Worksheet 1

Knowledge of Key Markets

My market exploration is for this High School in this School District

_______________________________________  _______________________________________

There is a potential Youth Apprenticeship occupation for this Career Cluster in this market area

- AFNR
- Architecture and Construction
- Art, AV Tech and Comm.
- Finance
- Health Science
- Hospitality and Tourism
- Information Technology
- Manufacturing
- STEM
- TDL

2013 2014 target

Number of businesses with a YA

________   ________   ________

2013 2014 target

Number of active Youth Apprentices

________   ________   ________

Number of businesses with occupations in the following Career Cluster within a 20-minute drive of the High School:

AFNR

Architecture and Construction

Art, AV Tech and Comm.

Finance

Health Science

Hospitality and Tourism

Information Technology

Manufacturing

STEM

TDL

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Worksheet 2

Building Customer Relationships

Vetting contacts

This business has these characteristics or would like to be perceived as such:

- Track record of community involvement
- Prior involvement in school/business partnerships
- Able to provide YA learning opportunities
- Expressed demand for better trained entry-level workers

Customer needs

This business has these pain points it would like to overcome:

- Shortage of skilled workers in specific occupations
- Difficulty attracting entry-level workers
- Is concerned about the costs of training a new employee
- Undergoing a significant and rapid technological change

I have prepared a response to these common challenge statements:

- It will cost too much
- It will take too much time
- I don’t know anything about this program
- I don’t have the resources to pull this off
- I don’t see the benefit to me or my bottom line
- Kids don’t have the commitment, skills or experience to do the work
- I haven’t had much success with previous hires from this school

I have prepared an answer to these common questions about YA:

- What are the program offerings?
- What are the responsibilities for my business and the mentor?
- When will I see the benefits?
- Who else has hired Youth Apprentices in this area?
- In what ways will the school provide support for the YA hire?
- Are there grant or tax incentives for making a YA hire?
- Why should I get started on this?
- How do I insure these student workers?

I have an "elevator speech" for these topics:

- YA is cost effective and a worthwhile investment of time and money
- YA is easy to implement and can help solve long-term problems

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Tracking Contacts: Customer Relationship Management (CRM)

Have a system, any system

✓ Google "Free simple CRM software" for options, or
✓ Use spreadsheet software, or
✓ Keep a paper file for each business / customer group

System should include

✓ Calendar
  o Tasks
  o Record dates of contacts
  o Reminders

✓ Contacts
  o Name
  o Address
  o Email
  o Phone

✓ Documents
  o Store
  o Send

Use the system to

✓ Keep a comprehensive history of customer interactions
  o Potential customer
  o 1st time customer
  o Repeat customer

✓ Track projects, milestones
  o Selection
  o Development
  o Production
  o Succession

✓ Keep all of your information in one place (esp. online cloud versions)
  o Employers
  o Students
  o Parents
  o Mentors
  o Administrators
  o Instructors

✓ Set monthly, quarterly, annual, year-over-year goals

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### Labor Markets: Tools to Identify Potential Employers

**O*Net**  
http://www.onetonline.org

- **FindOccupations**
- **CareerClusters**
  - 10 of these are identical to the YA offerings in Wisconsin
- **Identify Occupational Titles within the Career Cluster**
  - Bright Outlook occupations
    - Expected to grow, or
    - Large numbers of openings, or
    - New and emerging occupations

**Skill Explorer**  
http://skillexplorer.wisconsin.gov

- **Keyword searches**
  - Match the occupation titles found on O*Net
- **Related occupations are displayed**
  - Heat map of current openings
  - List of current openings
  - Name of firm and community name

**MySkillsMyFuture**  
http://www.myskillsmyfuture.org

- **Occupation matches**
  - Identifies skills that will transfer to related jobs
- **Training programs**
- **Job openings**
- **Wage information**

**WORKnet**  
http://worknet.wisconsin.gov

- **Robust method to identify local employers**
- **Data Analyst path: Data Table**
  - Projections Matrix
  - Industry Projections: 2010-2020
- **Job Seeker path**
  - Occupation search
    - County level
  - Job title or keyword
    - Information about employers that might hire [keyword]
    - Employer profile, including name, address and phone

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Milestone Calendar for YA Coordinators
Examples only. Local/regional milestones may vary.


