



YOUTH APPRENTICESHIP EVENT PLANNING TOOLKIT 2024





www.apprenticeship.gov/youth-apprenticeship-week



Youth Apprenticeship Week Event Planning Toolkit

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Introduction to Youth Apprenticeship Week

This year marks the 1st National Youth Apprenticeship Week (YAW). YAW is a nationwide celebration that highlights Registered Apprenticeship programs for youth, ages 16–24. Employers, educators, labor unions, state and Federal agencies, and workforce professionals across the country are launching Registered Apprenticeship programs that allow young workers to earn competitive wages while obtaining the relevant training and experience to start their careers, often including the opportunity to earn college credit. YAW is an opportunity to showcase how Registered Apprenticeship creates a steady pipeline of skilled workers across multiple high-demand industries such as cybersecurity, healthcare, gaming, and graphics design, advanced manufacturing, clean energy, engineering, artificial intelligence, transportation, and robotics.

Building off the success of National Apprenticeship Week, Youth Apprenticeship Week underscores the benefits and value of Registered Apprenticeship opportunities for young workers. The goal of YAW is to increase awareness of apprenticeships among youth, educators, parents, state agencies, workforce partners, industry, and highlight the benefits of apprenticeships as a pathway to high-paying careers. YAW will offer apprenticeship sponsors, career, and technical education (CTE) programs, employers, labor unions, workforce agencies and other diverse partners the opportunity to showcase the value of Registered Apprenticeship programs for young workers and give youth apprentices a platform to highlight their apprenticeship experiences.

YAW is an occasion for these stakeholders and others to host events across the country that bring awareness to life-changing Registered Apprenticeship career opportunities for young workers; highlighting how apprenticeship creates a sustainable pipeline of skilled and diverse talent for the jobs of today and tomorrow’s industries.

CAPITALIZE ON MOMENTUM!

YAW builds on the success of NAW and is a key part of the Department’s Youth Employment Works strategy.

- In March 2023, DOL launched the [Youth Employment Works](#) strategy, to **center young people at the heart of workforce and economic development conversations**. YAW challenges us to **deepen partnerships** across sectors and **provide “no wrong door”** to quality career pathways, paid work, and wrap around services, and **hire young workers**, through youth apprenticeship, summer youth employment, and beyond. **Learn more at DOL.gov/YEW.**





- Youth apprentices are in high demand, making up a third of all apprentices across the Country.
- In the last 10 years, the number of active youth apprentices increased by 118% from 119,996 to 262,221. The DOL awarded funding to four Intermediaries, and 14 youth-apprenticeship grantees throughout the United States.

It's never too early to start planning. Here are the daily themes:

- Monday, May 6: Parents and Guardians are a Priority in Registered Apprenticeship
- Tuesday, May 7: Building Awareness, Myth Busting, Partnering with Educational Providers, and Creating Pathways through Pre-Apprenticeship.
- Wednesday, May 8: Expanding Youth Apprenticeship Opportunities for Underserved Populations
- Thursday, May 9: National Youth Apprenticeship Signing Day
- Friday, May 10: Federal Partners Day and Call to Action

YAW Event Ideas

Events and activities can include various types of events and activities such as:

- Virtual tours for students
- Roundtables with employers, educators, and parents
- Apprenticeship recruitment fairs
- Apprenticeship Open houses
- Career discovery boot camps
- Hackathon competitions
- Social media challenges and amplification activities
- Apprenticeship graduations
- Signing ceremonies for new programs
- Podcasts and more

Resources

For additional guidance on hosting virtual events, download the Guide to Hosting a Virtual Youth Apprenticeship Week Event <https://www.apprenticeship.gov/youth-apprenticeship-week/resources> on [Resources | Apprenticeship.gov](https://www.apprenticeship.gov)

Get involved by hosting an event or signing and submitting a proclamation.

