



May 5-11, 2024







Youth Apprenticeship Week (YAW) celebrated the benefits and value of Registered Apprenticeship opportunities for young people, ages 16-24. Leaders from the local, state, and national levels issued proclamations and attended career fairs, conferences, graduations, signing ceremonies, webinars, and other events to showcase that Youth Apprenticeship truly is a pathway for all young people! YAW gave stakeholders a chance to increase awareness of the life-changing career opportunities for young people that also provide a sustainable pipeline of skills and diverse talent for the jobs of today and tomorrow.

By the Numbers



423 Events



127 Proclamations



682,781 Attendees

During this year's Youth Apprenticeship Week, May 5-11, 2024 – more than 420 events were held across the United States, and 127 proclamations were issued to celebrate the benefits and value of Registered Apprenticeship for youth. Industry, labor, equity, workforce, education, and government partners joined together to showcase and promote high-quality, inclusive, in-demand career pathway opportunities for all.

State Highlights

Hundreds of activities hosting over **682,781 attendees** were held in all 50 states plus the District of Columbia, Guam, and Puerto Rico





The Week at a Glance

YAW focused on several themes:

- "Parents and Guardians are a Priority" in Registered Apprenticeship
- Youth Apprenticeship: Building Awareness, Myth Busting, Partnering with Educational Providers, and Creating Pathways through Pre-Apprenticeship
- Expanding Youth Apprenticeship Opportunities for Underserved Populations
- National Youth Apprenticeship Signing Day
- Federal Partners Day











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Kicking Things Off

• Youth Apprenticeship Week started with a Kickoff Event at the U.S. Department of Labor (DOL), in a demonstration of a whole of government commitment to youth apprenticeship as a quality career pathway to good jobs for young people. Assistant Secretary José Javier Rodriquez and Deputy Assistant Secretary Manny Lamarre of the Employment and Training Administration (ETA) were joined by: Kyle deCant, Director of Labor Policy for the White House National Economic Council; Veronica Hinton, Associate Director of Workforce Policy and Innovation for the U.S. Office of Personnel Management (OPM); Amy Loyd, Assistant Secretary for the Department of Education's Office of Career, Technical, and Adult Education, along with several Apprentice Trailblazers and other youth apprentices and graduates.

Assistant Secretary Rodriguez and Deputy Assistant Secretary Lamarre with Kyle deCant, White House NEC, Veronica Hinton, OPM, Amy Loyd, Education, youth apprentices, recent graduates and RA Sponsors at the Kickoff Event in Washington, DC

• DOL Acting Secretary Julie Su, ETA Assistant Secretary José Javier Rodriquez, ETA Deputy Assistant Secretary Manny Lamarre, and OA Administrator John Ladd held a roundtable discussion with more than 20 youth apprentices, pre-apprentices, and apprentice graduates, who shared their inspiring stories about how their apprentice experiences have impacted their lives.



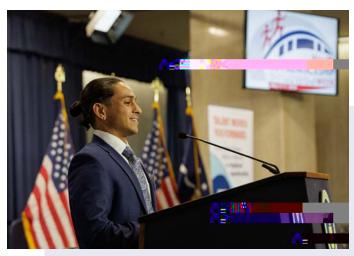
DOL Acting Secretary Julie Su listens to youth apprentices talk about their experiences



Assistant Secretary Rodriguez, Deputy Assistant Lamarre and Administrator Ladd at roundtable discussion with apprentices



Kicking Things Off



Youth Apprentice Trailblazer Pablo Torres Diaz of The Hartford served as co-emcee for the Kickoff Event in Washington, DC



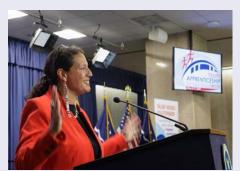
Lydia Sarno looks on as her grandson, Luis Sarno speaks about his apprenticeship experience



Apprentices talk about how apprenticeship has changed their lives



ETA Deputy Assistant Secretary Manny Lamarre facilitated a panel with Tatyana DeShields, Milan Ball, Malyik Lasley, Tamia Mack, and Amber Oliver



Amy Loyd, Assistant Secretary, Office of Career, Technical, and Adult Education, U.S. Department of Education



José Javier Rodriquez, Assistant Secretary, Employment and Training Administration (ETA), U.S. Department of Labor

National Youth Apprenticeship Signing Day

On National Youth Apprenticeship Signing Day, Deputy Assistant Secretary for the Employment and Training Administration (ETA), Manny Lamarre, DOL, and DOL- ETA's Office of Apprenticeship Administrator, John Ladd celebrated a special youth apprenticeship Signing Event with the District of Columbia's Department of Employment Services (DOES). Signatories included members of the nation's first HBCU public service apprenticeship program and included Howard University, DC Water, Howard University Hospital, and the University of the District of Columbia. Over 45 high school and college students participated and signed apprenticeship agreements.



