

March 2015

American Apprenticeship Application Grant Overview

Background

In April 2014, President Obama highlighted the need to advance apprenticeships as a job-driven strategy. To spur more apprenticeships, the President announced a \$100 million investment to create partnerships to increase apprenticeships in growing industries, align apprentices to pathways for further learning and career development, and scale-up apprenticeship programs that work. DWD intends to work with a range of partners to submit a funding proposal in this area. US DOL has indicated that the grant will focus on partnerships between private and public organizations that:

- Launch apprenticeship models in new high growth fields, such as, information technology, high tech services, healthcare and advanced manufacturing.
- Align apprenticeships to pathways for further learning and career advancement. The grant supports programs that embed industry-recognized skills certifications or record workplace learning with college credit.
- Scale apprenticeship models that work. The grant will invest in innovations and strategies to scale apprenticeship participation – including marketing the value of apprenticeships, increasing the return on investments for workers, and building national and regional partnerships to expand apprenticeships.

Wisconsin's Bureau of Apprentices Standards (BAS) will submit a statewide grant application for a portion of the \$100 million investment. The BAS submittal will be for \$ 5 million that will support adding a minimum of 1,000 new apprentices over a five (5) year period.

Application Outline

Below is the outline of the planned strategic direction for Wisconsin's American Grant application. The primary drivers of the application will be to:

- Enhance existing pipelines and career pathways through increasing the awareness of the value of apprenticeship to both the employer and the employee.
- Expanding apprenticeship occupations through partnerships with entities not generally accustomed to using apprenticeship as recruiting and training vehicle.
- Leveraging innovation to enhance outreach activities and strengthening the coaching and mentoring programs of existing journey workers.
- Expanding organizational partnership – with a focus on organizations with access to employers' bases able to promote the value of using apprenticeship as a high ROI on employee training.

Statement of Work

Wisconsin's grant will address the following:

- 1) Building the Pipeline/Career Pathways

The grant will address the pipeline with a focus in two areas:

- Partnerships with the K-12
Building the Bridge between Youth Apprenticeship and Registered Apprenticeship
Current resources are being spent on this activity, however activity is slow. The Grant will speed up this activity. In additions, comparisons will be made between YA career cluster areas and RA occupations to determine if there is a training gap that RA can address through the development of new programs.
- Underemployed and unemployed
Wisconsin has several programs that are used to work with the underemployed and unemployed; for example, WRTP BIG STEP, Operation Fresh Start. The more successful programs are in SE Wisconsin and Madison area. The Grant will expand current models currently in place (based on labor market information, i.e. where are the jobs) and to Northeast Wisconsin and Central WI depending on LMI identified needed.

2) Expanding Apprenticeship into H1B Occupations

Three high growth industries have been identified (meeting H1B requirements)

- IT
BAS is working with industry to determine occupations. Two groups have expressed interest:
Central WI IT Consortium
WI Technology Council
- Advanced Manufacturing
 - Mechatronics
 - Welder Fab program
 - Industrial Maintenance Tech
 - Maintenance Technician
- Healthcare

3) Partnership Activities as identified in the Grant and activities from the Summit.

Workforce Development Boards

Outreach methods through leveraging the partnership

Others to be determined once I receive the Summit Report from the NGA