



## National Apprenticeship Week Frequently Asked Questions

We look forward to celebrating the 10th anniversary of National Apprenticeship Week (NAW) this year from November 17-23, 2024! This year's theme - **10 Years of Engagement, Expansion, and Innovation** - is in recognition of the fact that, since NAW's inception in 2015, literally thousands of events have allowed countless individuals to learn about the life-changing impacts that the Registered Apprenticeship has had and continues to have for so many jobseekers and employers. View the following frequently asked questions to learn more about NAW and how you can get involved:

### 1. What is National Apprenticeship Week (NAW)?

NAW is a nationwide celebration where employers, industry representatives, labor organizations, community-based organizations, workforce partners, educational institutions, and Federal, State, and Local government agencies host events to showcase the successes and value of Registered Apprenticeship for strengthening our economy by developing a highly skilled workforce to meet industry needs, creating pathways for career seekers to catapult into good jobs, and advancing racial and gender equity. NAW gives Registered Apprenticeship sponsors the opportunity to showcase their programs, facilities, and apprentices in their community.

Additionally, NAW is the ideal platform to demonstrate the unifying power of the ApprenticeshipUSA ecosystem by uplifting examples of partnership and collaboration among national Registered Apprenticeship system partners, including employers, apprentices and graduates, community-based organizations, education and training providers, federal partners, industry associations, intermediaries, labor unions, State Apprenticeship Agencies, apprenticeship grantees and contractors, [Apprenticeship Ambassadors](#), and U.S. Department of Labor (DOL) apprenticeship staff.

### 2. What types of activities are held during NAW?

There are a wide variety of activities that can take place during NAW 2024. In prior years, we have seen the following types of events:

- Business open houses
- Skills competitions
- Community forums
- Apprentice graduations
- High school or college career fairs
- Apprenticeship signing day
- Diversity & Equity discussions
- Industry roundtable events
- Commercials, podcasts, radio interviews
- Twitter storms or other social media campaigns
- Issuing blog posts, Op-Eds, White Papers
- And more!

For specific examples of events and other activities that took place during NAW 2023, please review the [NAW 2023 Report](#). We also encourage those interested to check out our interactive map, which is

featured at the bottom of the [NAW web page](#). Additionally, we have prepared an [Event Planning Toolkit](#) and a [Promotional Toolkit](#) to assist with planning, promoting and implementing your NAW event.

### **3. What are this year's daily NAW themes?**

The following daily themes are meant to encourage national Registered Apprenticeship system partners to plan related events and special announcements so we can highlight them accordingly.

- Monday: Youth and Young Adult Apprenticeship Day
- Tuesday: Registered Apprenticeship in New and Emerging Industries and Around the Globe
- Wednesday: Expanding Registered Apprenticeship to Underserved Populations
- Thursday: Women in Apprenticeship
- Friday: Federal Apprenticeship and Veterans in Apprenticeship

### **4. How do you recommend connecting with other organizations who may want to collaborate on a NAW event?**

Please visit our [Partner Finder page](#) for information about potential partners you could connect with for events. In order to get some ideas about possible events, you can access the [NAW 2023 Report](#), which highlights various events that took place during last year's NAW.

Lastly, we encourage you to visit our [NAW Events Registration](#) page to register and publicize your event.

### **5. I want to promote my NAW event. Is this something you can help us with?**

The [NAW Resources page](#) has a number of Promotion materials, including a Promotion Toolkit, editable promotional flyers, and a social media tip sheet. If you are posting on social media, we encourage you to add the hashtags #ApprenticeshipUSA, #NAW2024, and #DecadeOfNAW for a chance at featuring on our Social Media Wall (coming soon).

### **6. How can one find out about NAW events that meet specific criteria (ex: host organization, date, or location)?**

There is a customizable search feature on the [NAW 2024 Events page](#). The public can utilize this tool to search for NAW events, which can be filtered by industry, event type, location, host organization, and much more.

### **7. Who should I reach out to if I run into any technical difficulties with adding or updating my NAW event or proclamation?**

If at any point you need additional assistance, please email us at [NationalApprenticeshipWeek@dol.gov](mailto:NationalApprenticeshipWeek@dol.gov)