Deputy Assistant Secretary Lamarre and Administrator Ladd with youth apprentices and their RA Sponsors



Youth apprentices signing their apprenticeship agreement



DOL Office of Apprenticeship Administrator John Ladd



Youth apprentices signing their apprenticeship agreement



Youth apprentices at National Youth Apprenticeship Signing Day



From the Field

Throughout the nation, stakeholders from government, education, labor, and industry hosted events to promote youth apprenticeship and support young people in their career pathways.



New apprentices signing their agreements with HII's Newport News Shipbuilding and The Apprentice School





Howard County, MD high school students participated in National Youth Apprenticeship Signing Day

- Huntigton Ingall's Newport News Shipbuilding division welcomed more than three dozen graduating high school seniors into careers in shipbuilding. The shipyard held a Youth Open House for Shipbuilding Trades and Signing Ceremony at The Apprentice School, an Apprenticeship Ambassador. Of the 38 students who accepted employment offers, 15 will begin full-time trade positions and 23 will attend The Apprentice School.
- Howard County Public Schools <u>Signing Day</u> hosted 47 students during YAW at Howard Community College in Columbia, Maryland. Students made a commitment to take part in a Registered Apprenticeship program while also attending school. "I want to pursue something related to my future career. So, after I finish college, it's going to help me," student Charlen Pak said.
- Atlantic Track, an Apprenticeship Ambassador in Memphis, TN, hosted <u>events</u> throughout the week to celebrate the work being done in the Greater Memphis area to grow apprenticeship in the skilled trades. Events included a Parent & Guardian Night Open House, <u>Myth Busting Podcast</u>, Spotlight on Women in Advanced Manufacturing, and a Pre-Apprenticeship Signing Day.
- The Metropolitan Washington Airports Authority (MWAA) hosted a Signing Day event for their Skilled Trades Apprentice Program which supports a career pathway at two of the Mid-Atlantic's busiest airports, Ronald Reagan Washington National and Washington Dulles International. The apprenticeships provide students an opportunity to earn a salary while attending school.



Atlantic Track celebrates Pre-Apprenticeship Signing Day



Students touring Washington Dulles International to learn about the MWAA Skilled Trades Apprentice Program

From the Field

■ The Louisiana Workforce Commission and the Apprenticeship Division, WIOA and the local office of Workforce Development collaborated to organize the first-ever Youth Apprenticeship Career Expo at Acadian Middle School in Lafayette, Louisiana. The expo showcased real-life scenarios, providing invaluable insights to more than 500 students from six schools in Acadiana, ranging from 8th-12th grade. First responders also had the opportunity to demonstrate fundamental life skills to students interested in pursuing careers in those fields. This first expo particularly focused on students and schools in socio-economically challenged areas, aiming to broaden their career horizons beyond high school graduation.



Business leaders and employees at the Career Expo



Students interacting with South Louisiana Community College learning how to apply for scholarships



Students interacting with Louisiana Plumbing Institute

• The <u>Charleston Regional Youth Apprenticeship program</u> (CRYA) at **Trident Technical College** serves as one of two National Learning Hubs on youth apprenticeship. From culinary arts to pre-nursing to advanced manufacturing, the CRYA program brings local employers and high school students together for dynamic learn-and-earn programs.



Pre-nursing apprentices in the CYRA program





From The Field



Colorado Springs District 11 staff celebrate youth apprenticeship



Denise Miller leads a panel discussion with employers and apprentices

- Apprenticeship Colorado with Colorado Springs School District 11 hosted an Apprenticeships Are the Future of Work event to promote awareness of apprenticeships among young people. More than 130 students attended the event with local employers, school staff, and Registered Apprenticeship Sponsors to learn about youth apprenticeship and hear from employers and apprentices about their experiences.
- The <u>Central Ohio Transit Authority (COTA)</u> hosted a unique **Junior "Roadeo"** event including a five-part skills competition among 11 apprentices divided into 2 or 3 person teams. The competitions focused on shop safety, body repair/rivets, overhead valve adjustment, electrical skills, and a 50-question written test.



