



## APPRENTICESHIP AMBASSADOR INITIATIVE

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

DOL's **Apprenticeship Ambassador Initiative** seeks 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 will 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.

### 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 Apprenticeship Programs (RAPs); 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 RAPs and/or pre-apprenticeship programs that lead to RAPs particularly in high demand industries and/or occupations;
- ▶ Improving equity in RAPs 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 RAPs;
- ▶ Scaling up current RAPs to expand the availability to more businesses and workers across the country; and
- ▶ Expanding the use of evaluation and data-driven efforts to improve RAPs.

**Promotion, Resources and Tools:** Conduct outreach and recruitment efforts aimed at increasing awareness of the benefits of Registered Apprenticeship as well as improving opportunities for underrepresented populations to participate in a Registered Apprenticeship. Other activities in this area could include:

- ▶ Hosting meetings and/or presenting at conferences to increase awareness of the value and benefits Registered Apprenticeship and recruiting other Apprenticeship Ambassadors;
- ▶ Identifying apprentices to support promotion and outreach efforts, giving them a platform to share their apprenticeship experience to inspire others; and
- ▶ Conducting training sessions and providing technical assistance to current and potential program sponsors on developing RAPs.

## 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 RAPs, 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 [www.Apprenticeship.gov](http://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 diversity 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.

## LEARN MORE AND BECOME AN AMBASSADOR

Organizations who have seen the value and benefits of Registered Apprenticeship and who want to partner with the DOL to help bring awareness to others are encouraged to apply to be an Ambassador. To learn more about the Ambassador Initiative and how to apply, please visit our website at [Apprenticeship.gov](http://Apprenticeship.gov).

**For questions, please contact [ApprenticeshipAmbassadors@dol.gov](mailto:ApprenticeshipAmbassadors@dol.gov).**

**Phone: 1-877-US-2JOBS (1-877-872-5627)**

**Speech and Hearing Impaired: 1-877-TTY-5627 (1-877-889-5627)**