- YAW Submit an Event | [Apprenticeship.gov](https://www.apprenticeship.gov)
- YAW Submit Your Proclamation | [Apprenticeship.gov](https://www.apprenticeship.gov)



Messaging About Youth Apprenticeship

What is Youth Apprenticeship?

- Youth Apprenticeship Programs include Registered Apprenticeship and Pre-Apprenticeship programs that specifically target and hire youth ages 16-24.
- Youth Apprenticeships include classroom instruction and structured on-the-job-training, based on the employers unique training needs to ensure quality and success.
- Registered Apprenticeships and Pre-Apprenticeships may be part of Career and Technical Education (CTE) Programs.
- Youth Registered Apprenticeships culminate in a portable, industry-recognized credential and post-secondary credit.
- Quality Pre-Apprenticeship programs prepare and lead participants into a Registered Apprenticeship program, which often include college credit and a credential.
- Youth Registered Apprenticeships can be registered with the USDOL or a State Apprenticeship Agency.

Why is Youth Apprenticeship a solution for training a skilled workforce?

- Youth Apprenticeship is a high-quality and efficient way to train youth from all backgrounds to become highly skilled workers in a rapidly changing job market.
- Youth Apprenticeships young workers a leg up to a high earning career in a variety of industries.
- Youth Apprenticeship is an earn and learn model that reduces the college debt burden on youth entering the workforce and their families.
- Youth Apprenticeship is a model that aligns education and work experiences required in a job with a defined career path.
- Registered Apprenticeships are pathways that include high level and technical credentials and degrees that prepare students for a successful career and economic mobility.





Increasing Diversity, Equity, Inclusion, and Accessibility (DEIA)

When holding your event consider extending your outreach to underserved communities including women, people of color, veterans, military spouses, persons with disabilities, and justice-involved individuals.

For details on how to access underserved communities, please visit the [Apprenticeship.gov DEIA website](http://Apprenticeship.gov/DEIA), which includes resources, toolkit, factsheets, reports, and case studies to help you diversify your workforce. A DEIA-rich workplace can build a competitive edge. Diverse teams foster belonging, unleash creativity, and connect deeper with the communities we exist in.

What kinds of strategies can you implement?

- Consider partnering with Community-Based Organizations that have a deep reach in the community, such as Boys and Girls Clubs, NAACP, Urban League, local university workforce development centers, and local churches, mosques, and synagogues.
- Consider including diverse populations/stakeholders/employers on the event invitation list.
- Consider featuring diverse representation in all your visual marketing campaigns.
- Consider hosting diversity and inclusion dialogues that focus on youth apprenticeship.
- Consider hosting hands-on workshops to facilitate DEIA conversations.

Join us in celebrating the power of Youth Apprenticeship! By collaboration with industry, education, and Federal, State, and local communities, you invest in the potential of tomorrow's workforce, building bridges to economic advancement and shaping a brighter future for generations to come. Together, we can ignite a passion for multiple high-demand industries, champion young worker opportunities and create a skilled workforce that drives our nation's prosperity.

Continue to visit the [YAW website](http://YAW) for more information and the latest developments and consider subscribing to ApprenticeshipUSA newsletter for important news and updates delivered right to you inbox!



Event Planning Checklist

If you are planning an in-person or virtual event for YAW, this checklist will help you get started.

