



**NEW JERSEY**  
APPRENTICESHIP TECHNICAL  
ASSISTANCE COLLABORATIVE

# Working with Business and Employers to Create Registered Apprenticeship Opportunities

Webinar 3 of the New Jersey Apprenticeship Technical Assistance Collaborative  
Apprenticeship Fundamentals Series

February 29, 2024

Copyright © 2023 American Institutes for Research®. All rights reserved.

In partnership with:



Supported by:



# Notes on Virtual Platform

Thank you for joining today's webinar!

**This session will be recorded** and made available on the New Jersey A-TAC webpage:

<https://www.njccc.org/a-tac>

Any participant who prefers to participate via audio only should disable their video camera so only their audio will be captured.



Please remain on mute when not speaking to minimize noise.



We highly encourage you to use your video.



Use the Zoom Q & A feature to log questions throughout the webinar.



If you are having challenges connecting, message or email **Darcee Simon: [dsimon@air.org](mailto:dsimon@air.org)**.

# Meet the Presenters



**Maria Heidkamp**

---

*New Jersey Council of  
County Colleges  
Chief Innovation and  
Policy Officer*



**Chris Herzog**

---

*American Institutes  
for Research  
Principal Technical  
Assistance  
Consultant*

# New Jersey Apprenticeship Technical Assistance Collaborative

The New Jersey Apprenticeship- Technical Assistance Collaborative (NJ A-TAC) is a statewide initiative that supports technical assistance for the growth and expansion of Registered Apprenticeship Programs (RAPS).

NJ A-TAC has been developed through a partnership between the NJ Council of County Colleges, American Institutes for Research, and Jobs for the Future, and in consultation with the NJ Department of Labor and Work-Based Learning.

# New Jersey Apprenticeship Technical Assistance Collaborative Webinars

You are here



## Webinar 1: Overview of the National & New Jersey Apprenticeship Systems

- National Apprenticeship Landscape
  - National Registered Apprenticeship System
- Apprenticeship System in New Jersey

## Webinar 2: The Registered Apprenticeship Model & Program Design

- Registered Apprenticeship Program (RAP) Model
- Three Apprenticeship Program Designs
  - Program Oversight
- Putting the Elements Together

## Webinar 3: Working with Businesses & Employers to Create Apprenticeship Opportunities

- Business Engagement Strategies
- Partnering with Employers
  - Aligning Programming

# Introduction

High-quality Registered Apprenticeship systems depend on strong partnerships across the apprenticeship ecosystem. Each partner plays different, important roles.

Relationships with business and industry are at the core of Registered Apprenticeship.

Businesses will engage with many partners in the apprenticeship ecosystem as they explore the model or seek to grow their programs.

Understanding partner roles and ensuring alignment is crucial to maintaining a quality, efficient apprenticeship system.



# Topics

## Registered Apprenticeship Partnerships

- Alignment
- Roles

## Working with Business and Employers

- Business Engagement and Registered Apprenticeship Expansion
- Responding to Myths and Communicating Return on Investment (ROI)
- Consultative Approach

## Partnership Roadmap and Next Steps for Building Effective Partnership

## Resources



**NEW JERSEY**  
APPRENTICESHIP TECHNICAL  
ASSISTANCE COLLABORATIVE

# The Role of Partners in High-Quality Apprenticeship Programs





# Four Core Apprenticeship Partners

- 🍃 Sponsor/Intermediary (administrative)
- 🍃 Employers (on-the-job learning)
- 🍃 Education Providers (supplemental education/related technical instruction)
- 🍃 Apprenticeship System Partners
  - Office of Apprenticeship (OA) (registration, TA/support)
  - New Jersey Department of Labor Office of Apprenticeship and Work-Based Learning (NJDOL) (business outreach, TA/Support)

# New Jersey Apprenticeship Ecosystem

## OVERSIGHT & SUPPORT

- USDOL Office of Apprenticeship-NJ
- NJ Department of Labor & Workforce Development (NJDOL)
- NJ Apprenticeship Network (NJAN)

