

**WISCONSIN
APPRENTICESHIP
A FOUNDATION FOR THE
FUTURE**

**MEETING THE CHALLENGE OF THE
CHANGING WORKFORCE**

CHANGE STRATEGIES

- EXAMINE GENERATIONAL IMPACT AND OPPORTUNITY
- ANALYSIS OF KNOWLEDGE VS SKILL BASED APPRENTICESHIP
- BEST PRACTICES IN SELECTION
- HOW TO PROMOTE & MARKET APPRENTICESHIP

APPRENTICESHIP GENERATIONAL IMPACT

- DEMOGRAPHIC IMPACT ON
WORKFORCE AND APPRENTICESHIP
- PROFOUND AND FAR REACHING
CHANGES

GENERATIONAL CHANGE CHALLENGE AND OPPORTUNITIES

■ TRADITIONALS 75,000,000 PRE 1946

■ BABY BOOMERS 80,000,000 46-1965

■ GEN XERS 46,000,000 65-1980

■ MILLENIALS 76,000,000 81-2000

THE FOUNDATION FORMULA

- SUBTRACT BOOMER ATTRITION RATE
- ADD ANNUAL APPRENTICE INDENTURES
- SUBTRACT ANNUAL DROPPED RATE

= 200 to 300% Increases in
New Apprentices Needed??

THE RECRUITMENT CHALLENGES

- WE CAN USE THESE TRENDS AS A FOUNDATION FOR ATTRACTING GEN X AND Y
- BUT APPRENTICESHIP NEEDS A NEW VALUE PROPOSITION AND BETTER MARKETING.

TARGET : GEN X

■ GEN X:

- VERY INDEPENDENT & SELF RELIANT
- NOT OVERLY LOYAL TO EMPLOYERS
- NOT SOLD ON UNIONS
- HIGHLY VALUE ONGOING LEARNING AND DEVELOPMENT (\$\$ NOT AS IMPORTANT)

TARGET: GEN Y

■ MILLENIALS:

- VERY CONFIDENT (OVERLY)
- SMARTEST / MOST EDUCATED
- NEED CONSTANT FEEDBACK
- VALUES COLLECTIVE ACTION
- DEMANDING & NOT IMPRESSED WITH AUTHORITY (MUST BE EARNED)
- CAN AND WILL BOUNCE

RECRUITMENT X & Y

- FACEBOOK IS NOT A FAD
- YOUTUBE IS NOT FOR KITTENS ONLY
- SELL LEARNING & DEVELOPMENT
- SELL UPWARD ADVANCEMENT

RECRUITMENT

- HS PROSPECTS NOT PRIMARY
- FOCUS ON OLDER PROSPECTS (28!!)
- SELL COLLEGE CREDITS EARNED
- VALUE PROPOSITION CHANGES
PARENT & TEACHER RESISTANCE

RECRUITMENT X & Y

- THEY ALSO RESPOND TO ORGANIZATIONS WITH VISIBLY RESPONSIBLE VALUES.
- STRATEGY: MANDATORY COMMUNITY SERVICE FOR EVERY APPRENTICE IN WISCONSIN.

APPRENTICE SERVICE REQUIREMENT

- HELPS APPRENTICES ACQUIRE MATURITY AND EMPATHY
- CREATES HIGHLY VISIBLE AND POSITIVE IMAGE IN COMMUNITY
- IF ADOPTED BROADLY COULD BE THE LARGEST GROUP OF READY VOLUNTEERS IN THE US.

APPRENTICESHIP KNOWLEDGE VS SKILLS

KNOWLEDGE VS. SKILLS?

THE APPRENTICE KNOWLEDGE CHALLENGES

- Y-N-P-T-T !!!
- TREATMENT OF APPRENTICES?
- ACCEPTANCE AND MENTORING IN
SHORT SUPPLY
- DELAYED DEVELOPMENT AND
OPPORTUNITY

STRATEGIES

- ADD REAL LIFE ROLE PLAYING TO APPRENTICE COURSE WORK
- DEVELOP MESSAGE FOR JOURNEY LEVEL WORKERS ON WHY SUPPORTING APPRENTICES IS IMPORTANT