COTA Junior Roadeo Winning Team Jonathan Castaneda, Javon Tucker, and Tyler Cameron

• The Manufacturers' Association held a graduation ceremony for some 70 high school students at Penn State's York campus. The Association partners with the PA Department of Labor & Industry, Partnership for Career Development, York County Alliance for Learning, Chester County Intermediate Unit, Lancaster County Workforce Development Board, and dozens of employers.



2024 Pre-apprenticeship graduates

From the Field



Mayor Shirley Washington with AFC apprentices and program supporters

• Ambassadors For Christ Youth Ministries hosted the Mayor of Pine Bluff, Arkansas, Shirley Washington, at a <u>YAW Employers</u> and <u>Partners Luncheon</u> to explore opportunities available to young people through apprenticeship.



Vice Mayor Davis with instructors and youth apprentices

• Vice Mayor Alexandra P. Davis of Miramar, FL, hosted an Apprenticeship Fair for youth and young people interested in learning more about the opportunities that apprenticeship can provide. She also hosted an Ice Cream Social at City Hall with youth apprentices.



John Deere Thibodaux, Career Magnet Center, Thibodaux, LA, welding program qraduate Quinn Paul Landry

■ Thibodaux High School Career Magnet Center, has the distinction of being the first Welding Apprenticeship in Louisiana, with John Deere. Two graduating students will be entering full-time employment this year; the program continues to grow and will start 14 students—8 in welding and 6 in diesel mechanics.



Young people celebrated YAW in New York City by telling their stories and learning about youth apprenticeship

■ CareerWise, in collaboration with **New York City Public**Schools and **CUNY** celebrated YAW by highlighting the invaluable contributions of youth apprenticeships in shaping the future workforce. The event featured prominent speakers from Accenture, Amazon, and JPMorgan Chase who shared insights on the importance of youth apprenticeships in preparing young talent for the demands of today's economy.



Virtual Events



• Jobs for the Future (JFF) hosted a webinar, What to Know When Planning Your Youth Apprenticeship Program that focused on youth apprenticeship as a partnership that can connect in-school youth with employment opportunities that lead to post-secondary credentials and lasting careers. The event emphasized the critical foundations to a successful youth apprenticeship program and how to develop or expand programs.



• The National Institute of Innovation and Technology (NIIT) hosted a YAW Virtual Accelerator, celebrating innovative pathways in skills-based learning for youth to meet the growing demand for the workforce of the future. The panel addressed the common myths surrounding vocational education and emphasized the in-demand, lucrative careers that apprenticeship can lead to by connecting educational providers with industry leaders.



■ The Bric Foundation along with the California Workforce

Development Board hosted a virtual event, Exploring Youth

Apprenticeship Pathways in Entertainment, to discuss the historic new initiative, Arts, Media & Entertainment - High Road Training

Partnership (AME-HRTP), which is the first large-scale multi-year initiative that bridges training and education programs with employment and drives economic mobility for underrepresented AME workers in California's creative industries.



• NICE of the U.S. Department of Commerce National Institute of Standards and Technology (NIST) hosted a webinar, Equity Strategies in Youth Apprenticeship Programs and Partnerships. Youth apprenticeship delivers paid work-based learning to students still enrolled in high school, as well as recent graduates. As cybersecurity and technology stakeholders in government, industry, and the education sector explore youth apprenticeship and other youth work-based learning options, it's important to acknowledge the intricate work of partnership development and program design that is needed to deliver equitable opportunities for students of all socioeconomic backgrounds.

Here's What We Were Up To

- John Ladd, Administrator, OA kicked off the week at the Eastern Seaboard Apprenticeship Conference (ESAC), in San Juan, Puerto Rico, and visited Luma Apprenticeship, which is working in collaboration with LUMA College for Technical Training and IBEW and which enrolls Job Corps students in their program. John also spoke at Celebrating the Future: Youth Apprenticeship, in Delaware.
- Megan Baird, Deputy Administrator,
 OA spoke about Setting a Collective Vision for Youth Apprenticeship: Reflecting on Early Momentum to Plan for the Future, in Washington, DC, hosted by the Urban Institute in collaboration with ICF, Jobs for the Future, and net. America. Key leaders in youth apprenticeship shared insights about how to maintain and expand momentum for youth apprenticeship nationally. Megan also spoke at The ROI of Tech Apprenticeships in Washington, DC, hosted by BuildWithin and including DC DOES.