## INDUSTRY

- Sponsors
- Employers
- Labor Unions

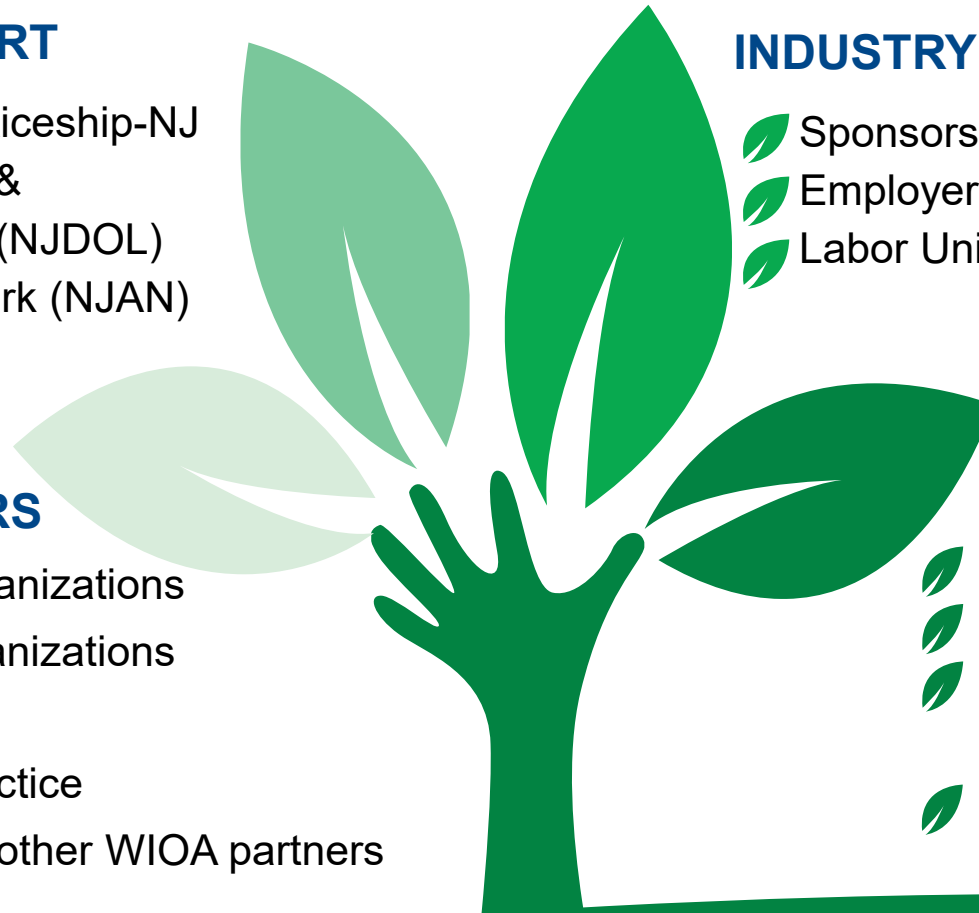
## IMPORTANT PARTNERS

- Community-Based Organizations
- Culturally-Specific Organizations
- Industry Associations
- TA Communities of Practice
- Workforce Boards and other WIOA partners
- American Job Centers

## RELATED TRAINING

- NJ Council of County Colleges (NJCCC)
- Vocational Schools
- Career and Technical Education (CTE) programs
- Private and In-house Training Providers

