Youth Apprenticeship (YA) Day: Event Suggestions

- Invite media to your event to showcase the Youth Apprenticeship (YA) program.
- Create an event that can still be held event if media is unable to attend. Here are some suggestions:
  - Tour of employer facilities with Youth Apprentices describing what they do and learn at the location.
  - Tour of employer facilities with open house for new students who are interested the YA program.
  - Roundtable for employers, students, administrators and parents to discuss how to get more employers interested.
  - A recruitment event with current YA employers presenting to non YA employers on the positive experiences they have had with YA.
  - Showcase students' completed work:
    - Repair of an antique car.
    - Graphic design work being used.
    - CNA’s positive affect on patients.
    - Student hired after graduation from high school.
- Highlighting employers and Youth Apprentices as primary focus.
- Share your events with DWD YA staff as far in advance as possible so DWD can assist coordinating activities.
- Invite community leaders and allow some key stakeholders time to speak to the media:
  - Mayor
  - Local elected officials
  - State representatives
  - Principals
  - Technical College Administrators
  - Participating Employers
  - Local Workforce Board Members
  - Local Chamber of Commerce Members
- Send out media advisory prior to the event.
- Send our press release after event. Include quotes from students and employers.
- Follow up with calls to local media outlets.
- Post on Social Media:
  - Tag participating partners.
  - Ask partners to repost.
- Local radio and newspapers can provide good coverage:
  - Use local contacts to seek coverage.
  - Write up a story and send them some photos.
- Be creative in finding ways to promote the Youth Apprentice Program.