Joey Heavner, Sasha Cooper-Morrison, Cierra Mitchell, Gemma Thomas, and Randy Copeland from the Office of Apprenticeship, celebrating YAW

• Assistant Secretary Jose Javier Rodriguez, Deputy Assistant Secretary Manny Lamarre, and Division Director Cierra Mitchell visited AAR Corp.'s facility in Miami for a Career Source Florida event and tour of The Flying Classroom. The activities focused on apprenticeship and what they mean for recruitment and retention for high-demand careers in the aviation industry.



US Department of Labor staff in the field engaging with partners during YAW



US Department of Labor ETA Assistant Secretary Jose Javier Rodriguez addressing young people during the first Youth Apprenticeship Week



Here's What We Were Up To



BCPS held an expo is for students interested in learning more about vocational careers and apprenticeships in the Baltimore County area



Youth Lead Randy Copeland, OA, visited the Potomac Job Corps YAW job fair



Chattanooga Mayor Tim Kelly speaking at YAW Kickoff Event

- Jeffrey Smith, Workforce Liaison and Program Analyst, OA attended the Baltimore County Public Schools (BCPS) Student Career Expo, Catonsville, MD. Students and their families were able to learn about vocational careers and apprenticeship programs available throughout Baltimore County. The event was sponsored by the Baltimore County government, BCPS, and the Community College of Baltimore County.
- Randy Copeland, Youth Lead and Program Analyst, OA, attended the Potomac Job Corps Job Fair in Washington, DC. The one-day event provided students with the opportunity to explore various apprenticeship programs, career paths, and to network with industry professionals. The event featured panel discussions, workshops, and a job fair where attendees had a chance to learn about different apprenticeship opportunities and interact with potential employers.
- Molly Bashay, Senior Policy Advisor, Workforce Development, ETA, DOL, joined BuildWithin Co-Founder Dr. Ximena Gates Hartsock in Chattanooga, TN at a Celebrating Youth Apprenticeship Week Kickoff Event, which included a panel discussion on the value of youth apprenticeships. Chattanooga Mayor Tim Kelly was joined by representatives from Hamilton County schools, ApprenticeshipTN, and Steering Committee leaders to showcase the advantages of apprenticeship programs in communities like Chattanooga and how they offer practical solutions to bridging the skills gap. The highlight of the event was the awarding of \$40,000 in incentives to four companies to jumpstart new youth apprenticeship programs and nurture local talent.
- Wood Powell, Program Analyst, Office of Apprenticeship (OA) attended the Apprenticeships and the Future of Virginia's Technology Economy in Vienna, VA. Northern Virginia Chamber of Commerce President and CEO, Julie Coons kicked off BuildWithin's Youth Apprenticeships and the Future of Virginia's Technology Economy during Youth Apprenticeship Week saying, "It was a privilege to join BuildWithin's esteemed panel and share NVC's apprenticeship work in celebration of 2024's Youth Apprentice Week."

Proclamations

Approximately 127 Proclamations were signed in support of Youth Apprenticeship Week.

Education & Industry

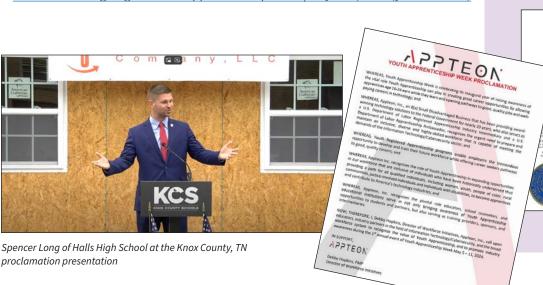
- Baugo Community School, Indiana: baugo-schools.pdf (apprenticeship.gov)
- Wright Now LLC, Apprenticeship Training School, Tennessee:
 WRIGHT NOW LLC YAW Education Proclamation (canva.com)
- Appteon: appteon-yaw-2024-proclamation.pdf (apprenticeship.gov)

Government Local

- Mayor Lauren McLean of Boise, Idaho: proclamation-youthapprenticeshipweek-may2024_digital.pdf
- Mayor David Jackson of Marion County, Tennessee: youth-apprenticeship-proclamation_marion-county.pdf
- Mayor Joseph Hogsett of Indianapolis, Indiana:
 Youth-Apprenticeship-Week.pdf (employindy.org)
- Knox County, TN Proclamation Presentation (video)

Government State

- Governor Wes Moore and Lt. Governor Aruna Miller, Maryland: yaw_md-governors-proclamation.pdf (apprenticeship.gov)
- Governor Doug Burgum, North Dakota:
 Youth Apprenticeship Week 2024.pdf (nd.gov)
- Governor Pedro Pierluisi, Puerto Rico: proclamation-message_05062024.pdf (apprenticeship.gov)
- Governor Lou Leon Guerrero, Guam:
 Proclamation Signing for Youth Apprenticeship Week | May 5-11, 2024 (youtube.com)











In the News, Online, and in Social Media

Registered Apprenticeship was a hot topic on social media in the weeks leading up to, during, and after Youth Apprenticeship Week. The outreach on social media had a remarkable impact because of the participation of apprentices, employers, sponsors, and workforce professionals who shared highlights from events, media stories, and proclamations with followers on Facebook, Instagram, LinkedIn, and X, and through the news media.