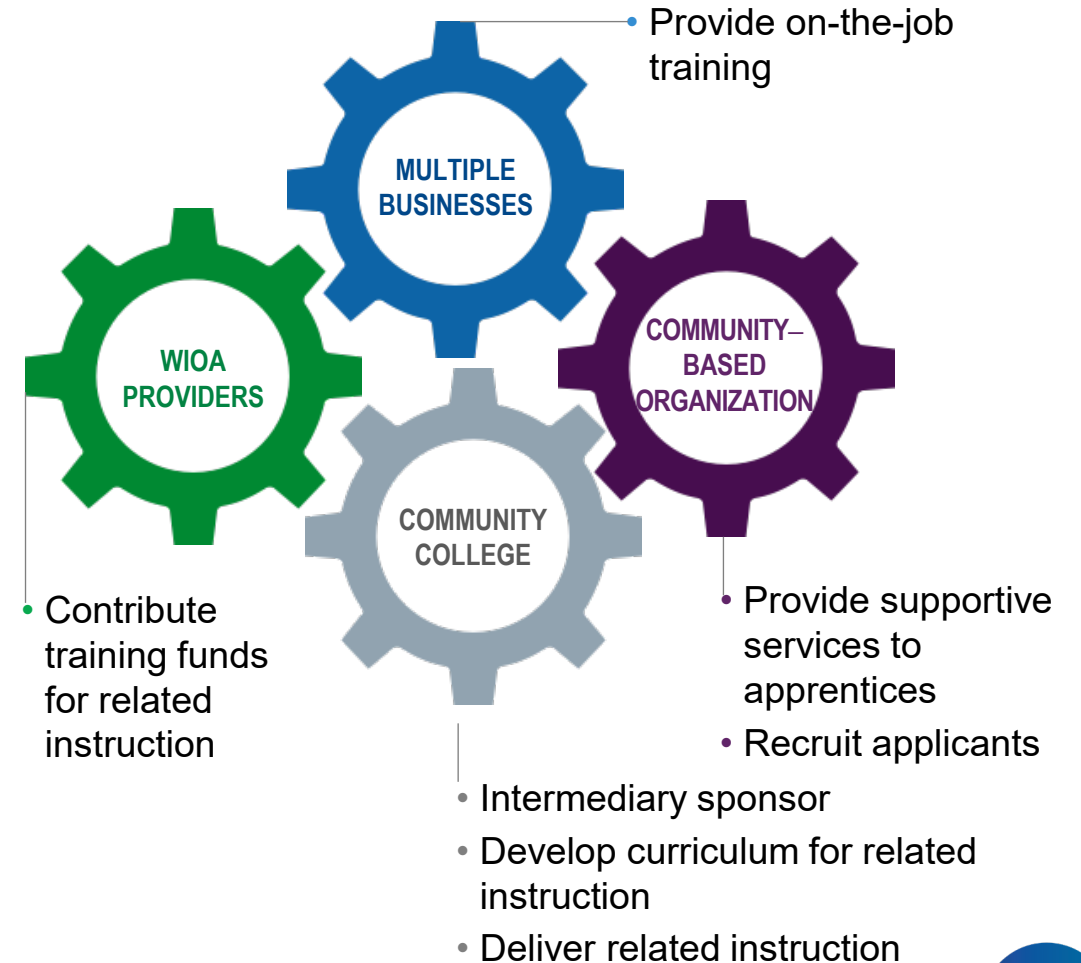
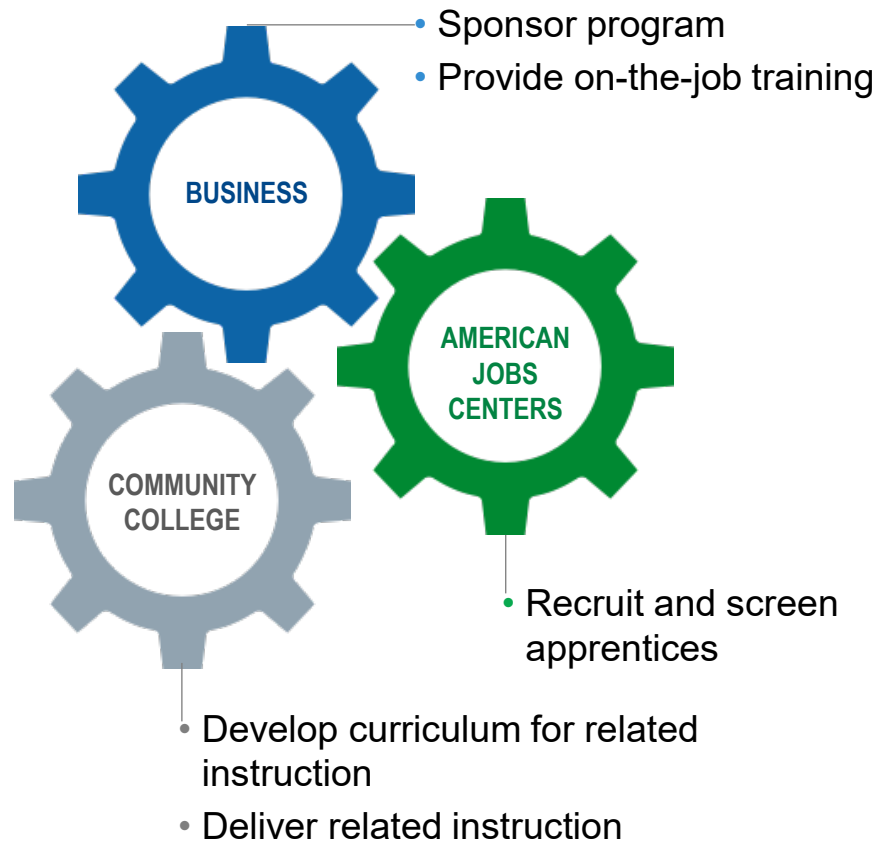
**BUSINESS AND INDUSTRY**



