

Welcome!

We will begin
shortly

Please introduce
yourself in the chat.
Where are you joining
from today?

A couple of housekeeping guidelines:

- Please keep your microphone muted to ensure optimal quality for all participants.
- Ask questions using the Q&A feature. Presenters will review your questions and provide answers during the last section of the webinar.
- Join the conversation in the chat.
- This event is being recorded and will be posted to cyai2024.org

CYAI

Cybersecurity
Youth Apprenticeship Initiative

Uplifting Strategies to Engage Tribal Youth in Registered Apprenticeship Programs

November 30, 2023

Megan Brown, Training & TA Specialist

Pursuant to the National Apprenticeship Act, the Department of Labor works to expand opportunities related to apprenticeship programs. This project has been funded, either wholly or in part, with Federal funds from the Department of Labor, Employment & Training Administration under the contract number/work order DOL-OPS-16-A-0012/1605DC-18-F-00060. The contents of this publication do not necessarily reflect the views or policies of the Department of Labor, nor does mention of trade names, commercial products, or organizations imply endorsement of same by the U.S. Government.

Agenda

- Acknowledgements/Disclaimer
- Native American Heritage Month
- Poll
- Introduction
- Review Strategies to Engage Tribal Youth into RAPs
- Closing video honoring Native American Heritage Month
- Q&A



Acknowledgement

A Land Acknowledgement is a formal statement that recognizes and respects Indigenous peoples as traditional stewards of a given geographic area and the enduring relationship that exists between Indigenous peoples and their ancestral territories.

For San Bernardino: the land of the Gabrieleno (*Tongva*) peoples, Chemehuevi (*Nuwu*) peoples, Serrano (*Maara'yam*) peoples, and the federally recognized land of the Yuhaaviatam of San Manuel Nation.

[Cal State San Bernardino Office of Tribal Relations](#)

Disclaimer

I am not of Native American descent.

I am speaking only from *lived experience* in the community and *interviews* with community members.

These are *general* strategies to engage with tribal youth. I am not speaking FOR the community.

November is Native American Heritage Month

Not
ANCIENT
People



Not people
of the PAST

People of
TODAY!

Introduction

- Registered apprenticeship programs (RAPs) are industry-driven, high-quality career pathways that not only allow employers to build a future-focused workforce but also provide high-paying, high-quality job opportunities for individual career seekers.

APPRENTICESHIP USA™
★★★

Traditional Education/Career Programs Are Not for Everyone

- RAPs provide a dynamic alternate solution for youth to gain skills and experience in fields of interest while earning a progressive wage and receiving on-the-job training.
- The expansion of equity and non-traditional career pathways, such as RAPs, is overdue. Mitigating the underrepresentation of tribal youth starts with acknowledging that they have been missed.
- From 2010-2019, tribal representation in apprenticeships dropped by 46.3% (3.4% to 1.8%).
- To increase tribal youth representation in RAPs, RAP sponsors should ensure programs are culturally responsive to the needs of tribal youth.

Jones, J., Hertel-Fernandez, A., & DeCarlo, C. (n.d.). *Equity snapshot: Apprenticeships in America*. DOL Blog. <https://blog.dol.gov/2021/11/03/equity-snapshot-apprenticeships-in-america>





CYAI

The Cybersecurity Youth Apprenticeship Initiative (CYAI) is funded by the U.S. Department of Labor’s (DOL) Employment and Training Administration (ETA) Office of Apprenticeship (OA).

CYAI promotes the sustainable development of cybersecurity registered apprenticeship programs for youth ages 16-21, with a goal of creating at least 900 new cybersecurity youth apprenticeships by 2024 through partnerships and technical assistance.

CYAI focuses efforts on reaching underrepresented and marginalized populations to improve their access to sustainable career pathways.

900



Administered by ICF, the goal of CYAI is to create at least 900 new cybersecurity apprenticeships for youth by 2024.



6,523

of the 547,922 active apprentices in FY2021, only 6,523 individuals identified as AI/AN.

46.3%



From 2010-2019 Tribal representation in apprenticeships dropped by 46.3% (3.4% to 1.8%)



Building Bridges Between RAPs and Tribal Youth



1: RECRUIT
PATIENTLY



2: ENGAGE
RESPECTFULLY



3: PROVIDE
ONGOING SUPPORT

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1. Recruit Patiently

Pursuant to the National Apprenticeship Act, the Department of Labor works to expand opportunities related to apprenticeship programs. This project has been funded, either wholly or in part, with Federal funds from the Department of Labor, Employment & Training Administration under the contract number/work order DOL-OPS-16-A-0012/1605DC-18-F-00060. The contents of this publication do not necessarily reflect the views or policies of the Department of Labor, nor does mention of trade names, commercial products, or organizations imply endorsement of same by the U.S. Government.

Tribal Diversity and Identities

“Understanding that EVERY tribal community—even neighbors—are very different. Every tribe is not the same. I have even learned this between villages. Approaching and knowing that there are differences. Don’t be afraid to ask questions. We are still learning ourselves—everyone doesn’t know everything. No bad or wrong questions.”

-Tribal TANF Administrator

Time and Consistency are KEY!

Historical trauma is alive and real in the tribal community, often causing **distrust** and **skepticism**.

Tribal youth value **consistency**.

- Take your **time**.
- Be **consistent** and show up as your genuine authentic self.
- **Show up** to community events.
- Provide **lunch** (hot Cheetos are a hit!).
- Be **transparent** about what the value is to the community or individual.



Ask Questions

- Learn from each other.
- Ask questions to provide space for rapport building and authenticity. For example, if you are unsure as to how a youth identifies—respectfully ask them.
- It is better to ask than potentially create a missed opportunity.