Six or More Weeks Out

- Determine date, time, and format of event.
- Recruit internal volunteers and assign roles as applicable (invitations, set up, social media posting, employee communications, publicity, etc.).
- Reserve location for event.
- Coordinate Audio/Visual (A/V) and other vendor needs.
- Develop general invitation and registration list (see invitation tips below).
 - Consider creating an online event (Facebook, Eventbrite, etc.) so information is more accessible.
 - Ensure your organization has a strategy to include diverse populations:
 - Include diverse populations/stakeholders/employers on the invitation list.
 - Include diverse representation in all your visual marketing campaigns.
 - Ensure hosts are reaching event participants from underrepresented Populations by conducting outreach to community-based organizations, minority-serving entities, minority-owned businesses, and minority trade and professional organizations.
 - Ensure underserved communities and under-represented populations are included in the planning of the event and strategy to increase apprenticeship opportunities for minorities in various career pathways and industries.
 - Assess need for accessible technologies and other related accommodations.
 - For more information on Diversity and Inclusion in Registered Apprenticeships, go to Apprenticeship.gov.
- Coordinate speaker/panel if applicable.
- Develop agenda for event, including talking points, hand-outs or one-pagers, and PowerPoint presentations, if needed (see the sample agenda on page 9 of this toolkit).
- Announce event internally as appropriate.
 - Newsletter inclusion, intranet content, staff meetings, etc.
- Begin promoting your event, including press release distribution, media pitching, social media posts using #YAW2024 and #ApprenticeshipUSA, online community calendars, an announcement on your website, etc. (For tips and content ideas, download the YAW Promotion Toolkit at Resources | Apprenticeship.gov).



- Send personal invitations to key stakeholders, if applicable (local industry, educational, and minority serving organizations in the community, important customers, youth organizations, veterans' groups, etc.).
- Invite additional attendees, if applicable (elected officials, local media outlets, families of employees, local businesses, students at local schools, etc.).
- Apprenticeship Week website [YAW Submit an Event](#).

Four Weeks Out

- Track and confirm event RSVPs.
- Refine event materials needed for speakers (e.g., talking points, presentations, etc.).
- Determine required safety equipment, if applicable.
- Post about event on social media using #YAW2024 and #ApprenticeshipUSA.
- Secure translators, if needed.

Two Weeks Out

- Send invitation reminder to attendees who have not responded.
- Coordinate internal planning group to review event materials and confirm roles and responsibilities for the day of the event.
- Post about an event on social media using #YAW2024 and #ApprenticeshipUSA.

One Week Out

- Confirm details and logistics with speakers (e.g., special requests and accessibility needs, etc.).
- Practice presentations with spokesperson(s).
- Share final event materials with event speakers.
- Finalize attendee list.
- Post about event on social media using #YAW2024 and #ApprenticeshipUSA.

Three Days Out

- Send a reminder to confirmed attendees.
- Hold event run-through of event.
- Post about event on social media using #YAW2024 and #ApprenticeshipUSA.

Day Before

- Set up event space, if applicable.
- Final run-throughs of presentations, if needed.
- Post about event on social media using #YAW2024 and #ApprenticeshipUSA.



Day of Event

- Host event!
- Post about event on social media using #YAW2024 and #ApprenticeshipUSA.
- Tag DOL and the Office of Apprenticeship

One to Three Days Post-Event

- Complete and submit [“Share Your Event Highlights!” Form](#).
- Send thank you notes to any panelists or speakers in addition to attendees.
- Follow up on any questions raised during the event.
- Post photos of events on social media using #YAW2024 and #ApprenticeshipUSA.
- Consider writing a blog recapping the event.
- Evaluate the event internally.

Invitation Tips

When developing your YAW event invitation list, consider reaching out to the following groups and stakeholders:

- [State and local workforce boards](#).
- Local [American Job Centers](#).
- Local Chambers of Commerce – request list of local member businesses/contacts.
- Local colleges/universities/technical colleges and high schools.
- Local career advisors and high school counselors.
- Local legislators, other government officials, county boards/city councils, etc.
- Local minority advocacy groups.
- Local Minority-serving institutions.
- Local minority professional trade organizations.
- Local networking/professional groups.
- Local community-based organizations and non-profits.
- Local veterans’ organizations/military recruiters.
- Local industry groups.
- Local unions (carpenters, plumbers, steelworkers, electricians, etc.).
- [DOL apprenticeship grantees and other funded investments serving your local area](#).
- Employees – ask them to spread the word to family/friends.
- Customers/clients.
- Suppliers, business partners, etc.