STRATEGY: FOCUS ON INDUSTRY KNOWLEDGE

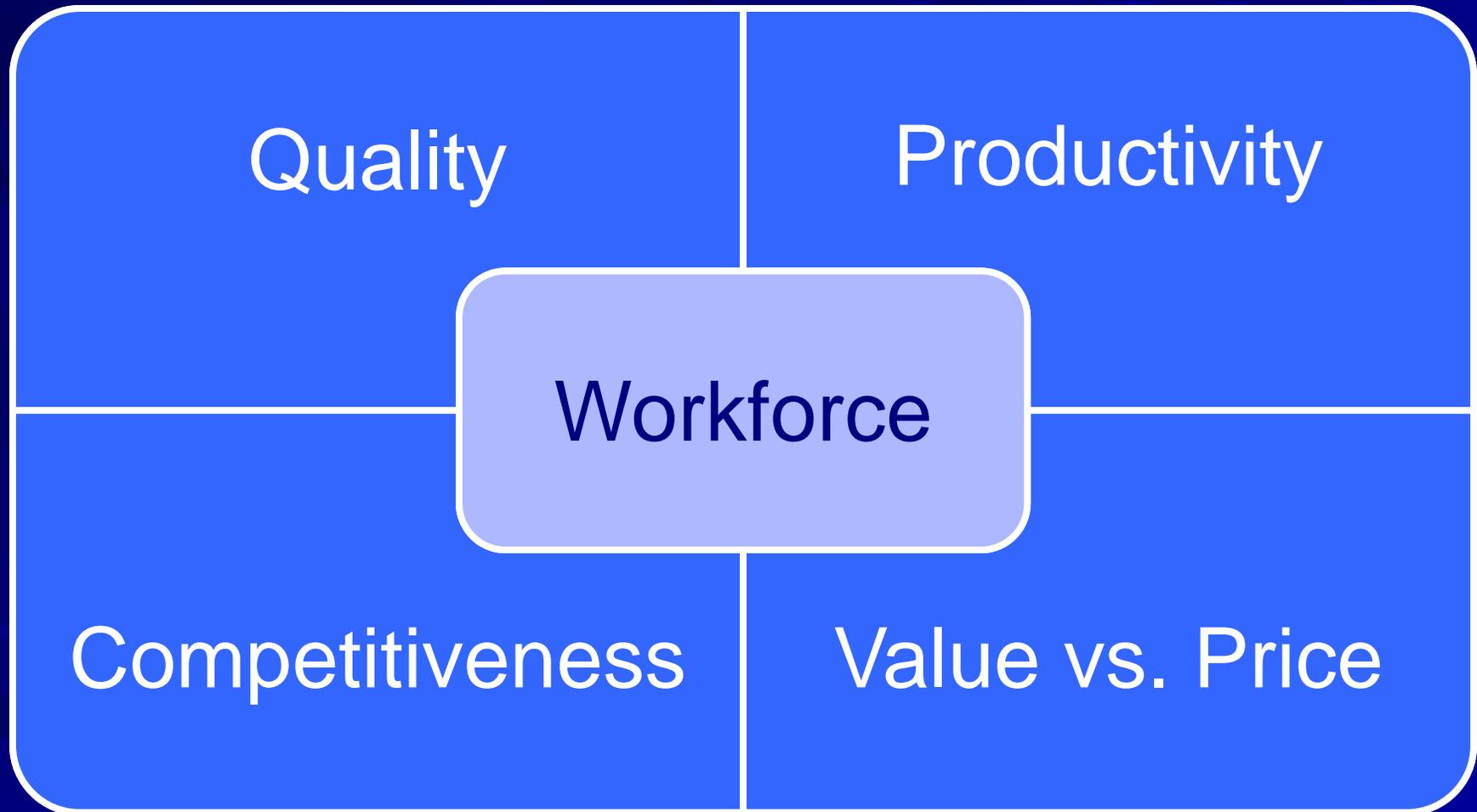
- A NEW WAY FORWARD BASED ON KNOWLEDGE OF THE BUSINESS THEY ARE ENTERING
- WHAT DO THEY REALLY NEED TO KNOW? (KEY EMPLOYER ROLE)
- HEAD BEFORE HANDS

APPRENTICE SELECTION

- “TRAINING CAN HELP PEOPLE BE EVEN BETTER – BUT IF I HAD A DOLLAR TO SPEND, I’D SPEND 70 CENTS ON GETTING THE RIGHT PERSON IN THE DOOR.”

P. RUSSEL, DIRECTOR
LEADERSHIP & TRAINING, GOOGLE

Selecting Talent for the Modern Business World



Strategic Benefits of Professional Selection

- Highly productive and competitive workforce
- Reduction of drop out rates
- Recapture of major training costs
- Better raw material for apprentice instructors
- Every apprentice becomes a marketing vehicle for the programs

APPRENTICE INTAKE

Facing the Five Deadly Sins