# Potential Partners and Roles that Support Employer & Apprenticeship Success

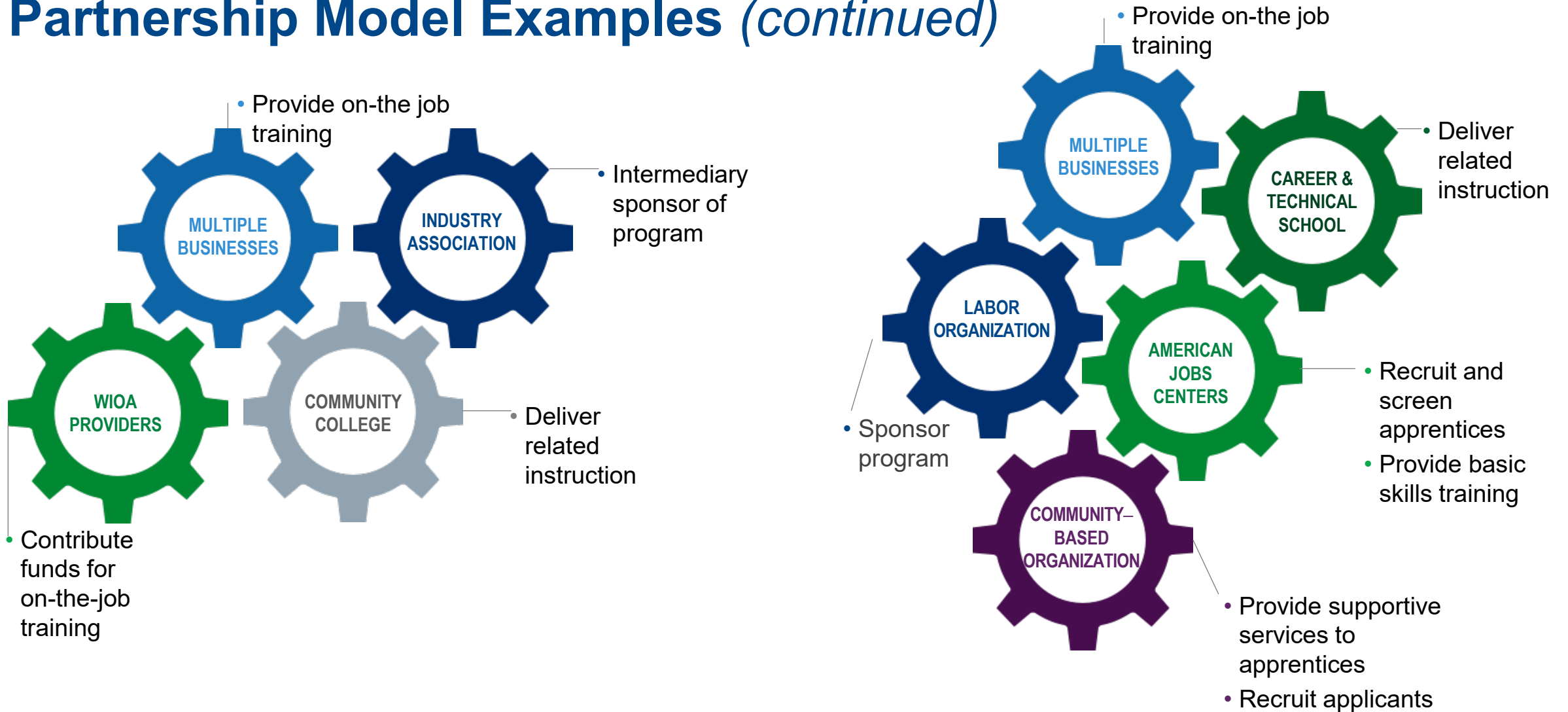
Roles and Services					
	<b>Building</b> industry and employer <b>awareness</b> about RAPs	<b>Educating</b> community partners, job seekers, youth, parents about apprenticeship career pathways	<b>Conducting focused outreach &amp; recruitment</b> of apprentices	<b>Developing, implementing, and/or administering pre-apprenticeship providers</b>	<b>Providing supportive services</b> , case management, and wraparound services
<b>Potential Partners</b>	<ul style="list-style-type: none"> <li>Local workforce boards</li> <li>Community colleges</li> <li>Industry associations</li> </ul>	<ul style="list-style-type: none"> <li>WIOA providers</li> <li>American Job Centers</li> <li>Adult education</li> <li>Community colleges</li> <li>Corrections/re-entry</li> <li>Vocational Rehab</li> <li>Veteran's services</li> </ul>	<ul style="list-style-type: none"> <li>WIOA providers</li> <li>CTE Programs</li> <li>Adult education</li> <li>Community colleges</li> <li>Corrections/re-entry</li> <li>Vocational Rehab</li> <li>Veteran's services</li> </ul>	<ul style="list-style-type: none"> <li>CTE Programs</li> <li>Adult education</li> <li>Community colleges</li> <li>Corrections/re-entry</li> <li>Vocational Rehab</li> <li>Veteran's services</li> </ul>	<ul style="list-style-type: none"> <li>WIOA providers</li> <li>American Job Centers</li> <li>Adult education</li> <li>Community colleges</li> <li>Corrections/re-entry</li> <li>Vocational Rehab</li> <li>Veteran's services</li> </ul>

