAs in Public Sector
 - Pilot American Apprenticeship Accelerators Program*
 - Develop X "Gold Seal" Standards for Y Occupations in Targeted Industry
 - Develop 100+ Additional Employer Partnerships

Build Strategic Partnerships

- **Regions: Develop specific plans to support 3-5 Apprenticeship Partnership “Incubators”**
 - *Connect WIA, RACC, Veterans, Others*
 - *Review ETA Existing Investment for Opportunities*
 - *e.g. DRAPP, Apprenticeship 2000, MAT2*
- **National Office: Form Strategic Partnerships with 3-5 Federal Agencies;**
- **Build Partnership with NASTAD/SAA**
 - Convene National Partnership meeting
- **Utilize ACA as Strategic Resource**
 - November Meeting on Manufacturing
 - Revise Charter to incorporate Champions
- **Implement National/RO RACC Recruitment Plan:**
- **Convene Meetings of Potential Partners**
 - Foundations a Key Priority

Build Strategic Partnerships

• Regions: Develop specific plans to support 3-5

Apprenticeship Partnership Incubators

• Connect WIA, RACC, Veterans, Others

• Review ETA Existing Investment for Opportunities

• Utilize DRAPP, Apprenticeship 2000, MAT2

• National Office: Form Strategic Partnerships with

3-5 Federal Agencies

• Build Partnerships with SWS, SIA

• Convene National Partnership meeting

• Utilize AC as Strategic Resource

• Develop Partnership on Manufacturing

• Revise Charter to incorporate Champions

• Implement National / RO RACC Recruitment Plan:

• Develop Model for Potential Partners

• Foundations a Key Priority

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• Convene Meetings of Potential Partners

• Implement National / RO RACC Recruitment Plan

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Some Key Items

- ❑ Develop plans to support 3-5 Apprenticeship Partnership Pilots in each Region
- ❑ Nationally, form partnerships with 3-5 Federal agencies
- ❑ Implement RACC NO and Regional /Local recruitment plan



Increasing Opportunities

- **Use Data to Develop aggressive plans to support an increase of under-represented populations**
 - *Identify Top and Low Performers on Diversity/Inclusion*
 - *Connect to WANTO grantees/ TA Centers*
 - *Veterans/RAVE Outreach Plans*
 - *Target EEO Reviews to Most At-Risk*
 - **Provide T/A and Resources, including Pre-Apprenticeship Support & Partnerships**
 - *Leverage WANTO T/A Centers*
 - *Issue Updated Policy on EEO Issues*
 - *Issue Tool-Kit and Launch Pathways Tool*
 - **Update EEO NPRM and Current Policy**
 - **What else?**
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 - What else?

Some Key Items

- Identify top and low performers for diversity and inclusion.
- Use data to target EEO reviews to most-at-risk
- Provide technical assistance, including pre-apprenticeship and partnerships

Promoting Performance, Quality, Accountability and Equal Opportunity

- Performance Accountability Efforts
 - Develop Annual Review Format and Key Metrics
- High Level and Actionable Data Analysis
 - Provide Data to Regions to Support Targeting for Expansion, EEO, Quality, etc.
- Develop Balanced Oversight Plans for:
 - EEO Reviews
 - Provisional Reviews
 - Quality Reviews
 - Analysis of Completion Rate Data for Programs
- Launch/Pilot National Technical Assistance Center
 - Supports New Grantee and Others
 - Complements SEAs, WANTO Centers
- Focused on Supporting Development of New Programs and Standards (incl. Competency)

*Promoting Performance, Quality,
Accountability and Equal Opportunity*

Some Key Items

- Develop Balanced Oversight Plans**
 - ✓ **EEO Reviews**
 - ✓ **Provisional Reviews**
 - ✓ **Quality Reviews**
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Transforming the Office of Apprenticeship

- **Implement OPM Assessment Rec's**
 - Additional FTE, Realignment?
 - New Positions (SMEs, Navigators)
- **Organizational Development, Enhanced Training and Improved Communication**
 - *Vision for OA - Build Organization*
 - *Transformative Training; RA for ATRs*
 - *Aligned and Informed Org/Staff*
- **Improve/Expand Technology**
 - Re-Engineer RAPIDS/BPM/CRM
 - Tablets and Other?
- **Process Re-Engineering**
 - E-Registration and Tools
 - Playbook and Other

Version 1.7

- Playbook and Other
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 - Tablets and Other?
- Process Re-Engineering
 - E-Registration and Tools
 - Handbook and Other

Some Key Items

- Process Re-engineering
- Technology Enhancements
- Improve Internal OA Communication
- Further Internal OA Training

Policy and Innovation

- **Policy Leadership and Innovation**
 - Identify X Areas for Guidance (Ratios, EEO, Allowable Intermediaries)
 - Issue at least 1 per Quarter
- **Competency Based Apprenticeship**
 - Jump-Starting CB OJT and RTI
- **New Models (Make them Accessible)**
 - Front-Loaded Apprenticeship
 - Pre-Apprenticeship + 1 Year RA
 - Expanded/New Intermediaries
 - Education as Sponsor
 - Service Organizations (Year Up)
 - Up-Skilling (Crossing Occupations)?
 - Low Wage to High Wage?

Some Key Items

- Competency-based Programs
- New Models
 - ✓ Front Loaded Apprenticeship
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 - ✓ Expanded/New Intermediaries

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Thank You

FY 2015 OA National Action Plan Teams

- American Apprenticeship Grants**
- OAA/SAA Partnership Building**
- Policy Guidance**
- Apprenticeship Partnership Pilots 3-5 per Region (Convening state/regional partnerships)**
- WIOA Integration**
- Education (Secondary + Post-Secondary)**
- SEAs**
- National Marketing**
- Apprenticeship Accelerator Pilot**
- Data Driven Oversight**
- Federal Partnerships**
- New Office Technology**
- OA Staff Training**