Rural vs Urban Settings

There are subtle and significant distinctions between rural and urban tribal youth and how best to engage with them respectively. As with most information, there is no one-size fits all tactic to recruiting and engaging tribal youth.

Rural (“*On-Reservation*”)

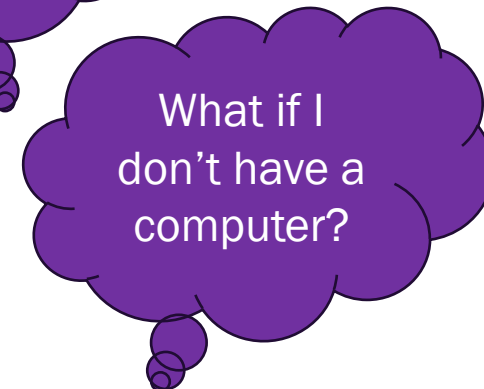
- Youth living in rural settings *may* show more reservations or hesitance to outsiders.
- *May* have a stronger connection to their culture and traditions.
- *May* require different resources than urban counterparts.

Urban (“*Off-Reservation*”)

- Youth living in urban settings *may* have more exposure to diversity.
- *May* be less connected to culture (if at all).
- *May* be more willing to participate in new activities.

Be Prepared To Answer Questions

- Knowing in advance the type of information that might be sought will make answering questions easier.
- Imagine yourself engaging with tribal youth. What are some questions they might have?



Where Should I Recruit?

Knowing your audience and where to locate them will help with recruitment. Adapting recruitment strategies based on location type will help RAPs and CYAI sponsors.

Rural (“*On-Reservation*”)

- Reservation high schools
- Tribal Community Colleges
- Pow Wows
- Tribal TANF Programs
- Tribal Government
- Tribal Education Departments
- Native Youth Conferences

Urban (“*Off-Reservation*”)

- Public, Private, Tribal High Schools
- Public, Private, Tribal Colleges
- Community based organizations
- Pow Wows
- Tribal Centers
- Tribal TANF Programs
- Native Youth Conferences

Strengthen Protective Factors

What are Protective Factors?

- Protective factors are conditions that protect *against undesirable outcomes* and *promote desirable outcomes* within an individual's environment.

Why do they matter?

- Protective factors are the strengths that help buffer and support families and children.
- They help ensure youth function well at home, in school, at work, and in the community.

Examples of Protective Factors:

- Current and/or future aspirations
- Positive self-image
- Personal wellness
- Cultural connectedness
- Positive opportunities
- Positive social norms
- Strong social supports and connectedness (family and non-family)

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2. Engage Respectfully

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Remember..

- Time and consistency are KEY!
- Show up!
- Be transparent!
- Ask questions!

“The biggest thing is being understanding and consistent. Whatever you are doing they want to see you are going to consistently be there.”

-Tribal Consultant

Implicit Biases

- Once recruited, engaging tribal youth with cultural awareness and sensitivity will support the development of rapport and trust.
- Cultural awareness requires honest communication about knowledge gaps and seeking clarification and guidance from the individual when needed. It demonstrates humility and authenticity in the desire to engage.
- It is better to ask and clarify than assume. But first we must know where we land today.

- [Harvard Project Implicit](#)



Project Implicit

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3. Provide Ongoing Support

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Retaining Tribal Youth

- Every youth is different. Every background is different. Being prepared to offer ongoing support that is relevant to each youth will improve retention and program outcomes.
- Many tribal youth do not realize their need.
- They may be embarrassed and just stop coming. RAPs offer an opportunity to provide services that equip tribal youth with tools to master many circumstances.
- Staff must understand historical trauma.

Understanding Historical Trauma

“... historical and intergenerational trauma is real; trauma we have experienced in our life are often barriers to realizing our full potential; employers should be more educated on this and develop partnerships for access/availability referral resources not under employment support”.

-Tribal Consultant

Historical Trauma and Workplace Accommodations

- Staff working directly with tribal youth should be trained and versed in historical and intergenerational trauma, including *signs and symptoms of trauma* and *cultural sensitivity*.
- The effects of historical and intergenerational trauma can create barriers to the success of tribal youth and them reaching their full potential.



RAP Sponsors Should:

- Develop partnerships for access/availability to mental health referral resources.
- Learn to recognize signs of trauma. Many traumatized youth will not admit to their struggles.
- Provide a connection to trained recovery coaches/peer support programs.

Supportive Services

- Many tribal youth have external concerns that may impact their ability to fully participate in a RAP.
- Offering internal support services and/or developing a robust referral system will aid in engagement and retention with tribal youth.
- Examples may include:
 - Childcare
 - Reliable transportation
 - Internet services
 - Providing equipment/devices to adequately complete the program



Celebrate Successes

- Recognize and acknowledge successes along the way.
- These may vary by individual.
 - Completing registration
 - Passing first exam
 - Receiving first job offer after program
 - Receiving first pay increase



Hoop Dance



Q&A

THANK YOU FOR YOUR TIME, ATTENTION AND DESIRE TO
EXPAND YOUR KNOWLEDGE AND HUMILITY.

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Presentation guided by the following resource:

[Closing the Gap: Tips to Engage Tribal Youth in Registered Apprenticeship Programs](#)

Thank You!

- Today's presentation slides and a recording of this webinar will be available on the CYAI website <https://cyai2024.org/>
- Answers to unanswered questions from the Q&A and chat will be posted on the CYAI website with the webinar materials
- If you would like more information about CYAI or the information shared in today's webinar, contact us at CYAI2024@icf.com