

Apprenticeship Ambassador Initiative

The U.S. Department of Labor (DOL) is committed to strengthening, expanding, diversifying, and modernizing Registered Apprenticeship to support the success of workers, employers, and communities across the country.

DOL's **Apprenticeship Ambassador Initiative** is designed to create a national network of employers, labor organizations, industry associations, program sponsors, educators, workforce intermediaries, community-based organizations, and other stakeholders to serve as champions for expanding and diversifying Registered Apprenticeship.

WHAT IS THE APPRENTICESHIP AMBASSADOR INITIATIVE?

As champions for Registered Apprenticeship, Apprenticeship Ambassadors partner with DOL to:

- ▶ **Promote and expand awareness of the benefits of Registered Apprenticeship** in the U.S. for industry, employers, career seekers, educators, and communities as a whole;
- ▶ **Identify and scale innovative practices and partnerships** to modernize, strengthen, and accelerate the adoption of Registered Apprenticeship;
- ▶ **Increase access and support for underrepresented and underserved populations** in Registered Apprenticeship including women, youth, people of color, rural communities, justice-involved individuals, and people with disabilities; and
- ▶ **Communicate the business case for Registered Apprenticeship as a mainstream workforce strategy** for high-demand industries and creating opportunities for good jobs for all Americans across the economy. Connecting Employers With a Skilled Workforce

WHAT IS THE ROLE OF APPRENTICESHIP AMBASSADORS?

Apprenticeship Ambassadors will support DOL's goals of modernizing Registered Apprenticeship; increasing diversity, equity, inclusion, and accessibility in Registered Apprenticeships (RA); engaging industry in new and emerging sectors; and expanding pre-apprenticeship, youth apprenticeship and degree apprenticeships. Apprenticeship Ambassadors will assist with the following activities:

Partnerships and Innovation: Launch new, innovative Registered Apprenticeship partnerships and initiatives. Examples of partnership or innovation activities could include:

- ▶ Developing partnerships with intermediaries, community based organizations, and workforce development partners;
- ▶ Creating new RAs and/or pre-apprenticeship programs that lead to RA particularly in high demand industries and/or occupations;
- ▶ Improving equity in RA by conducting outreach and recruitment efforts aimed at increasing opportunities for underrepresented populations;



- ▶ Mobilizing resources and new investments to create opportunities for business, philanthropy, and others to invest in apprenticeship expansion; and
- ▶ Building public-private strategic partnerships and other mechanisms to accelerate apprenticeship adoption and innovation.

Best Practices, Research and Impact: Develop and share research, lessons learned, and best practices. Other examples of possible activities in this area could include:

- ▶ Developing and sharing success stories, research, lessons learned, and best practices to advance the impact of RA;
- ▶ Scaling up current RAs to expand the availability to more businesses and workers across the country; and
- ▶ Expanding the use of evaluation and data-driven efforts to improve RA.

WHO CAN BE AN AMBASSADOR?

Organizations that have experience with Registered Apprenticeship are eligible to become an Apprenticeship Ambassador. Examples of organizations that would be eligible include Registered Apprenticeship sponsors, Related Technical Instruction providers, intermediaries, sponsors of pre-apprenticeship programs that lead to RA, and equity partners who have seen the value and benefits of Registered Apprenticeship and want to partner with DOL to help promote, expand, diversify, and modernize it. Organizations that are interested in becoming an Apprenticeship Ambassador should fill out an application on the website at [apprenticeship.gov](https://www.apprenticeship.gov).



WHY BECOME AN AMBASSADOR?

Benefits to selected Apprenticeship Ambassadors include:

- ▶ National recognition as an Apprenticeship Ambassador, which includes elevating your efforts to expand and diversify Registered Apprenticeship.
- ▶ Being a part of a network of industry, workforce, education, equity, and labor apprenticeship champions where you can sharing best practices in your industry and/or area of expertise; and
- ▶ The opportunity to partner with DOL to shape Registered Apprenticeship expansion and diversification in your industry, supply chain, area of expertise, and local area.

Explore Registered Apprenticeship Today!

Want to learn more? Visit the U.S. Department of Labor's one-stop source for all things apprenticeship: www.apprenticeship.gov or email us at apprenticeship@dol.gov.

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