# Partnership Model Examples



Source: [Building Partnerships For Apprenticeship Strategies \(illinoisworknet.com\)](http://illinoisworknet.com)

# Partnership Model Examples (continued)



Source: [Building Partnerships For Apprenticeship Strategies \(illinoisworknet.com\)](http://illinoisworknet.com)



**NEW JERSEY**

APPRENTICESHIP TECHNICAL  
ASSISTANCE COLLABORATIVE

# Business Engagement for Apprenticeship Expansion



# Business Engagement for Apprenticeship Expansion

- Apprenticeship is industry-led and employer-driven.
- Apprenticeship growth and sustainability requires continuous infusion of employers that embrace and implement the apprenticeship model.
- Effectively communicating the value of apprenticeship can lead to increased employer participation in current apprenticeship programs and expansion into new industries.
  - This requires responding to myths and misconceptions.



# Apprenticeships and Internships

**Myth:** Apprenticeship and internships are the same thing.

**FACT:** Internships are typically short-term work experience strategies that allow an individual to gain work experience and may be unpaid.

Apprenticeship programs are long-term workforce development strategies. Apprenticeships are paid employment, include progressive wage increases, and lead to a career with national credentials that support career advancement.

---



# Apprenticeship Occupations

**Myth:** Apprenticeships are only for the construction trades.

**FACT:** Apprenticeships are available in a range of industries including information technology, healthcare, K-12 Educator, business, public sector jobs, and more.



# Organized Labor

**Myth:** Apprenticeships are only available to employers with union affiliation.

**FACT:** Unions have played a critical role in the Registered Apprenticeship system in the U.S. However, apprenticeship is not just for union affiliated employers.

Nationally, non-union apprenticeship programs outnumber those that are sponsored by a joint labor-management organizations.

---

# Cost of Participation

**Myth:** Apprenticeship programs cost business and employers too much.

**FACT:** There is no cost to create and register and apprenticeship program!

Nationally, employers see return on investment of about \$1.44 for every \$1 invested when both direct and indirect benefits are counted.

Tax incentives and workforce development grants may also be available to assist with training costs.

---

Source: U.S. Department of Labor/Employment and Training Administration. (2022). [\*Do employers earn positive returns on investments in apprenticeship? Evidence from Registered Programs under the American Apprenticeship Initiative.\*](#)

# Developing Programs

**Myth:** Apprenticeship programs are hard to develop and implement.

**FACT:** Apprenticeship programs don't have to be difficult. The experts at NJDOL and USDOL OA will guide potential sponsors and employers through the entire process.

