

U.S. Department of Labor Employment and Training Administration Office of Apprenticeship Training, Employer and Labor Services (OATELS) Washington, D.C. 20210	<u>Distribution:</u> A-541 Headquarters A-546 All Field Staff A-547 SD+RD+SAC; Lab. Com.	<u>Subject:</u> Announcement of Skills to Build America's Future Initiative <u>Code:</u> 675
Symbols: DPAMS	Action: Immediate	

PURPOSE: To inform the Office of Apprenticeship Training, Employer and Labor Services (OATELS), Bureau of Apprenticeship and Training's (BAT) staff, stakeholders and partners of Labor Secretary Elaine L. Chao's Skills to Build America's Future Initiative.

BACKGROUND: The Skills to Build America's Future Initiative is designed to build national awareness of the importance of skilled workers to our economy and nation; inform people about the training, education, and apprenticeship opportunities available to those who want to join the skilled workforce; send the message that careers in the skilled trades are plentiful, lucrative and fulfilling; and invite young people and more experienced workers who are transitioning to new careers to pursue opportunities in the trades.

This Initiative includes an extensive Education and Outreach Plan to the nation and includes a recommended Action Plan for the public to become involved in the initiative.

Monday, September 6, 2004 (Labor Day), has been designated as Skilled Trades Day at the PNC Park in Pittsburgh, Pennsylvania. The Department is celebrating the men and women in the construction industry who are building America. The Department plans to highlight the Initiative at the Milwaukee Brewers vs. Pittsburgh Pirates Game on that date.

ACTION: OATELS' staff, stakeholders and partners are encouraged to visit the DOL/ETA website for further information and identify ways to participate in this Initiative at <http://www.careervoyages.gov>

- (1) Educational Outreach – Provide information to schools detailing the education and career opportunities available in the skilled trades.
- (2) Events – Deliver speeches at middle- and high-schools, trade schools, skills competitions, and graduations; participate in ribbon cutting ceremonies; visit new construction sites, etc., to promote opportunities in the skilled trades.
- (3) Workforce Investment System Outreach – Continue to leverage and partner with the One-Stop System.

Also, staff, stakeholders and partners should anticipate an increase in calls for information regarding the national apprenticeship system as a result of this Initiative.

Staff is also requested to send this information in your region to all interested parties that may include:

Apprenticeship Community College Partners
 State/County Secondary School System
 Community/Faith Based Organizations

Note: The national office will send this information to:

Construction Trades Sponsors
National Associations of State and Territorial
Directors (NASTAD)
National Association of Government and Labor
Officials (NAGLO)
Apprenticeship Advisory Committee Members

If you have any questions, contact Don Palmer at (202) 693-3812.