

Apprenticeship Awareness Strategies

Apprenticeship is a structured system of training designed to prepare individuals for skilled occupations. It combines on-the-job learning under the supervision of experienced journey workers with related classroom instruction. The aim of this document is to provide educators with various ideas to implement with their students, school staff or community.

Consistent Message

The message about registered apprenticeship careers needs to be reinforced in a strategic and consistent manner throughout the course of each school year. This can happen in a number of different ways. To accomplish this goal, consider a few of the following:

- Implement apprenticeship careers conversations into your lesson plans in appropriate classes.
- Arrange guest speaker from the apprenticeship field to speak to your classes. Consider speakers from both the construction and manufacturing fields. Below are a few links to contractors to contact.
 - <http://milwbuildingtrades.org/>
 - http://www.agcwi.org/find-a-contractor/find-a-contractor1.html#bf_dirFrame_605
 - <http://www.buildacea.org/>
- Highlight a former student who is in, or has completed an apprenticeship program.

School Counselors

- Meet with your school counselor(s) to talk about apprenticeship programs that align with your courses. Leave apprenticeship materials for them to read and potentially, leave enough for them to distribute to students and parents (i.e., apprenticeship occupations, apprenticeship pay, apprenticeship pay versus attending a four-year college, etc.).
- Invite your school(s) to one of your classes for just one hour each semester to see what you are teaching in your courses. Highlight the importance of apprenticeship career pathways for students in your courses.
- As part of a career day or open house, focus on apprenticeship careers.

Parents and Community

- Highlight apprenticeship during a parent's night, career night, open-house, parent-teacher conferences, etc. Any time there is a community/parent opportunity, promote apprenticeship careers.
- Publish a story or two in your school newsletter or local newspaper about a former student and/or the importance of apprenticeship careers.
- Send apprenticeship promotional materials home with your students.