---



# Talent Retention

**Myth:** Once an apprentice gets some training they will leave for other employment.

**FACT:** Over 90% of apprentices stay with their employer throughout the course of their apprenticeship and beyond.

Investing the training and development of an apprentice can build a sense of loyalty to the employer.

---

Source: U.S. Department of Labor/Employment and Training Administration. [Explore Apprenticeship](#).

# Registered Apprenticeship Return on Investment (ROI)

Direct Benefits	
<b>44.3%</b>	Median ROI for employers. For every \$100 invested in apprenticeship, employers see \$144.30 in benefits
<b>\$80,000</b>	Average starting wage for individuals after completing apprenticeship
<b>90%</b>	Apprentices that retain employment after completing apprenticeship
<b>\$300,000</b>	Average increase in career earnings individuals that complete apprenticeship earn above those that did not complete
<b>28%</b>	Approximate public return in benefits through increased tax revenue & decreased benefits expenditures

Indirect Benefits Reported by Employers	
<b>91%</b>	Improved pipeline of skilled workers
<b>91%</b>	Increased employee loyalty
<b>96%</b>	Improved company culture
<b>81%</b>	Reduced turnover
<b>87%</b>	Improved co-worker productivity
<b>78%</b>	Product or process innovation
<b>76%</b>	Future manager development
<b>74%</b>	More on-time delivery
<b>68%</b>	Reduced downtime

\*Items in purple are benefits for individuals

Sources: Investing in Talent Development: Benefits to Employers of Registered Apprenticeships from the American Apprenticeship Initiative.

<https://www.apprenticeship.gov/sites/default/files/aai-infographic-employers-11-11-22.pdf>. Return on Investment. <https://nationalapprenticeship.org/roi>



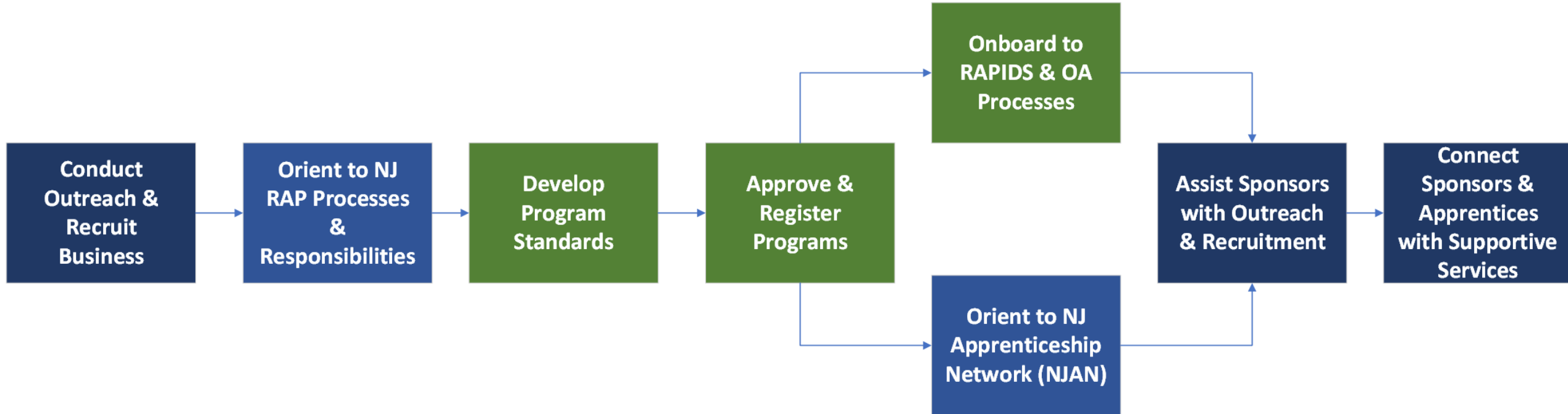
**NEW JERSEY**  
APPRENTICESHIP TECHNICAL  
ASSISTANCE COLLABORATIVE

# Partnership Roadmap and Next Steps for Building Effective Partnership





# Roadmap of Partnership Opportunities



■ Shared Role: AJCs, NJDOL, County Colleges

■ NJDOL

■ USDOL OA



# Next Steps for Building Effective Partnerships

- Know the apprenticeship ecosystem in your county/region
  - Apprenticeship Training Representatives (ATRs)
  - Unions
  - Industry Associations
  - Employers
- Keep current on New Jersey State and Regional [Labor Market Information](#)
- Identify current and potential RA sponsors
- Learn how to talk about apprenticeship as a workforce development solution using the language of business

