

# Outreach & Recruitment Strategies for Apprenticeship Programs

## 1. Apprenticeship Finder

- The U.S. Department of Labor can post openings in your apprenticeship program for potential apprentices to find here: <https://www.apprenticeship.gov/list-your-apprenticeship-jobs>
- Apprenticeship Finder tool: <https://www.apprenticeship.gov/apprenticeship-finder>
- Job finder tool for apprentices: <https://www.apprenticeship.gov/apprenticeship-finder>

## 2. Outreach and Recruitment of Diverse Candidates in Apprenticeship Programs:

- Information about the **Universal Outreach Tool**: This tool is a resource to help sponsors find diverse candidates for their apprenticeship programs. The tool included non-profit, state, local, and community organizations across the country, and sponsors can use the tool to identify organizations in their area that can help them recruit diverse apprentices.
- Learn more: [https://www.doleta.gov/oa/eo/outreach\\_recruitment/](https://www.doleta.gov/oa/eo/outreach_recruitment/)
- The Universal Outreach Tool: <https://apprenticeshipusa.secure.force.com/eeoresourcetool/>

## 3. Recruiting Veterans in Apprenticeship Programs:

- Florida's Department of Veterans Affairs: <https://floridavets.org/benefits-services/employment/>
- American Job Centers can assist you in identifying available qualified Veterans who are looking for job opportunities: [www.servicelocator.org](http://www.servicelocator.org).
- Learn more about the GI Bill: [www.benefits.va.gov/gibill](http://www.benefits.va.gov/gibill)
- **The Helmets to Hardhats program** connects women and men from the Armed Forces with promising building and construction careers, and can be a valuable partner in efforts to recruit women veterans into pre-apprenticeship and apprenticeship programs.

## 4. Recruiting women in Apprenticeship Programs:

- **Resources for Reaching and Recruiting Women to Apprenticeship**: The Western Resources Center for Women in Apprenticeship, a joint project of Oregon Tradeswomen, Inc., Seattle-based Apprenticeship & Nontraditional Employment for Women (ANEW), and Oakland, California-based Tradeswomen, Inc., has some great resources for recruitment and retention of women in trades careers.
- **Chicago Women in Trades** has developed a customized battery of aptitude tests based on apprenticeship partner entry tests. Their battery includes seven tests: Multiplication, Vocabulary, Measuring, Numerical Computation, Reading Comprehension, Spatial Visualization, and Numerical Reasoning. They also have physical assessment and formal interview materials available. The materials are available to others at no charge.
- **The Armed Services Vocational Aptitude Battery (ASVAB)** is used by the military to assess math and reading skills of recruits. These tests have been used successfully by the Los Angeles WINTER pre-apprenticeship program as part of its candidate assessment process.
- **WorkKeys** is another series of tests used to assess job-related basic skills. Applied Math, Reading for Information, and Locating Information are the three assessments included in the National Career Readiness Certificate, a work credential recognized by many employers.

- **The Pre-Apprenticeship Panel Interview** This document describes the interview panel approach used by the ABCD/Building Pathways program to evaluate pre-apprenticeship program candidates.

Learn more: <https://www.doleta.gov/oa/preapp/resources.cfm>

## 5. Recruiting people with disabilities:

- **The Job Accommodation Network** provides online and phone support for service providers, employers and individuals with disabilities regarding testing and workplace accommodations and accessibility options.

## 6. Job Corps (a great program for recruiting diverse candidates)

- Job Core has an outreach and admissions office where you could recruit potential apprentices for specific jobs for employers.
- Reach out to the Job Corps center closest to your location or one that offers training in the field you're looking for to market and conduct outreach for your apprenticeship program:  
<https://www.jobcorps.gov/contact-us>

## 7. American Job Centers

- You can advertise your apprenticeship program and jobs here:  
<https://www.careeronestop.org/LocalHelp/AmericanJobCenters/american-job-centers.aspx>
  - Check out the **Youth Program** Finder – They can connect eligible youth with apprenticeship programs.
  - Check out the **Farmworker Jobs Program** Finder – The State Directors of the Migrant and Seasonal Farmworker Programs can be quite helpful with connecting eligible farmworkers or dependents of farmworkers with apprenticeship programs.

## Also of interest:

- ❖ Department of Labor resources to Identify Non-discriminatory Apprentice Selection Procedures can be found here: <https://www.doleta.gov/oa/eo/selection/>
- ❖ Quick Guide to EEO Activities and Resources for Sponsors:  
[https://www.doleta.gov/oa/eo/pdf/Sponsor\\_Quick\\_Guide\\_to\\_EEO-Regs\\_updated\\_20171017sd.pdf](https://www.doleta.gov/oa/eo/pdf/Sponsor_Quick_Guide_to_EEO-Regs_updated_20171017sd.pdf)