Templates: Sample Event Agenda

This sample agenda and mock run of the show is to serve as a guideline for your event and should be tailored to your specific event activities, industry, speakers, and guests.

8:00 – 8:15 a.m. – Opening Remarks & Welcome

**Event introduction made by the moderator (business leader, local government official, apprenticeship program leader, etc.). The moderator then invites guests to follow the organization on social media platforms, sharing the official YAW hashtag #YAW2024 and #ApprenticeshipUSA.*

8:15 – 8:45 a.m. – Presentation

**Keynote speakers present about the impact of youth apprenticeship program(s) on building the workforce and the economy of the future, best practices, and tips for businesses, success stories and program updates, future apprentices, and more.*

8:45 – 9:00 a.m. – Apprentice Spotlight

**Apprentices and/or apprenticeship graduates are given the opportunity to tell their story on how apprenticeship has impacted their lives.*

9:00 – 9:30 a.m. – Speaker Q&A

**Speaker(s) takes questions about the apprenticeship program, the role of apprenticeships in communities, how people can become apprentices, how companies and organizations can get involved, and more.*

9:30 – 9:35 a.m. – Transition

**Speaker directs event attendees to their next activity and where to go if the activity is in a different location.*

9:35 – 10:00 a.m. – Facility Tour & Skills Exhibition

**Moderator, business leaders, and/or keynote speakers, take guests on a tour of the facility highlighting the tools and resources available in their apprenticeship program and/or will exhibit the skills, expertise, and successes of the apprentices.*

10:00 – 10:15 a.m. – Closing Remarks & Questions

**Moderator thanks presenters, speakers, and guests, and closes the event, reminding attendees to visit their organization's website and social channels and share their apprenticeship journey on social using the hashtag #YAW2024 and #ApprenticeshipUSA and tagging the U.S. Department of Labor's social media channels.*



Templates: Sample Event Invitations

YOU'RE INVITED! JOIN OUR NATIONWIDE YOUTH APPRENTICESHIP WEEK EVENT

Dear [insert name],

Youth Apprenticeship Week (YAW) is taking place May 5-11th2024, and [insert entity name] is hosting a(n) [insert event name/type]. We invite you to join us and learn more about our commitment to Youth Apprenticeships and how these unique work-based learning programs make a difference in our community.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Contact: [insert]

The event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information.]

The benefits of Youth Apprenticeship are substantial for both job seekers and job creators. These “earn-as-you-learn” models enable employers to fill open jobs, improve productivity and profitability, and reduce turnover while providing youth with pathways to start careers and acquire the skills needed for good jobs.

Please let me know if you have any questions about the event or [insert entity name]’s apprenticeship initiative. If you’d like more details about Youth Apprenticeship Week, visit the [YAW website](#) for information including history, state apprenticeship contacts, and events locator map.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: [Youth Apprenticeship Week | Apprenticeship.gov](#)





Templates: Sample Thank You Notes

Insert Logo Here
Delete Box After

YOUTH APPRENTICESHIP WEEK Thank You Note

[This sample thank you note should be distributed following your YAW 2024 event.]

Dear [Insert Name],

Thank you for attending our Youth Apprenticeship Week [insert event type] event on [insert event date]. We hope you found the event informative and helpful and welcome any feedback you would like to share.

For more resources on Youth Apprenticeships and how to start an apprenticeship program at your organization, visit [Create a Program | Apprenticeship.gov](https://www.apprenticeship.gov/create-a-program) or contact the National Office of Apprenticeship at apprenticeship@dol.gov.

For more information on Youth Apprenticeship Week and other upcoming events, visit [Youth Apprenticeship Week | Apprenticeship.gov](https://www.apprenticeship.gov/youth-apprenticeship-week).

Thank you again,

[Insert Name]
[Insert Company]
[Insert Phone]