# NJ Apprenticeship Contacts

**For assistance registering programs with USDOL  
Office of Apprenticeship**

**USDOL Office of Apprenticeship, New Jersey**

**Michael W. Blatt, State Director**

[blatt.michael.w@dol.gov](mailto:blatt.michael.w@dol.gov)

**Joseph Mancini, Apprenticeship Training Representative (ATR)**

[mancini.joseph@dol.gov](mailto:mancini.joseph@dol.gov)

Area: Bergen, Essex, Hudson, Passaic, Union

**Nicole Field, ATR**

[field.nicole@dol.gov](mailto:field.nicole@dol.gov)

Area: Atlantic, Burlington, Camden, Cape May, Cumberland,  
Gloucester, Salem

**John Martinez, ATR**

[martinez.john@dol.gov](mailto:martinez.john@dol.gov)

Area: Middlesex, Monmouth, Ocean

**Huiching "Chris" Lee, ATR**

[lee.huiching@dol.gov](mailto:lee.huiching@dol.gov)

Area: Mercer, Morris, Warren, Sussex, Hunterdon, Somerset

**General inquiries about apprenticeship, state grants,  
and program development**

**NJDOL Office of Apprenticeship**

**James Manning, Assistant Director, Apprenticeship and Work-  
Based Learning**

[James.Manning@dol.nj.gov](mailto:James.Manning@dol.nj.gov)

**Howard Miller, Assistant Director, Business Services and  
Sector Strategies**

[Howard.Miller@dol.nj.gov](mailto:Howard.Miller@dol.nj.gov)

**For all inquiries, use the form below for expedited service:**

**[NJDOL Intake Form](#)**

**[NJ Competitive Grants](#)**

**[NJDOL Competitive Grant Announcements Website](#)**



**NEW JERSEY**  
APPRENTICESHIP TECHNICAL  
ASSISTANCE COLLABORATIVE

# Resources



# Resources

## [New Jersey Apprenticeship Network](#)

- Resources for starting apprenticeship programs
- Notices of grant opportunities that support RAPs

## [Apprenticeship Professionals Learning Network](#)

- Searchable resources to support key topics for RA
- [Learning Portal](#) with self-paced modules including Apprenticeship Fundamentals, Business Engagement, Quality Pre-Apprenticeship, and more



**NEW JERSEY**  
APPRENTICESHIP TECHNICAL  
ASSISTANCE COLLABORATIVE

# Session Review



# Knowledge Review

- High quality Registered Apprenticeship Programs depend on strong partnerships
- There are many partnership models that operate in the apprenticeship ecosystem
- Business/industry and employers are central to every partnership model
- Effectively dispelling myths about and communicating the value of apprenticeship is the responsibility of all partners in the ecosystem
- Understanding partner roles and where hand-offs occur supports a system that is efficient, easy to navigate, and welcoming to new businesses and employers

# Questions?





# Additional Resources



Office of Apprenticeship Website:  
[apprenticeship.gov](http://apprenticeship.gov)



Online community of practice and technical assistance resources: [apprenticeship.workforcegps.org](http://apprenticeship.workforcegps.org)



Curated resources for frontline apprenticeship professionals: [apprenticeshipprofessionals.org](http://apprenticeshipprofessionals.org)



[NJDOL Apprenticeship Website](http://www.njdol.gov/apprenticeship)

[NJDOL Competitive Grant Announcements Website](http://www.njdol.gov/competitive-grants)



