



ApprenticeshipUSA

WISCONSIN



APPRENTICESHIP LEADER

Become an Apprenticeship Leader!

Help build a statewide movement to expand apprenticeships across Wisconsin.

Apprenticeships are a tried and true workforce development strategy that has paid dividends for companies who use the program. Employers that utilize apprentices report higher productivity, higher retention rates and a substantial return on investment.



As the economy continues to grow, businesses across all industries will need a pipeline of skilled workers to help them take their companies to the next level. Apprentices provide an opportunity to grow-your-own developing the right kind of talent that's unique to each company's needs.

In order for Wisconsin to meet its workforce needs and to help Wisconsin companies maintain a competitive advantage, the Wisconsin Department of Workforce Development is committed to expanding the availability of apprenticeship to more businesses and workers across the state.

As a **Wisconsin Apprenticeship Leader**, we are asking that you join the Department of Workforce Development in a campaign to expand apprenticeships throughout Wisconsin.

The Department will engage businesses across all industries to discuss the value of apprenticeships and encourage greater adoption of this as a workforce strategy.

Key goals include:

- ▶ Transforming the image of apprenticeship;
- ▶ Recruiting leaders and champions to promote apprenticeship into new industries and advance innovative apprenticeship models;
- ▶ Creating mechanisms and infrastructure to support industry-based expansion; and
- ▶ Building public-private partnerships and other mechanisms to accelerate apprenticeship adoption and innovation.

DWD is recruiting industry **Leaders** to help promote this effort in order to showcase the high quality training available through the registered apprenticeship model. Leaders can represent organizations including businesses and industry groups, labor, educational institutions and intermediaries.

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As Leaders, these organizations agree to and are recognized as working towards the following shared goals:

- ▶ Promote and expand apprenticeships in Wisconsin with a particular emphasis on expanding within their industry, geographic location and/or supply chain.
- ▶ Embrace and disseminate innovative practices and partnerships; and
- ▶ Increase access for under-represented and under-served populations in apprenticeship.

As a Wisconsin Apprenticeship Leader, DWD asks that you make at least a one year commitment to the following activities and efforts:

- ▶ If you already have a Registered Apprenticeship program, expand your program(s) within your organization by scaling up your existing program, adding new occupations and/or expanding to new locations.
- ▶ Promote apprenticeship to other business by conducting outreach to at least six employers over the next year which could include outreach with your geographic community, within your industry, and/or with the supply chain.
- ▶ Participate in at least one statewide meeting and up to two sector-based convenings over the next year; and
- ▶ Allow DWD to recognize and share your best practices with the public, your peers and other colleagues; as well as other partners and stakeholders.

Why should your organization become a Leader?

In addition to the benefits you receive from investing in our workforce through an apprenticeship program, your organization will benefit by:

- ▶ Receiving state recognition as a leader in addressing the challenges of developing a skilled workforce.
- ▶ Shaping the direction of apprenticeship expansion in our industry and local area;
- ▶ Learning from peer networks, advice and best practices from other employer Leaders across your industry and across the country; and
- ▶ Receiving customized technical assistance and support from a network of apprenticeship staff and consultants.

Apprenticeship can play a vital role in addressing many of today's skills challenges. We ask that you accept the challenge to become a **Wisconsin Apprenticeship Leader**.

If you are interested in becoming or nominating an apprenticeship LEADER, contact us today!

Email: apprenticeshipleaders@dwd.wisconsin.gov

