National Apprenticeship Week/Month Activities

“Apprenticeships are experiencing a modern renaissance in America because the earn-while-learn model is a win-win proposition for workers looking to punch their ticket to the middle-class and for employers looking to grow and thrive in our modern global economy”

— U.S. Secretary of Labor Thomas E. Perez
National Apprenticeship Week/Month Activities

GOALS

Goal 1: Provide activities and information related to National Apprenticeship Week/Month.

Goal 2: Provide marketing ideas for National Apprenticeship Week/Month.

Goal 3: Create a social media presence by incorporating suggested social media posting sites and using the hashtags and posting on social media.

Goal 4: Increase the awareness of the SMART Center and Apprenticeship Programs in the areas of Maritime and Transportation career pathways.

OUTCOMES

Outcome 1: By participating in the National Apprenticeship Week-Month activities, there will be an increase in the awareness of apprenticeship programs.

Outcome 2: By participating in the National Apprenticeship Week-Month activities, there will be an increase in activities and partnerships between education, community and industry partners.

Outcome 3: A social media presence will be established and followed by individuals using the hashtag #ApprenticeVA2018.

The information included in the handout will provide links to various videos and resources for online or printed resources. This includes information about SMART Center related career apprenticeship programs to coincide with National Apprenticeship Month/Week. This document contains ideas marketing strategies that can be used by individuals to plan events/educational activities to implement.
The Southeast Maritime and Transportation (SMART) Center is a National Science Foundation (NSF) Advanced Technological Education (ATE) Center ([http://www.atecenters.org](http://www.atecenters.org)) in the maritime and transportation industry.

**SMART Center Point of Contact**

*Jennifer Palestrant, Director & Co-Principal Investigator*
Tidewater Community College  
Virginia Beach, VA  
http://www.maritime-technology.org/  
757-822-7729  
jpalestrant@tcc.edu

**SMART Center Apprenticeship Week Point of Contact**

*Tobey Anne Allen, SMART Education and Outreach Manager*
Tidewater Community College  
Virginia Beach, VA  
757-822-7485  
tallen@tcc.edu

**Virginia Apprenticeship Point of Contact**

*Trish Morrison, Director Division of Registered Apprenticeship*
Virginia Department of Labor and Industry  
Main Street Centre  
600 East Main Street, Ste 207, Richmond, VA  23219  
https://www.doleta.gov/OA/contactlist.cfm  
804-225-4362, Fax: 804-786-8418  
Patricia.Morrison@doli.virginia.gov
National Apprenticeship Week Resources

National Apprenticeship Week
https://www.dol.gov/apprenticeship/NAW/

Apprenticeship Tool Kit
https://www.dol.gov/apprenticeship/toolkit.htm

Apprenticeship Event Kit
https://www.dol.gov/apprenticeship/NAW/event-kit.htm

Social Media Resources

Hashtags/UserNames
#ApprenticeshipWorks
#ApprenticeVA

SMART Center Resources

VIDEOS
SMART Center
http://www.maritime-technology.org/video-gallery/

ONLINE
Careers
http://www.maritime-technology.org/transition-careers/

Training and job Locator
http://www.maritime-technology.org/transition-training-and-job-locator/

Career Pathways
http://www.maritime-technology.org/educators-career-pathways/
THE APPRENTICESHIP IDEA ALPHABET

A  Apprenticeship Week Activities
B  Bring in Industry Partners to talk about programs
C  Create a Career Pathways presentation
D  Learn more about the Department of Labor
E  Encourage 1 page reports on apprenticeship programs
F  Find Apprenticeship Opportunities
G  Grants—Apply for Apprenticeship Grants
H  Have the SMART Center staff visit your school/work
I  Interview current apprentices to learn about their jobs
J  Junior High/Middle School, plan a hands on project
K  K-12 educators, create a Careers in Transportation Day
L  Learn about the various Maritime Career Pathways
M  Military to Maritime Career Pathways
N  Network with other career professionals and apprentices
O  Offer to coordinate apprentices to visit school classes
P  Play apprentice themed Powerpoint slides on a rolling tv/screen
Q  Question & Answer Panel with apprentices and employers
R  Read articles about successful apprentices
S  Shadow an apprentice for a day
T  Teach a lesson on a SMART Center Career this month
U  University/Community College, plan a Career Fair
V  Visit a local company with an apprenticeship program
W  Watch videos from the SMART Center website
X  “eXtraordinary ideas from you”!
Y  Yacht, Boat, Submarine, MARAD Vessel or Ship Trip
Z  Zest for Success! Encourage others to Make the SMART Choice and learn more about Maritime Transportation Activities and Careers through the SMART Center!
National Apprenticeship Week: Get Involved

Information In Sections Below (Pages 5-9) Cited From https://www.dol.gov/apprenticeship/NAW/event-kit.htm

National Apprenticeship Week is an opportunity for business and industry, education, community based organizations, students and workers to share how apprenticeship works for them.

In the lead up to, and throughout National Apprenticeship Week, we’re asking apprenticeship LEADERS, program sponsors and participants around the country to spread the word by using the hashtags #ApprenticeshipWorks. By doing so, you’ll be joining a national movement to elevate and expand the conversation around the positive impact of apprenticeships in America.

Here’s how you can get involved:

**Host an event in your community... and tell us about it.**

National Apprenticeship Week is your chance to host events that showcase your organization's leadership in apprenticeship.

1. **Sign up:** [Let us know you’re hosting](https://www.dol.gov/apprenticeship/NAW/event-kit.htm) so we can help spread the word.
2. **Get Started:** Check out [some materials to help you get started](https://www.dol.gov/apprenticeship/NAW/event-kit.htm).
3. **Spread the word:** During your event post to Twitter, Instagram and other social media platforms using #ApprenticeshipWorks and #NAW18

**Tweet**

1. **Show Everyone how #ApprenticeshipWorks for you:**
   Print off this graphic and tweet a picture with yourself or organization. Don’t have a printer? Just Tweet in 140 characters why and how #ApprenticeshipWorks for you.

Here are some examples:

1. ![Image](https://www.dol.gov/apprenticeship/NAW/event-kit.htm)
2. ![Image](https://www.dol.gov/apprenticeship/NAW/event-kit.htm)
#ApprenticeshipWorks for...

dol.gov/apprenticeship
2. Help separate fact from fiction: [Share these graphics online](#).

3. Ask a question or share an idea:
Throughout the week, many aspiring apprentices, current apprentices, businesses and government leaders will be watching the #ApprenticeshipWorks hashtag and will be able to answer your questions. Have an answer yourself? Don’t be shy!

**Keep the conversation online going all week!**

Each day throughout the week we’ll be lifting up different stories of how apprenticeship works for America at [@USDOL](https://twitter.com/USDOL). Help us keep the conversation going by using #ApprenticeshipWorks to share how this tried-and-true training model works:

**Monday: #ApprenticeshipWorks for Everyone**

The earn-while-you-learn model doesn’t distinguish between gender, race, or ethnicity, but despite progress women and minorities are underrepresented in apprenticeships. However, when sponsors make a concerted effort to work with community organizations and recruit diverse apprentices, everyone wins.

- Share how #ApprenticeshipWorks for everyone, no matter who you are.

**Tuesday: #ApprenticeshipWorks for Industry and Employers**

For businesses across the country, apprenticeships are an essential tool to build the pipeline of skilled workers needed to thrive and grow in the global economy.

- Share how #ApprenticeshipWorks for hiring, retention, productivity, and your bottom line.

**Wednesday: #ApprenticeshipWorks for Workers and Jobseekers**

For decades, the skilled trades have led the way in developing and refining apprenticeships in America. Today, in addition to using their own expertise to apply apprenticeships to modern methods and skills, the foundation they helped create is being used by new industries, creating an unprecedented era of innovation.

Share how #ApprenticeshipWorks for today’s workers

**Thursday: #ApprenticeshipWorks Around the Globe**

We know that Registered Apprenticeship works in the United States, and we’ve seen firsthand how apprenticeship models succeed in countries like Switzerland, Germany and the U.K. Apprenticeship is an important component of a thriving 21st century workforce.

- Share how #ApprenticeshipWorks for all Americans, and for the global economy.
**Friday: #ApprenticeshipWorks for Education**

Whether you’re in one of the growing number of pre-apprenticeship programs that are helping to transform America’s high schools, or just finding out about apprenticeships after years on the job, these programs provide students with hands-on career training, national industry certification or even an associate or bachelor’s degree – in many cases paid for by an employer – all while collecting a paycheck. It’s “college without the debt.”

- Share how #ApprenticeshipWorks to set students on a pathway to rewarding careers and lifelong learning.

**Saturday and Sunday: #ApprenticeshipWorks for Working Families Registered**

Apprenticeships promote job security and higher incomes.

- Share how #ApprenticeshipWorks to help you, your family and middle class communities around the country.

**Facts about Apprenticeship**

- Did you know? #ApprenticeshipWorks for more than 150,000 employers and labor management organizations.

- FACT: There are 400,000 registered apprenticeships nationwide in more than 1,000 occupations.

- FACT: Apprentices earn an average starting salary of $50,000 per year. #ApprenticeshipWorks

- FACT: Workers who complete apprenticeship programs earn $300,000 more over a lifetime than their peers who don’t. #ApprenticeshipWorks

- Did you know? For every dollar spent on apprenticeship, employers get an average of $1.47 back in increased productivity. #ApprenticeshipWorks

*Information In Previous Sections (Pages 5-9) Cited From https://www.dol.gov/apprenticeship/NAW/event-kit.htm*