

Apprenticeship Ambassador Initiative

The U.S. Department of Labor is committed to expanding, modernizing, and strengthening Registered Apprenticeship to support the success of workers, employers, and communities across the country.

The U.S. Department of Labor's **Apprenticeship Ambassador Initiative** creates a national network of employers, labor organizations, industry associations, program sponsors, educators, workforce intermediaries, community-based organizations, and other stakeholders to serve as champions for expanding and strengthening Registered Apprenticeship.

WHAT IS THE APPRENTICESHIP AMBASSADOR INITIATIVE?

As champions for Registered Apprenticeship, Apprenticeship Ambassadors partner with the U.S. Department of Labor to:

- ▶ Promote and expand awareness of the benefits of Registered Apprenticeship in the United States for career seekers, educators, employers, industry representatives, and communities as a whole;
- ▶ Identify and scale innovative practices and partnerships to modernize, strengthen, and accelerate the adoption of Registered Apprenticeship;
- ▶ Expand Registered Apprenticeship to all American workers; and
- ▶ Emphasize the business case for Registered Apprenticeship as a successful workforce strategy for all industries that creates opportunities for all Americans across the economy.

WHAT IS THE ROLE OF APPRENTICESHIP AMBASSADORS?

Apprenticeship Ambassadors support the U.S. Department of Labor's goals of modernizing Registered Apprenticeship; engaging industry in new and emerging sectors; and expanding pre-apprenticeship, youth apprenticeship, and degree apprenticeships. Apprenticeship Ambassadors assist with the following activities:

Partnerships and Innovation: Launch new, innovative Registered Apprenticeship partnerships and initiatives. Examples of partnership or innovation activities could include:

- ▶ Developing partnerships with community-based organizations, intermediaries, and workforce development partners;
- ▶ Creating new Registered Apprenticeships and/or pre-apprenticeship programs that lead to Registered Apprenticeship, particularly in high-demand industries and/or occupations;
- ▶ Conducting outreach and recruitment efforts aimed at increasing awareness and opportunities in Registered Apprenticeship for all career seekers; and
- ▶ Mobilizing resources and new investments to create opportunities for business, philanthropy, and others to invest in apprenticeship expansion.



- ▶ Building public–private strategic partnerships and other mechanisms to accelerate apprenticeship adoption and innovation.

Best Practices, Research, and Impact: Develop and share best practices, lessons learned, and research. Other examples of possible activities in this area could include:

- ▶ Developing and sharing best practices, lessons learned, research, and success stories to advance the impact of Registered Apprenticeship;
- ▶ Scaling up current Registered Apprenticeships to expand the availability to more businesses and workers across the country; and
- ▶ Expanding the use of evaluation and data-driven efforts to improve Registered Apprenticeship.

WHO CAN BE AN AMBASSADOR?

Organizations that have a minimum of one year of experience with Registered Apprenticeship are eligible to become an Apprenticeship Ambassador. Examples of organizations that would be eligible include Registered Apprenticeship sponsors, employers, Related Technical Instruction (RTI) providers, intermediaries, and sponsors of pre-apprenticeship programs that lead to Registered Apprenticeship programs. These organizations must have active apprentices or pre-apprentices enrolled. Additionally, community-based and nonprofit organizations that focus on supporting and recruiting talent in Registered Apprenticeship by partnering with sponsors, employers, and RTI providers are encouraged to apply.

Organizations that are interested in becoming an Apprenticeship Ambassador should fill out an application on the website at [apprenticeship.gov/apprenticeship-ambassador-initiative](https://www.apprenticeship.gov/apprenticeship-ambassador-initiative).



WHY BECOME AN AMBASSADOR?

Benefits to becoming an Apprenticeship Ambassador include:

- ▶ National recognition as an Apprenticeship Ambassador, which includes elevating your efforts to expand and strengthen Registered Apprenticeship;
- ▶ Being part of a network of industry, workforce, education, and labor apprenticeship champions where you can share best practices in your industry and/or area of expertise; and
- ▶ The opportunity to partner with the U.S. Department of Labor to shape Registered Apprenticeship expansion in your area of expertise, industry, local area, and supply chain.

Explore Registered Apprenticeship Today!

Want to learn more? Visit the U.S. Department of Labor’s one-stop source for all things apprenticeship: www.apprenticeship.gov or email us at apprenticeship@dol.gov.

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