**NEW JERSEY**

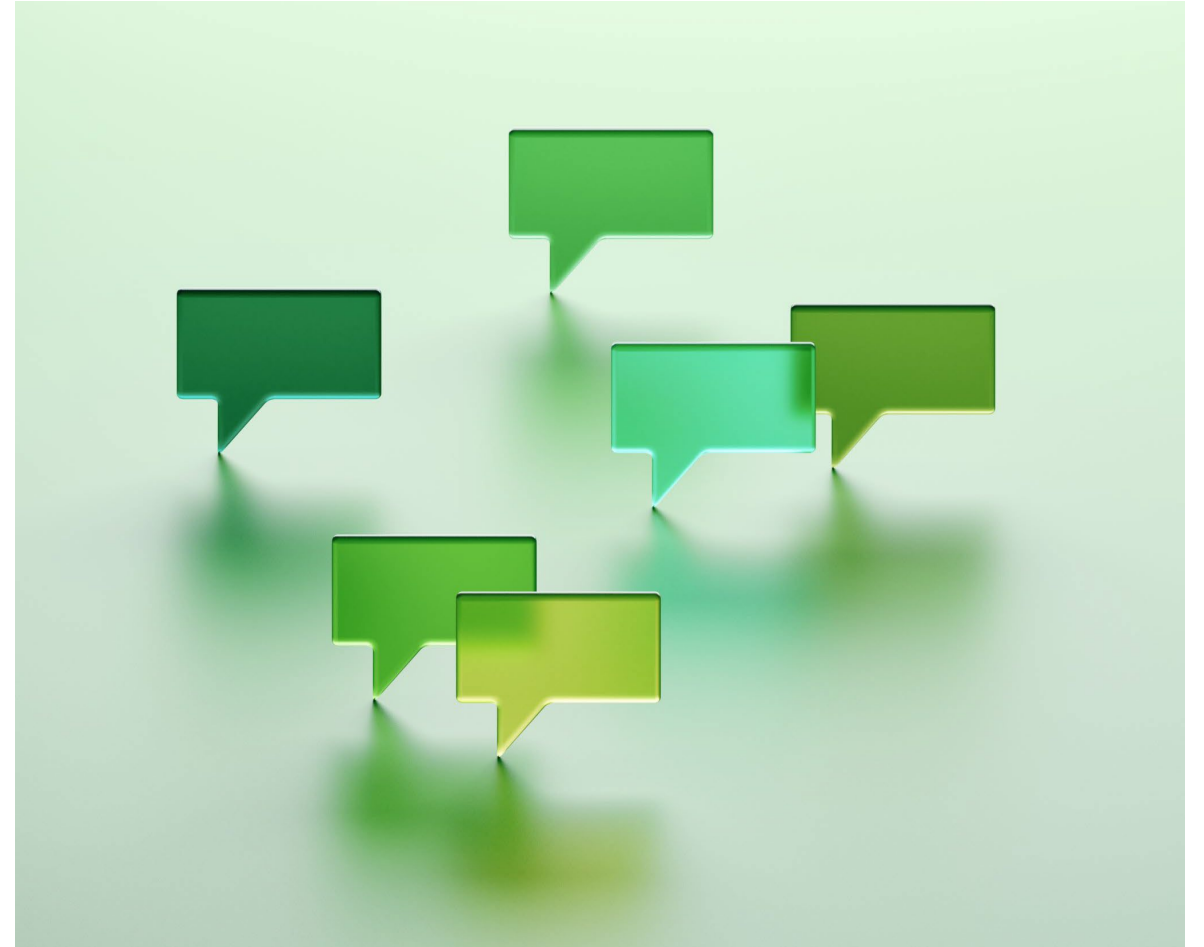
APPRENTICESHIP TECHNICAL ASSISTANCE COLLABORATIVE

<https://www.njccc.org/a-tac>



# We Want Your Feedback!

- Please complete the survey about this webinar using the link provided in the chat
- A link will also be provided in a follow up email





**NEW JERSEY**  
APPRENTICESHIP TECHNICAL  
ASSISTANCE COLLABORATIVE

## NJ A-TAC Project Contact:

Maria Heidkamp

[mheidkamp@njccc.org](mailto:mheidkamp@njccc.org)

New Jersey Apprenticeship Technical Assistance Collaborative | NJ A-TAC

The New Jersey Apprenticeship Technical Assistance Collaborative is a partnership of the New Jersey Council of Community Colleges, the American Institutes for Research, and Jobs for the Future, with support from the New Jersey Department of Labor.

Copyright © 2023 New Jersey Apprenticeship Technical Assistance Collaborative. All rights reserved.

XXXXX\_MO/YR

In partnership with:



New Jersey  
Council of  
County Colleges



Supported by:

