Introduction to Engaging Underrepresented Populations: Outline of a Strategic Plan

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Presented by the Economic Opportunity Division of the NGA Center:
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Agenda Overview

1. **Value of Apprenticeship for ALL Populations**: An international, national, and state perspective

2. **Status Check**: Is your program engaging underrepresented populations?

3. **Introduction of a Strategic Plan**

4. **Recap of General Resources**
Lessons learned from German and Swiss Vocational Education and Training (VET) systems:

✓ VET develops skilled workers:
  o Training is designed to meet labor market needs
  o Skills are applicable to wide range of settings, giving workers flexibility

✓ Employers use VET to develop skilled workers at relatively low cost

✓ VET can be applied in almost any occupation

✓ Most workers in both countries complete a VET program

✓ VET is strongly integrated into education system, economy, and society
Registered Apprenticeship delivers results for individuals, businesses, and the nation:

✓ Completers earn $60,000 per year on average with career pathways
✓ 90% of completers are employed
✓ Opportunities to earn college credit
✓ Over $300,000 more than their peers in lifetime earnings
✓ For every $1 spent on apprenticeship, employers receive an average of $1.47 in increased productivity
✓ $28 in benefits for every $1 invested by government*

*(Source: An Effectiveness Assessment and Cost-Benefit Analysis of Registered Apprenticeship in 10 States, Mathematica Policy Research, 2012)
National Growth of Registered Apprentices

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Apprentices</th>
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<tbody>
<tr>
<td>2008</td>
<td>442,386</td>
</tr>
<tr>
<td>2009</td>
<td>420,140</td>
</tr>
<tr>
<td>2010</td>
<td>387,720</td>
</tr>
<tr>
<td>2011</td>
<td>357,720</td>
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<tr>
<td>2012</td>
<td>362,123</td>
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<tr>
<td>2013</td>
<td>375,425</td>
</tr>
<tr>
<td>2014</td>
<td>410,375</td>
</tr>
<tr>
<td>2015</td>
<td>447,929</td>
</tr>
<tr>
<td>2016</td>
<td>505,371</td>
</tr>
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Key Facts on Registered Apprenticeship

 ✓ Almost 600,000 individuals have started a registered apprenticeship program since 2013

 ✓ Over 150,000 completers since 2013

 ✓ Over 100,000 employers use registered apprenticeship

 ✓ 3,000 new apprenticeship programs created in last 3 years
Success Factor Framework

Elements of Registered Apprenticeship Transformation

- Industry Engagement
- Partnership Building
- Leveraging Resources
- Data-Informed Decision Making
- Engaging Underrepresented Populations
- Policy Alignment

NGA
## Apprenticeship Diversity

<table>
<thead>
<tr>
<th>Population Group</th>
<th>% of Active Apprentices</th>
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<tbody>
<tr>
<td>Women</td>
<td>6%</td>
</tr>
<tr>
<td>People of Color*</td>
<td>38%</td>
</tr>
<tr>
<td>Veterans</td>
<td>9%</td>
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</tbody>
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*People of Color includes: Hispanic, African-American, Asian, Hawaiian/Pacific Islander, American Indian or Alaska Native

Source: USDOL Federal Workload Data, 2016 (data from 25 OA states and federally administered programs in 27 SAA states + territories)
Self-Assessment

To engage underrepresented populations, does my program:

• Identify strategies and develop outreach materials that target underrepresented populations?

• Assess the needs of each individual program participant and work with employers/training providers to provide customized support?

• Incorporate both “hard” and “soft” skills in training?

• Work with community-based organizations and other partners to help individuals with barriers?

• Engage in dialogue with employers about their diversity strategy?
Strategic Plan for Engaging Underrepresented Populations in RA

- Participant Outreach & Recruitment
- Participant Support & Retention
- Participant Support Beyond the Apprenticeship
A) Participant Outreach & Recruitment

- **Messaging**: Develop targeted marketing plan based on target group’s needs and interests
- **Partnerships**: Establish trusted partnerships to assist with outreach
- **Orientation**: Provide a pre-program assessment with an explanation of realities of potential job duties and benefits
- **Pre-Apprenticeship Program**: Develop or connect to pre-apprenticeship programs that give participants a leg-up in starting an RA program

Group Exercise!
B) Participant Support and Retention

- **Peer Support Groups**: Create a cohort of apprentices to encourage and support each other through the program.
- **Mentorship**: Provide mentorship from industry professionals to support apprentice through the program.
- **Provide Supportive Services**: Identify what support could be provided to make it less burdensome for apprentices to participate in the program.
- **Leverage Partnerships**: Establish partnerships through developing MOUs to assist with the provision of supportive services.
- **Soft Skills**: Provide soft skills and leadership training throughout RA program to complement technical skills.

**Group Exercise!**
C) Participant Support Beyond the Apprenticeship

- **Follow-Up**: Continue contact with former apprentices and provide continued career guidance.
- **Reunions**: Bring together former apprentices in forums or reunions where they can learn from each other’s career paths, celebrate successes, and spread the word about RA programs to potential applicants.
- **Mentorship**: Pair a former apprentice with a new apprentice and ensure the continual support and retention process for underrepresented populations.

**Group Exercise!**
National Equity Partners

• Chicago Women in Trades
• Jobs for the Future

• National Urban League
• North Carolina A&T State University
Role of National Equity Partners

ApprenticeshipUSA Expansion

National Single Industry and National Multi-Industry Partners
- Collaborate with employers and stakeholders
- Launch multi-state, sector-based RA programs

National Equity Partners
- Increase diversity and inclusion in RA programs
- Promote and expand RA
Resources

• General:
  • [Mentorship Matters](#): Essential Skill Services for Construction (Canadian resource)
  • “Recommendations to Encourage Registered Apprenticeship – Community-Based Organization Partnerships,” a White Paper
  • [Financial Tools for the Trades](#): A Money Management Class

• Focus on Youth:
  • “Connecting At-Risk Youth to Promising Occupations” (Mathematica)
  • ApprenticeshipUSA Apprenticeship & Youth

• Focus on Women:
  • Western Resources Center for Women in Apprenticeship
  • Pink to Green Toolkit: Adding a Gender Lens to Green Jobs Training Programs
  • National Center for Women’s Equity in Apprenticeship and Employment

• Focus on Veterans:
  • ApprenticeshipUSA Expanding Apprenticeship for Veterans
  • Serve Your Country, Secure Your Future: Your Gateway to the Best Careers in the Construction Industry

• Focus on People with Disabilities:
  • ApprenticeshipUSA Expanding Apprenticeship for Individuals with Disabilities

• Focus on Ex-Offenders:
  • ApprenticeshipUSA Expanding Apprenticeship for Ex-Offenders
Contact

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