






Quick Tips: Securing Buy-in from Employers



An essential requirement of a Registered Apprenticeship Program (RAP) is the on-the-job training and mentoring of apprentices that takes place with employers. Some employers may have experience with RAPs, while others may have little or no experience. This tip sheet outlines promising strategies for Program Sponsors to help secure employers for your RAP. It is organized based upon an employer's understanding and experience with apprenticeships and is intended for program sponsors who are not the employer of record for the RAP.

Employer with Limited Knowledge or No Experience with Apprenticeships

To gain buy-in from employers with little experience with apprenticeships or RAPs:

	<ul style="list-style-type: none"> • Offer concrete information to support employer participation. Conduct research to address the employer's workforce needs. Reference industry association websites and journals, job postings, the company's website, the U.S. Department of Labor's apprenticeship and O*NET websites, as well as the employer's social media. Use region-specific information technology (IT) and cybersecurity labor market information to outline the anticipated growth of occupations that are relevant to that specific employer to pique their interest in forming a RAP.
	<ul style="list-style-type: none"> • Highlight how the benefits of apprenticeship meet the specific needs of the employer¹². According to a 2020 report from CompTIA, IT-related occupations are expected to grow 15% by 2028, making RAP a worthwhile investment. Employers will be more inclined to consider a RAP when they understand the value. Explain how combined training and employment through a RAP can meet talent development demands, improve productivity, retain employees, and increase profitability.
	<ul style="list-style-type: none"> • Build connections to local workforce development boards, community colleges, technical schools, and community-based organizations (CBOs). Many communities already have the essential requirements of an apprenticeship system in place, so there may not be a need to develop a RAP from scratch. Create a group of interested stakeholders for your RAP who can be relied upon to support recruitment, develop curricula and classroom instruction, and offer wraparound support to apprentices for successful entry and completion of the program. Introduce employers to these key players as they will be more likely to participate when they understand roles and the resources already available to support the potential RAP.
	<ul style="list-style-type: none"> • Explain the role of a RAP sponsor. As a sponsor interested in securing employers, be a resource. It is important to detail how employers can create formal agreements with RAP sponsors that will ensure programs meet state and federal requirements while also meeting their company needs.
	<ul style="list-style-type: none"> • Share information about the Cybersecurity Youth Apprenticeship Initiative (CYAI). CYAI convenes key partners (employers, schools, the workforce system, community-based and faith-based organizations, and municipalities) to establish RAPs. Apprentices that participate in CYAI-funded apprenticeships are youth aged 16-21. CYAI supports the entire cybersecurity career pathway and provides incentives to Program Sponsors which can be used to invest in the RAP.





¹ U.S. Department of Labor. *What are the Benefits of Apprenticeships for Employers?* Retrieved from: <https://www.apprenticeship.gov/help/what-are-benefits-apprenticeships-employers>

² U.S. Department of Labor. *A Proven Solution for Employers.* Retrieved from: <https://www.apprenticeship.gov/sites/default/files/dol-industry-factsheet-employer-v10.pdf>






Employers with Some Apprenticeship Experience

To gain buy-in from employers that have some experience with apprenticeship (e.g., implementing an industry-recognized apprenticeship that is not a RAP or a pre-apprenticeship):

	<ul style="list-style-type: none"> • Listen to feedback from the employer. Discuss the employer’s experiences within the IT industry and on-the-job training. Infuse this feedback into the work you are proposing to do with the employer to show how you are both building upon their successes as well as adding value to instruction and training. Involve the employer in the RAP design from the start and consider virtual, hybrid, and in-person options. This ensures program elements will meet the needs of the employer and apprentices as well as respond to changing economic conditions.
	<ul style="list-style-type: none"> • Provide non-employment services to employers to help them acclimate to RAP requirements. Remove administrative barriers by creating a framework to support the employer and capture program data. Identify templates and processes for wage progression, RAP requirements, technical instruction, and reporting to support program creation. Your state’s apprenticeship office normally can help provide examples of these documents.
	<ul style="list-style-type: none"> • Review the rigor and relevance of pre-apprenticeship programs and other onboarding activities. A candidate selection process is necessary to ensure qualified, accountable candidates are recruited and selected for the RAP. Ensure that career and technical training requirements for apprenticeships and other onboarding activities meet the needs of the employer for appropriate referrals and success. CYAI offers tools to connect an ICT/Cybersecurity Pre-Apprenticeship Program to a Registered Apprenticeship Program.
	<ul style="list-style-type: none"> • Discuss the role of workforce intermediaries, such as CYAI. For programs with existing internships in IT and cybersecurity, CYAI can help determine which components of an internship program are needed to transform the program into a registered apprenticeship. CYAI equips apprenticeship providers with the support they need to work with the target population (youth aged 16-21) and will work with providers to customize screening processes to match the right apprentices with the right employment opportunities. CYAI can draw attention to the RAP by sponsoring or co-sponsoring cybersecurity competitions that convene teams of technicians, students, mentors, learners, and information technology professionals. By showcasing the skills and outcomes of the RAP and its participants, other employers will want to get involved to accomplish similar outcomes at their company.

Employers with RAP Experience

To gain buy-in from experienced employers:

	<ul style="list-style-type: none"> • Circulate information about resources and funding streams available to create and expand RAPs³. Apprenticeship programs can be costly and employers may struggle with sustainability. Be knowledgeable about funding for RAPs, local partnerships to broaden financial support, grants, tuition reimbursements, government support, and hiring incentives.
	<ul style="list-style-type: none"> • Examine the role of qualified training providers. Training providers are encouraged to provide career readiness, professionalism, and emotional intelligence curriculum to apprentices. It is important to examine whether the training curriculum meets the needs of the employer. CYAI can help providers customize screening processes to match the right apprentices with the right employment opportunities. In partnership with employers and other stakeholders, CYAI Account Managers can help you develop robust occupational profiles for entry-level through advanced information technology and cybersecurity employment opportunities that you and your partners can use to make informed program decisions as well as distribute to employers. Account Managers can walk through the CYAI’s cybersecurity career guide and secure targeted Labor Market Information to assist with program development decisions.
	<ul style="list-style-type: none"> • Measure success⁴ Apprenticeship programs must address employers’ workforce challenges. Monitor progress to ensure that apprentices are completing the program and learning essential skills for success on the job and for the company. Start small with one or two specific occupations and measure success before expanding RAP offerings.

³ Jobs for the Future, Inc. *Employer Engagement*. Retrieved from: <https://info.jff.org/employer-engagement>

⁴ WorkforceGPS. *Apprenticeship Business Engagement Tools*. Retrieved from:

<https://apprenticeship.workforcegps.org/resources/2018/05/11/17/01/Apprenticeship-Business-Engagement-Tools>