



MICHIGAN DEPARTMENT OF
**LABOR & ECONOMIC
OPPORTUNITY**

**WORKFORCE
DEVELOPMENT**

Discover Apprenticeship in Michigan

Promotional Toolkit for Partners

**Industry Engagement Division
State Apprenticeship Expansion
Summer 2021**

Discover Apprenticeship in Michigan

Apprenticeship Expansion Promotional Toolkit

This toolkit is intended to support localized communication and marketing efforts by Registered Apprenticeship stakeholders and partners for the Discover Apprenticeship in Michigan branding. Together with efforts by the Michigan Department of Labor and Economic Opportunity, Workforce Development, this statewide brand should engage relevant audiences and express the value of providing and pursuing Registered Apprenticeship opportunities.

You may modify the elements of this toolkit to best meet your local needs. The toolkit is designed as a starting point and branding guidance

About the Brand: Discover Apprenticeship

The U.S. Department of Labor’s (USDOL) national “Discover Apprenticeship” campaign is an invitation for audiences to learn more about a path to career preparation and workforce training they may not have considered for themselves or their workplace.

Through this invitation to discover, the aim is to educate career seekers and business leaders on the benefits Registered Apprenticeships offer – and the opportunity to fulfill their unique goals through them.



Links to the USDOL’s marketing materials, including videos, case studies and fact sheets, are available at [Apprenticeship.gov/Resource-Hub](https://www.apprenticeship.gov/Resource-Hub).

Mock Language for Website

Feel free to use the following language, or modify accordingly, on your relevant website(s):

Registered Apprenticeship: A proven pathway to a great career.

Registered Apprenticeship provides paid, relevant work experience, related classroom instruction, and national credentials employers value. Start earning a paycheck today and learn real-world skills to enable future success – without tuition debt.

Apprenticeship offers many great benefits to career seekers:

- *A paycheck from day one*
- *Increased pay as skills are acquired*
- *Hands-on training in a high-skill, high-wage career pathway*
- *An education and the potential to earn college credit debt-free*
- *National industry-recognized credential upon program completion*
- *Connect with mentors in industry who help advance your career*

Apprentices are attractive to today’s employers because they learn the precise skills needed to help employers succeed. And there is a growing demand in Michigan for new apprentices in agriculture, advanced manufacturing, education, energy, healthcare and information technology.

For employers, Registered Apprenticeship is a proven talent pipeline solution:

- *Immediately fills job openings with motivated workers*
- *Starts a rapid transfer of knowledge from current to future high-value workers*
- *Provides flexible, customized training to ensure workers develop the right skills*
- *Reduces turnover – 94% of apprentices stay with the employer after graduation*
- *Improves access to state and federal resources for talent development*
- *Fosters a diverse and inclusive workplace*
- *Improves your bottom line!*

Ready to learn more? <INSERT PROVIDER NAME> is prepared to help you Discover Apprenticeship today!

Mock Press Release for Local Distribution

Feel free to use the following language to build a press release you can share with local media outlets:

Today's career seekers are looking for pathways to high-paying, high-demand careers without incurring tuition debt. At the same time, employers in a variety of industries are looking for local talent with the necessary skills to help grow the company's bottom line.

Increasingly, both career seekers and employers are turning to Registered Apprenticeship.

For career seekers, Registered Apprenticeship provides paid, relevant work experience, related classroom instruction, and a national credential employers value. They begin earning a paycheck from day one and learn real-world skills to enable future success without incurring tuition debt.

For employers struggling to find the skilled talent they need, Registered Apprenticeship provides access to a new talent pipeline of motivated workers learning the needed skills, bringing a higher return-on-investment than non-apprentice entry level workers.

To support local Registered Apprenticeship efforts, <INSERT PROVIDER NAME> offers <INSERT SERVICE and BRIEF DESCRIPTION>.

Learn more about Registered Apprenticeship options available through <INSERT PROVIDER NAME> by visiting <INSERT WEBSITE> or calling <INSERT PHONE NUMBER>.

<INSERT PROVIDER NAME> receives funding for Registered Apprenticeship expansion from the Michigan Department of Labor and Economic Opportunity's Office of Employment and Training, Workforce Development.

For more information about Registered Apprenticeship in Michigan, visit Michigan.gov/Apprenticeship.