- **January**
  - Student recruitment and presentations
  - Finalize agreements
  - Recruit potential employers
- **February**
  - Student recruitment and presentations
  - Finalize agreements
  - Recruit potential employers
- **March**
  - Solidify commitment of employers
  - Establish dates for employer interviews
- **April**
  - Submit YA Grant, YA Forum
  - Coordinate interview process
- **May**
  - YA Grant awards announced
- **June**
  - Identify Occupational Areas for YA program development
  - Coordinate Mentor training
- **July**
  - Identify Occupational Areas for YA program development
- **August**
  - Identify employers within the Industry selected by the Steering Committee
  - Recruit potential employers
- **September**
  - School year begins
  - Identify employers within the Industry selected by the Steering Committee
  - Recruit potential employers
- **October**
  - Identify employers within the Industry selected by the Steering Committee
  - Recruit potential employers
- **November**
  - Recruit new businesses
  - Recruit potential employers
- **December**
  - Finalize agreements
  - Recruit potential employers
Systematic Approaches: Three to do lists
Examples only. Local/regional activities may vary.

A -- Employers: Recruitment and Selection

1. Identify and recruit industries for new and planned Youth Apprenticeship programs
2. Identify potential employers within an industry.
3. Meet with and inform potential Youth Apprenticeship employers.
4. Gain commitments from employers
5. Share competency lists and identify mentor(s).
6. Schedule routine mentor meetings in cooperation with participating industries for existing Youth Apprenticeship programs
7. Establish application deadline
8. Coordinate with businesses to set dates for group or individual interviews
9. Arrange informational interviewing or practice interviewing sessions for applicants
10. Coordinate interview process. Interview options include the following:
    o Businesses receive all applications and set up interviews
    o Coordinator schedules student interviews with panel of employers
    o Coordinator schedules student interviews with individual businesses
    o School coordinator may or may not be involved in final selection process
11. Notify successful and unsuccessful applicants, suggesting alternatives for unsuccessful applicants
12. Ask worksite to inform other employees about the program before student begins working
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C -- Steering Committee: Coordination and Growth

1. Meet with School-to-Work Council, Youth Apprenticeship Council, WIB, Tech Prep Council, Advisory Committee or other applicable group
2. Keep local consortium and appropriate advisory committees or School- to-Work Council appraised of progress
3. Work with local technical colleges and universities to formalize procedures for Youth Apprentices to receive advanced standing credit
4. Network with other Youth Apprenticeship coordinators and state staff
5. Establish a salary policy and tools for evaluations
6. Develop a process for student evaluation
7. Coordinate delivery of mentor training
8. Arrange for completion and signing of Education/Training Agreements for successful Youth Apprenticeship applicants
9. Options for signing ceremonies:
   - Arrange a continental breakfast with guest speaker, attended by student, parents, mentor, school personnel. (Program could include listing of students/businesses, reading of business biography as each party comes forward to sign the Education/Training Agreement.)
   - Hold hors d’oeuvres reception hosted by local business (guest speakers optional, signing coordinated by individual school coordinators)
   - Coordinate individual signings on as-needed basis
10. Prepare or collect Student Registration Sheets and Curriculum Maps from school personnel for successful Youth Apprenticeship applicants
    - Provide sample curriculum maps to schools
    - Ensure that curriculum maps show number of credits students will receive
11. Review for accuracy all documents which must be sent to Department of Workforce Development: Education/Training Agreements, Curriculum Maps and Student Registration Sheets
12. Submit State program applications/renew existing applications
13. Coordinate development of students’ work and class schedules
14. Plan year-end event
15. Collect and submit completed competency checklists to Department of Workforce Development for graduating Youth Apprentices
16. Hold special event for graduating Youth Apprentices. Options:
    - Breakfast, combine with other school award event
    - Program/speaker
    - Combine graduation event with signing of Education/Training Agreements for new Youth Apprentices
    - Arrange for media coverage of events
    - Coordinate with DWD to meet state timetable if certificates need to be returned by a special event date

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