

# A Guide for Schools: How to Engage Employers in Youth Apprenticeship Programs

This guide is intended to introduce Maryland schools to the process of engaging employers to sponsor youth apprenticeship programs for high school students as a part of the Apprenticeship Maryland Program (AMP). This document will cover the four phases of engaging employers and provide descriptions of the tasks to be considered in each category.



PHASE 1	<ul style="list-style-type: none"> <li>• <b>Understand</b> apprenticeship basics by accessing support from an intermediary or utilizing online resources like <a href="http://macworkforce.org">macworkforce.org</a></li> <li>• <b>Use</b> local labor market information to identify regional workforce needs via sources like the Bureau of Labor Statistics, Maryland Chambers of Commerce, Maryland Department of Labor, Maryland Workforce Exchange, and Maryland State Data Center</li> <li>• <b>Connect</b> with local industry advisory boards, Workforce Boards, Chambers of Commerce, and other entities directly engaged with employers who understand employer demands and business needs</li> <li>• <b>Use</b> online search tools such as Google, LinkedIn, Indeed, etc. to research local employers with demonstrated need in in-demand industries</li> <li>• <b>After</b> identifying potential employers, analyze more specific employer information such as location, size of company, specific demonstrated needs, and potential connections within your network</li> <li>• <b>Identify</b> potential resources and supports that assist the employer with program implementation</li> <li>• <b>Develop</b> a strategy to efficiently reach the highest probability prospects first and participate in engagements with the largest number of employers possible.</li> <li>• <b>Prepare</b> for engaging the employer by getting familiar with business and apprenticeship jargon: <table border="1" data-bbox="316 1234 1360 1606"> <thead> <tr> <th>School and Business Jargon</th> <th>Apprenticeship Jargon</th> </tr> </thead> <tbody> <tr> <td>1. Recruitment &amp; Interviewing</td> <td>1. Apprentice Outreach &amp; Selection</td> </tr> <tr> <td>2. Job Descriptions &amp; Position Responsibilities</td> <td>2. Work Process Guide &amp; Technical Competencies</td> </tr> <tr> <td>3. Internal/External Training &amp; Education &amp; On-boarding</td> <td>3. Related Technical Instruction (RTI)</td> </tr> <tr> <td>4. Work Experience &amp; Supervision</td> <td>4. On-the-Job Training (OJT) &amp; Mentoring</td> </tr> <tr> <td>5. Merit-Based Wage Increases &amp; Performance Wage Increases</td> <td>5. Wage Schedule</td> </tr> <tr> <td>6. Position &amp; Title Change</td> <td>6. Certificate of Completion</td> </tr> </tbody> </table> </li> </ul>	School and Business Jargon	Apprenticeship Jargon	1. Recruitment & Interviewing	1. Apprentice Outreach & Selection	2. Job Descriptions & Position Responsibilities	2. Work Process Guide & Technical Competencies	3. Internal/External Training & Education & On-boarding	3. Related Technical Instruction (RTI)	4. Work Experience & Supervision	4. On-the-Job Training (OJT) & Mentoring	5. Merit-Based Wage Increases & Performance Wage Increases	5. Wage Schedule	6. Position & Title Change	6. Certificate of Completion
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PHASE 2	<p><b>Prepare</b> your sales pitch to entice employers to sponsor a youth apprenticeship by following the steps below:</p> <ul style="list-style-type: none"> <li>• <b>Create</b> a (visual) presentation that will guide the conversation</li> <li>• <b>Explain</b> youth apprenticeship basics, AMP, and the purpose of the meeting</li> <li>• <b>Introduce</b> your school and student body</li> <li>• <b>Conduct</b> a needs assessment by asking questions to understand the employer and their needs</li> <li>• <b>Seek</b> to understand how the employer has solved their challenges of recruitment, on-boarding, internal training, mentoring, and employee retention</li> </ul>														

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## PHASE 2

- **Validate** employer needs and explain how youth apprenticeships are a potential solution to their needs as opposed to traditional hiring models
- **Provide** insight into the employer's role as a youth apprenticeship sponsor
- **Contribute** examples of how your school will support employer involvement in youth apprenticeship
- **Share** employer benefits of being a youth apprenticeship sponsor:

Connect with a new and diverse talent pipeline	Build your own talent instead of paying a premium to buy talent
Develop a customized training plan based on business needs	Lower costs associated with youth apprentices
Low risks in testing an apprentice before hire	Develop current staff by providing them with mentoring opportunities to build leadership skills
Transfer some training costs to secondary schools	Employer connections with school systems
Community support	Keep youth who are not attending college in the state
\$1,000 tax credit per youth apprentice	Youth apprenticeships are an investment in workforce capacity to serve your contracts
Offset training and mentoring costs	Supporting employment opportunities for youth

- **Relate** youth apprenticeships to what businesses already do for employee development
- **Set** forth the Return on Investment (ROI) involved with youth apprenticeships like reduced recruitment costs, increased employee retention, enhanced productivity, and long-term talent development resulting in a skilled workforce
- **Outline** the Maryland youth apprenticeship registration process and available supports
- **Leave** meeting understanding employer pain points
- **Create** incentive for employer to meet with you again
- **Schedule** next meeting to continue this conversation

## PHASE 3

- **Provide** summary of initial discussion to employers with additional information about youth apprenticeships
- **Address** any concerns or objections raised by employers, such as time commitments, resource constraints, and offer solutions or reassurances where possible
- **Seek feedback** to understand any hesitations or concerns the employer(s) may have and create solutions
- **Maintain regular communication** with employers to keep them engaged and to nurture the relationship
- **Create incentive** for meeting with you again by showing them value with each interaction

## PHASE 4

- **Support** employers in completing the Maryland youth apprenticeship eligible employer application
- **Coordinate logistics** details such as needed resources, apprentice placement, training schedules, mentorship arrangements, etc.
- **Celebrate** the successful partnership acknowledging the contributions of both the school and the employer(s) towards creating valuable learning opportunities for youth
- **Maintain** consistent communication throughout youth apprenticeships