Youth Apprenticeship Week social media and media outreach resulted in:

- **67 million impressions** across media types, including online news, print, radio, social media, and TV!
- More than 10,000 YAW-themed social media posts resulted in 92,000+ engagements.
- English and Spanish YAW editorials were placed in 5,378 news outlets resulting in a reach of more than 380,000 viewers.
- In advance of YAW, news articles in English and Spanish were placed in news outlets across the country. The English language article was placed in more than 2,700 news sites and the Spanish language version was placed in more that 2,600 news sites. The articles reached more than **360 million users.**



News Highlights included:

- Youth Apprenticeship Week Spotlights Opportunities | Minnesota Star Tribune
- La Semana del Aprendizaje Juvenil destaca las oportunidades | Pittsburgh Post-Gazette (financialcontent.com)
- EARLY YEARS: National Youth Apprenticeship Week puts spotlight on work-based learning opportunities (wdbj7.com)
- Governors Continue Exploring Innovative Methods to Scale Youth Apprenticeship National Governors Association (nga.org)
- From Moment to Movement: Celebrating the First-Ever Youth Apprenticeship Week (newamerica.org)
- Restaurant Association of Maryland helps promote Youth Apprenticeship Week (wjla.com)
- From The College Campus To The Apprenticeship Campus (forbes.com)
- It's Youth Apprenticeship Week. What do apprenticeships look like right now? | HR Dive
- National Institute for Innovation and Technology™ Announces Groundbreaking Pre-Apprenticeship Program During Youth Apprenticeship Week (tmcnet.com)
- Local students discover future careers at inaugural Youth Apprenticeship Week (msn.com)
- WXOW Wisconsin "Students sign apprenticeship commitments during first ever National Youth Apprenticeship Week"
- Dean Guldo: Focuses on career opportunities for next generation of workers The Tribune | The Tribune (irontontribune.com)
- Youth apprenticeship week focuses on next generation of workers | Daily Gate City Keokuk, Iowa | mississippivalleypublishing.com



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In the News, Online, and in Social Media

YAW 2024 Videos



The Supply Chain Automation Workforce Hub



Hawaii Carpenters & Training Fund



Appteon



Healthcare Integrated



National Restaurant Association Education Fund



Apprenticeship NC



Some of the most popular posts on social media included:







Likewise, he had to apply to TTC and take the Accuplace









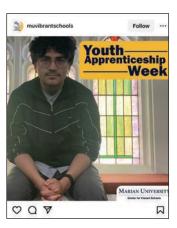


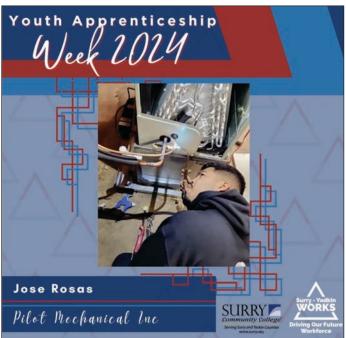




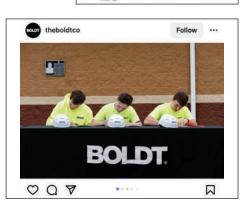
Some of the most popular posts on social media included:



















Some of the most popular posts on social media included:













Wisconsin Department of Workf... · 5/14/24 News worth sharing: @LeaderTelegram's editorial

board voiced support for health care #apprenticeships to reduce student debt & improve hospital staffing after seeing coverage of DWD Sec. Pechacek's visit to @gundersenhealth

Looking Ahead to the 10th Anniversary of National Apprenticeship Week: Nov. 17-23, 2024



As we prepare to mark the 10th anniversary of the week dedicated to the promotion of Registered Apprenticeship, we aim to make next year's celebration bigger than ever. Make sure to stay tuned to our website at www.apprenticeship.gov for all the information and resources you need to start, grow, or join an apprenticeship program. Let's build on the momentum and look forward to celebrating again on Nov. 17-23, 2024.



