

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

- | | |
|--|--|
| <input type="checkbox"/> AFNR | <input type="checkbox"/> Hospitality and Tourism |
| <input type="checkbox"/> Architecture and Construction | <input type="checkbox"/> Information Technology |
| <input type="checkbox"/> Art, AV Tech and Comm. | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Finance | <input type="checkbox"/> STEM |
| <input type="checkbox"/> Health Science | <input type="checkbox"/> 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	_____

Worksheet 2

Building Customer Relationships

Vetting contacts

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

- | | |
|--|--|
| <input type="checkbox"/> Track record of community involvement | <input type="checkbox"/> Able to provide YA learning opportunities |
| <input type="checkbox"/> Prior involvement in school/business partnerships | <input type="checkbox"/> Expressed demand for better trained entry-level workers |

Customer needs

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

- | | |
|--|--|
| <input type="checkbox"/> Shortage of skilled workers in specific occupations | <input type="checkbox"/> Is concerned about the costs of training a new employee |
| <input type="checkbox"/> Difficulty attracting entry-level workers | <input type="checkbox"/> 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

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**
 - Tasks
 - Record dates of contacts
 - Reminders
- ✓ **Contacts**
 - Name
 - Address
 - Email
 - Phone
- ✓ **Documents**
 - Store
 - Send

Use the system to

- ✓ **Keep a comprehensive history of customer interactions**
 - Potential customer
 - 1st time customer
 - Repeat customer
- ✓ **Track projects, milestones**
 - Selection
 - Development
 - Production
 - Succession
- ✓ **Keep all of your information in one place (esp. online cloud versions)**
 - Employers
 - Students
 - Parents
 - Mentors
 - Administrators
 - Instructors
- ✓ **Set monthly, quarterly, annual, year-over-year goals**

Labor Markets: Tools to Identify Potential Employers

O*Net

<http://www.onetonline.org>

- ✓ **Find Occupations**
- ✓ **Career Clusters**
 - 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

Milestone Calendar for YA Coordinators

Examples only. Local/regional milestones may vary.

http://dwd.wisconsin.gov/dwd/publications/dws/youthapprenticeship/detw_16652_p.pdf

- **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

These pages were designed to accompany the YA Forum presentation delivered April 8, 2014. They are not DWD-required forms or policy-documents. They are only intended to support talking points of the presentation.

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:
 - Businesses receive all applications and set up interviews
 - Coordinator schedules student interviews with panel of employers
 - Coordinator schedules student interviews with individual businesses
 - 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

B -- Schools: Administration, Recruitment and Instruction

1. Explore options for providing related Youth Apprenticeship instruction
2. Ensure that local school boards have formally approved new programs
3. In-service for teachers, administrators, counselors, and school board members
 - Overview of Youth Apprenticeship
 - Panel of students, mentors, and program graduates, if available
 - **Materials:** flyers, handbooks, DACUM charts, Checklists, Curriculum
 - Ensure that minorities and special needs students are informed
4. Develop and disseminate information/literature
 - Logo/Letterhead
 - Brochures
 - Flyers or fact sheets that are easily reproduced
5. Ensure that YA appears as an elective option in high school registration materials
6. Coordinate student decision-making with each school's schedule for 11th grade course registration
7. Student recruitment and presentations
8. Introduce all freshmen and sophomores to YA as an elective option
 - Letter and flyer from principal included in midterm or semester grades sent to parents
 - Students released from class for presentation on Youth Apprenticeship
 - Article in district's parent newsletter
 - Presentations (with flexible meeting times) for parents and students
 - Guidance counselors, special education teachers, vocational education teachers, teachers of related subjects to assist in informing students
9. Review the Youth Apprenticeship option with sophomores when they receive results of Wisconsin Student Assessment test and begin course registration and planning
10. Establish application deadline
11. Schedule orientation for new Youth Apprentices and parents
 - Provide informational sessions for interested students and parents
12. Distribute application packets to interested students, including application form, student reference forms, application procedure, brochures, fact sheets, Student Data Sheet
13. Assist and follow up student application process activities
14. Screen applications for eligibility
15. Arrange informational interviewing or practice interviewing sessions for applicants
16. Coordinate interview process.
17. Finalize plans for delivery of related instruction, including instructor, location, distance learning options, cost and payment, etc
18. Plan year-end event for graduating Youth Apprentices; coordinate with other year-end activities in district
19. Inform students, parents, instructors, and mentors of date of year-end event
20. Schedule regular progress review meetings with students, parents, mentors, and instructors

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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 apprised 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