2014 DWD Workforce Programs Conference

MAKING THE CONNECTION BETWEEN WIA AND REGISTERED APPRENTICESHIP
Apprenticeship Standards Bureau Contacts

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www.dwd.wisconsin.gov/apprenticeship/
Essential Partners

- Business and industry
- Economic development
- Education
  - Technical colleges
  - K-12 systems
- Community-based organizations
  - Service providers
Industry/Sector Teams

- WDBSCW established a sector team approach
  - Having an industry champion to lead and convene
  - WDBSCW provide staff support
  - Guiding our investments to keep the work relevant
  - Innovation

- Teams of industry representatives
  - Agriculture
  - Biotechnology
  - Construction and building trades
  - Health care
  - Manufacturing
Projects Engaging Apprenticeship

• Preparing a workforce for Apprenticeship programs: *Foundations for the Trades Program*

• Helping to create new Apprenticeship programs: *Lab Animal Caretaker Training Program*

• Promoting Apprenticeship career pathways: *Trade Up Campaign*
Foundations for the Trades Partners

- Industry leaders
  - Informing on the needs and guiding the structure
- WDBSCW and WIA-contracted service providers
  - Recruitment, career advising, employment assistance
- Operation Fresh Start (OFS)
  - Hands-on training
- Construction Training Inc. (CTI)
  - START program to provide tutoring and exam preparation
- Urban League of Greater Madison
  - Foundational skills and work readiness
FOUNDATIONS FOR THE TRADES PROGRAM

YOUR START TO A REWARDING CAREER IN THE TRADES

Foundations for the Trades is an apprenticeship preparation program designed to help you prepare for a career in the construction and utilities industry. During the Academy’s six-week training program you’ll focus on learning important industry skills and concepts. Next, you’ll have a chance to apply your new skills during a hands-on experience. Upon program completion, we’ll help you take the next steps toward pursuing an apprenticeship or employment in the field.
Foundations for the Trades Curriculum Highlights

- Foundational skills
  - Communication, accountability, conflict management, accountability, teamwork, interviews and resume writing

- Pre-apprentice skills
  - Tutoring, construction math, apprenticeship applications, Apprenticeship 101

- Hands-on learning
  - Measurements, blueprint reading, OSHA, CPR, first aid, hand tools, power tools, ladders and scaffolding, construction equipment, worksite skill application, nationally-recognized PACT curriculum (Pre-Apprentice Certificate Training)
Lab Animal Caretaker Training Program
Lab Animal Caretaker Apprenticeship Design

• Non-traditional apprenticeship model
  • 10-week, part-time classroom training before work experience
  • Classroom portion fully funded by WDBSCW
  • One-year hybrid apprenticeship
  • Two tracks
    • Lab Animal Caretaker or Lab Tech
Lab Animal Caretaker Curriculum

• Curriculum
  • Anatomy and Physiology
  • Laboratory Animal Clinical Management
  • Technical Mathematics
  • Communications

• Apprenticeship curriculum prepares participants to take and pass the ALAT (Assistant Laboratory Animal Technician) exam upon completion of the one year apprenticeship
Lab Animal Caretaker Training
Trade Up Campaign

- Aims to promote career pathways in the construction trades to high school students through apprenticeship opportunities
  - The 8-month campaign is directed toward the 16 school districts (21 schools) in Dane County
  - Features both digital and print media to reach multiple audiences
  - Video interviews feature apprentices working in their field (available via YouTube)
Trade Up Campaign Partners and Roles

- **WDBSCW**
  - Coordination of project, data collection, campaign material design, printing and cost coordination, video editing, website

- **Building trades**
  - Funded 85% of material costs, monthly presentations, provided data for marketing materials, campaign development

- **Dane County Schools Consortium (School-to-Work Counselors)**
  - Financial contributor, assisted with campaign planning to ensure it fit the needs of the parents, teachers and students, provided feedback on materials
Trade Up Campaign
Trade Up Campaign Website

Meet the Electricians
Meet the Sheet Metal Workers
Meet the Steamfitters
Now What?

- Reach out to your local Apprenticeship Training Representative to:
  - Learn more about apprenticeship
  - Learn more about companies exploring apprenticeship as a training option in your area...how can you partner?
  - Refer employers
  - Discuss apprenticeship as an option when creating short term training offerings
Questions?

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