

Apprenticeship Ambassador Initiative

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

The U.S. Department of Labor's **Apprenticeship Ambassador Initiative** is designed to create a national network of community-based organizations, educators, employers, industry associations, labor organizations, program sponsors, workforce intermediaries, 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 the U.S. Department of Labor to:

- ▶ Promote and expand awareness of the benefits of Registered Apprenticeship in the United States for career seekers, educators, employers, industry, 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 justice-involved individuals, people of color, people with disabilities, rural communities, women, and youth; and
- ▶ Communicate the business case for Registered Apprenticeship as a mainstream workforce strategy for high-demand industries and for creating opportunities for good jobs for all Americans across the economy.

WHAT IS THE ROLE OF APPRENTICESHIP AMBASSADORS?

Apprenticeship Ambassadors support the U.S. Department of Labor's goals of modernizing Registered Apprenticeship; increasing diversity, equity, inclusion, and accessibility in Registered Apprenticeships; engaging industry in new and emerging sectors; and expanding pre-apprenticeship, youth apprenticeship, and degree apprenticeships. Apprenticeship Ambassadors 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 community-based organizations, intermediaries, and workforce development partners;
- ▶ Creating new Registered Apprenticeships and/or pre-apprenticeship programs that lead to Registered Apprenticeship, particularly in high-demand industries and/or occupations;
- ▶ Improving equity in Registered Apprenticeship 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 best practices, lessons learned, and research. Other examples of possible activities in this area could include:

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

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 equity partners, intermediaries, Registered Apprenticeship sponsors, Related Technical Instruction providers, and sponsors of pre-apprenticeship programs who have seen the value and benefits of Registered Apprenticeship and want to partner with the U.S. Department of Labor to help diversify, expand, modernize, and promote 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 education, equity, industry, labor apprenticeship, and industry champions where you can share best practices in your industry and/or area of expertise; and
- ▶ The opportunity to partner with the U.S. Department of Labor to shape Registered Apprenticeship expansion and diversification in your area of expertise, industry, local area, and supply chain.

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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