Mock Social Media Language

Feel free to use the following messages, or modify accordingly, to share on your social media platforms:

It's time to Discover Apprenticeship! Join us in celebrating this time-tested workforce approach that helps Michigan career seekers AND businesses. Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Many employers struggle to find the skilled talent they need. But there's a proven solution that attracts top talent and develops a loyal workforce with the skills to improve the company's bottom line. That solution? Registered Apprenticeship! Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Discover Apprenticeship: it provides paid, relevant work experience, related classroom instruction and a national credential employers value. EARN while you LEARN – without tuition debt! Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

With Registered Apprenticeship, employers gain access to a new talent pipeline of motivated workers learning the needed skills, bringing a higher return-on-investment than non-apprentice entry level workers. Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Veterans: Did you know you can receive GI Bill benefits – in addition to wages – through approved Registered Apprenticeship programs? Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Why should employers Discover Apprenticeship? It provides flexible, customized training to ensure workers develop the right skills. Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Apprentices can gain work experience, college credit, industry certifications and above average wages. EARN while you LEARN – without tuition debt! Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

There is a growing demand in Michigan for new apprentices in agriculture, advanced manufacturing, education, energy, healthcare and information technology. EARN while you LEARN – without tuition debt! Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Apprentices are attractive to today's employers because they learn the precise skills needed to help employers succeed. EARN while you LEARN – without tuition debt! Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Registered Apprenticeship combines on-the-job learning with related classroom instruction. EARN while you LEARN – without tuition debt! Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Why Discover Apprenticeship? Apprenticeship combines classroom studies with extensive on-the-job training under the supervision of journey level craftsman or industry professional. Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

What do a computer programmer, an electrician, an office manager, a home health aide, and a wind turbine technician all have in common? They are all jobs that can be learned through a Registered Apprenticeship. Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Businesses that use Registered Apprenticeship reduce worker turnover by fostering greater employee loyalty, increasing productivity, and improving the bottom line. Learn more at Michigan.gov/Apprenticeship. #NAW2020 #MichiganApprenticeship #LearnMoreEarnMore

Registered Apprenticeships are a great way to reward high-performing entry-level employees and move them up the career ladder within the business. Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Registered Apprenticeship is also an “earn and learn” model – apprentices receive a paycheck from day one, so they earn wages while they learn on the job. Learn more at Michigan.gov/Apprenticeship. #MichiganApprenticeship #DiscoverApprenticeship #LearnMoreEarnMore

Mock Email Language

Feel free to use the following language, or modify accordingly, to share through your email distribution tool:

[Email Message to Students / Career Seekers]

Today’s career seekers are looking for pathways to high-paying, high-demand careers without incurring tuition debt. That’s why more and more people are turning to Registered Apprenticeship – a proven pathway to a great career.

Registered Apprenticeship provides paid, relevant work experience, related classroom instruction, and national credentials employers value. Apprenticeship offers many great benefits to career seekers:

- *A paycheck from day one*
- *Increased pay as skills are acquired*
- *Hands-on training in a high-skill, high-wage career pathway*
- *An education and the potential to earn college credit debt-free*
- *National industry-recognized credential upon program completion*
- *Connect with mentors in industry who help advance your career*

Apprentices are attractive to today's employers because they learn the precise skills needed to help employers succeed. And there is a growing demand in Michigan for new apprentices in agriculture, advanced manufacturing, education, energy, healthcare and information technology.

Without question, there are many benefits to Registered Apprenticeship. And you can Discover Apprenticeship right here in <INSERT COUNTY/COMMUNITY NAME> through <INSERT PROVIDER NAME>.

To assist career seekers, <INSERT PROVIDER NAME> provides <INSERT SERVICE and BRIEF DESCRIPTION>.

Learn more about Registered Apprenticeship options available through <INSERT PROVIDER NAME> by visiting <INSERT WEBSITE> or calling <INSERT PHONE NUMBER>.

[Email Message to Employers]

It's no secret today's employers struggle to find the skilled talent they need. There is a proven solution, though, one that allows employers to attract top talent and develop a loyal workforce with the skills to improve the company's bottom line.

That solution is Registered Apprenticeship.

Registered Apprenticeship combines on-the-job learning with related classroom instruction to rapidly develop skills. Employers gain access to a new talent pipeline of workers learning the needed skills, bringing a higher return-on-investment than non-apprentice entry level workers.

For employers, Registered Apprenticeship immediately fills job openings with motivated workers receiving customized training, reducing turnover (94% of apprentices stay with the employer after graduation) while improving access to state and federal resources for talent development.

Without question, there are many benefits to Registered Apprenticeship. And you can Discover Apprenticeship right here in <INSERT COUNTY/COMMUNITY NAME> through <INSERT PROVIDER NAME>.

To assist local employers, <INSERT PROVIDER NAME> provides <INSERT SERVICE and BRIEF DESCRIPTION>.

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Thank you for your support!