# SCOPE OF WORK (SOW)

Apprenticeship Outreach

1. **Service location(s)** – services must be delivered in-part in person, but may also employ online / virtual methods as needed in the State of Idaho. The successful bidder must have the primary contact(s) for the contract located in Idaho. Bidders may propose a distributed staffing model based on existing infrastructure (i.e. offices) in the six regions of Idaho (see attached map) or include a travel budget for the primary contact to deliver services in each region, as needed.

2. **Restrictions on when/how services can be provided** – services must accommodate the schedule of the intended audiences.

3. **Required deliverables** *(note – "service delivery area" refers to the six regions of Idaho):*

| | Activity | Relevance | How Success Will Be Measured |
|---|---|---|---|
| 3.1 | Advocate for and promote all Registered Apprenticeship through statewide outreach:<br>• in the schools<br>• creating and maintaining strong relationships with counselors and career advising staff<br>• including parents<br>• using digital strategies to support upcoming and recent activity, or where physical presence is impossible. | Increasing Registered Apprenticeships have been set as a priority by the Idaho Workforce Development Council. Lack of awareness has been identified as a major obstacle to increasing this pathway to success for Idahoans. | 1. Increase of Registered Apprentices<br>2. Number of, geographic range, and attendance at opportunities such as events promoting apprenticeship<br>3. Number of counselors/career advisors in communication<br>4. Reach and demographic of digital marketing efforts<br>5. Diversity of industries represented in marketing materials<br>6. Materials produced to promote apprenticeship |
| | ***Describe in detail and provide examples of how you will meet the requirements of Section 3.1.*** | | |
| 3.2 | Advocate for Youth Apprenticeship programs throughout Idaho through strong partnership with Idaho Business for Education, Idaho Department of Labor, and Career & Technical Education, and in-person and digital efforts specifically targeting these opportunities. | Anecdotally the average age of an apprentice in Idaho is 27. Showcasing opportunities to Idaho's youth provides them another viable pathway to success. | 1. Quarterly meetings with IDOL, CTE and IBE on the topic of apprenticeship expansion / regular correspondence between meetings<br>2. Increase of youth apprentices<br>3. An integrated marketing plan with Idaho Business for Education's Youth Apprenticeship Program |

| | | | |
|---|---|---|---|
| | | | 4. Number of, geographic range, and attendance at opportunities such as events promoting apprenticeship to youth<br>5. Contacts with career advisers and counseling staff in Idaho's schools tagged with Youth Apprenticeship<br>6. Materials produced to specifically highlight Youth Apprenticeship<br>7. Targeted digital campaigns focused on educating parents on Youth Apprenticeship |
| *Describe in detail and provide examples of how you will meet the requirements of Section 3.2.* | | | |
| 3.3 | Align with state efforts to advocate for apprenticeship in Idaho. | Idaho Workforce Development Council, Idaho Career & Technical Education, and Idaho Department of Labor are all working to advocate for apprenticeship in Idaho. These efforts need to support and amplify agency outreach. | 1. Attend Idaho Workforce Development Council's Apprenticeship Committee meetings<br>2. Adopt state produced content such as nextsteps.idaho.gov in marketing materials<br>3. Meet quarterly with Idaho Department of Labor Apprenticeship coordinators, and correspond regularly<br>4. Invite nearby representatives from Idaho Department of Labor, Idaho Workforce Development Council, Career & Technical Education, and Idaho Business for Education to outreach events |
| *Describe in detail and provide examples of how you will meet the requirements of Section 3.3.* | | | |
| 3.4 | Connect highly interested individuals with most efficient pathway to becoming an apprentice. | An interested individual can easily lose that interest if the process becomes arduous, unorganized, or prolonged. | 1. Number of leads that are converted to apprentices.<br>2. Explanations for leads that fall of that are outside of your range of effect.<br>3. Efficiently connect interested apprentices with the appropriate contact. |

| | | | 4. Ensure interested apprentices are connected with any programs they might be eligible for. |
|---|---|---|---|