

Looking at Partnerships to Grow Registered Apprenticeships

Registered Apprenticeships (RA) programs are a Win-Win-Win endeavor:

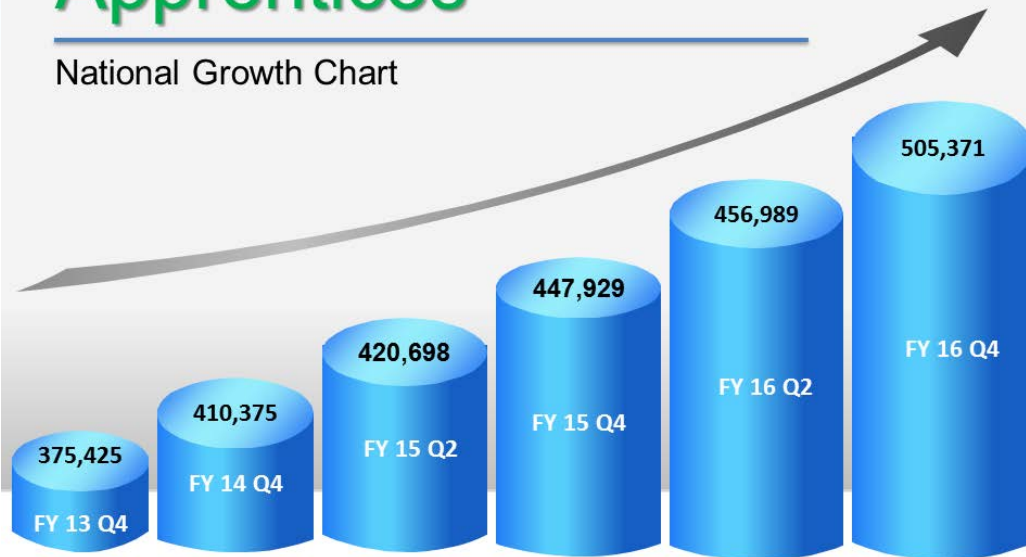
- 1) for students
- 2) for employers
- 3) for colleges



Growth of Apprentices in US

Apprentices

National Growth Chart



Source: https://www.doleta.gov/oa/data_statistics.cfm



You Can't Do It All On Your Own

Spread the word about apprenticeships wisely, use your circle of partners.

The concept of “partner marketing” is not new.



The Key: Overlapping Work of Partners

This increased exposure to the benefits of Registered Apprenticeships increases your ROI.

Engaging a variety of partners leads to:

- 1) an increase in number of employers hiring apprentices
- 2) an increase in number apprentices enrolled in your RA programs.



Partnerships: Potential Apprentices

- 1) Parents/guardians of HS graduates
- 2) Career changers
- 3) General college students
- 4) Military/veterans and their family members
- 5) Ex-offenders



Partnerships: Educational Entities and Others With Their Own RA Programs

- 1) High schools
- 2) Other vocational educational entities
- 3) Employers with their own RA programs
- 4) Unions with their own RA programs



Partnerships: The Workplace

- 1) WIOA (the workforce system)
- 2) Community-based organizations
- 3) Cities, townships, villages with their economic development centers
- 4) Associations (e.g., Human Resource, Rotary Clubs, Area Development Associations, Local Employer groups, etc.)
- 5) Foundations (Lumina, Joyce, Gates, etc.)
- 6) Pre-apprenticeship programs



Harper College Registered Apprenticeship Website

<http://harperapprenticeships.org/>

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