

## **Project Description: Apprenticeship Outreach Plan (Draft)**

Recognizing the Idaho Workforce Development Council is a representative body of the agency, education, and employer partners involved in ApprenticeshipIdaho, and other work-based learning initiatives, we believe it's the Apprenticeship Committee's responsibility to have an active and integrative outreach plan.

The initial phase of the outreach strategy will be directed at Idaho's employers, youth, and those, such as counselors, administrators and teachers, who work in the sphere of education. It will be designed to both amplify the council's ability to voice the value of apprenticeship, while supporting the labor unions and agencies already engaged in outreach efforts.

Goal: Amplify the council's ability to voice the value of apprenticeship to employers, youth, and education.

Actions:

- Collect and curate existing assets such as video, photos, and materials created by partners who are willing to share.
- Work with Strategies 360 to create a scope of work that includes the creation of:
  - Slideshows for council members to present to the three key audiences
  - Handouts for council members to provide to three key audiences
    - Committee Leads:
- Produce a short video for council members that explains talking points for the three key audiences, how and when to use both the slideshows and materials, and highlights already existing resources.
  - Committee Leads:
- Find, act, and track presentation opportunities for the council.
  - Research and curate opportunities for presentations to occur.
  - Act: Find the appropriate council person to present at that event.
  - Track: log notes from event to event to heighten effectiveness at similar opportunities, and at annual events.
    - Committee Leads:

Goal: Support and expand partner entities and agency's existing outreach efforts.

Actions:

- Include apprenticeship as a major component of Workforce Development Council's first proposed large outreach effort. (This effort focuses on matching those in counties with relatively low go-on rates and relatively high unemployment with training for in-demand careers. It will include an extensive use of both traditional and digital media.)
  - Committee Leads:
- Work with both Department of Labor and the labor unions to create proposals for the Outreach committee that will heighten and expand their existing apprenticeship outreach efforts.
  - Committee Leads: