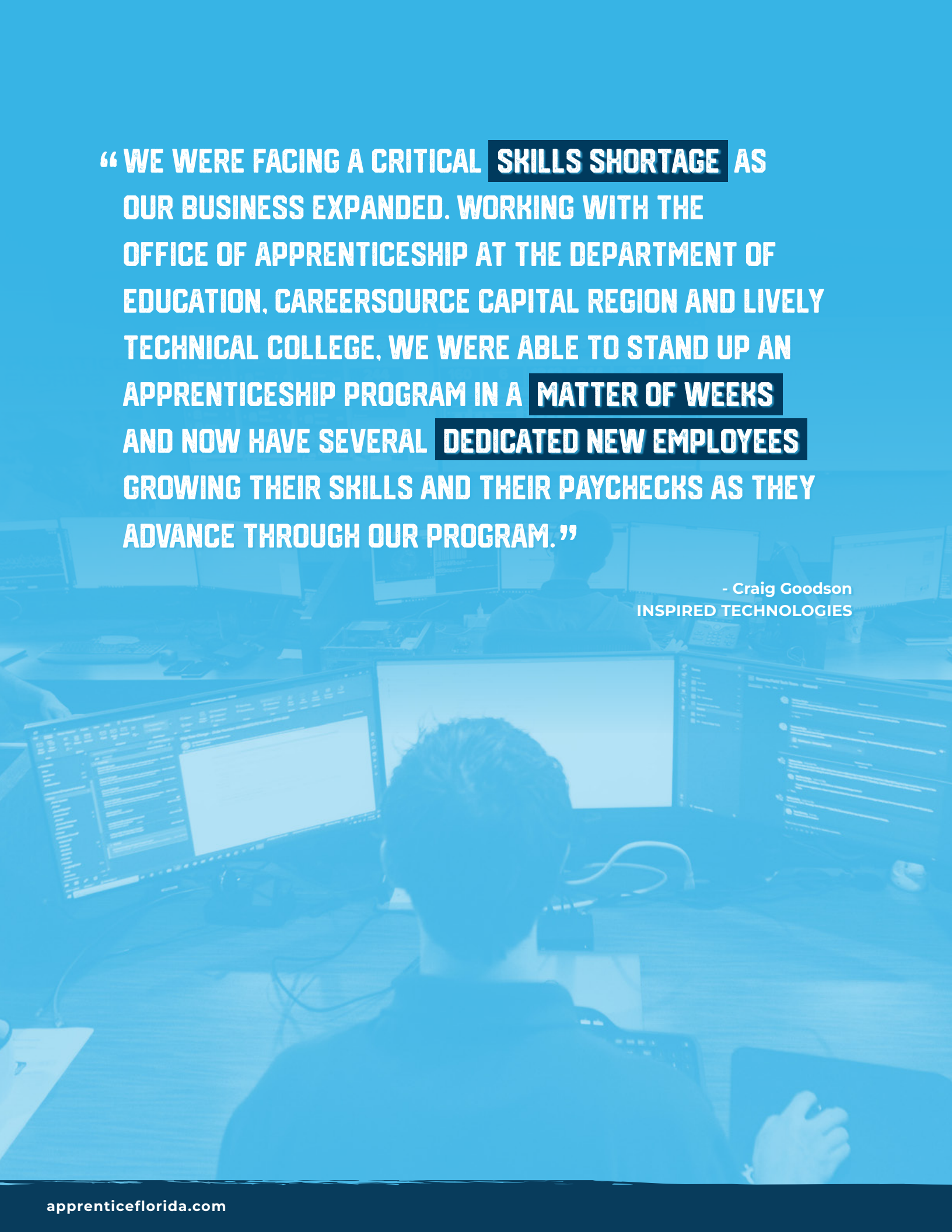


APPRENTICE FLORIDA

CAREERSOURCE FLORIDA NETWORK TOOLKIT



apprenticeflorida.com

A person is seen from behind, sitting at a desk in a computer lab or office. They are wearing a headset and looking at multiple computer monitors. The entire image has a blue tint. The person's hands are visible on the desk, one near a mouse.

“WE WERE FACING A CRITICAL **SKILLS SHORTAGE AS OUR BUSINESS EXPANDED. WORKING WITH THE OFFICE OF APPRENTICESHIP AT THE DEPARTMENT OF EDUCATION, CAREERSOURCE CAPITAL REGION AND LIVELY TECHNICAL COLLEGE, WE WERE ABLE TO STAND UP AN APPRENTICESHIP PROGRAM IN A **MATTER OF WEEKS** AND NOW HAVE SEVERAL **DEDICATED NEW EMPLOYEES** GROWING THEIR SKILLS AND THEIR PAYCHECKS AS THEY ADVANCE THROUGH OUR PROGRAM.”**

- Craig Goodson
INSPIRED TECHNOLOGIES



A PROVEN SOLUTION TO RECRUIT, HIRE AND TRAIN HIGHLY SKILLED WORKERS

Apprentice Florida is an outreach campaign developed on behalf of the partnership that includes CareerSource Florida, the Department of Education and the Department of Economic Opportunity. Established under the State Apprenticeship Expansion Grant awarded by the U.S. Department of Labor to Florida in 2016, the partnership seeks to expand registered apprenticeships to create a fortified talent pipeline in targeted sectors, driving economic development across the Sunshine State.

This toolkit was developed to help our partners and workforce development boards spread the word about Apprentice Florida and raise awareness about the benefits of registered apprenticeships among local businesses. Please share these materials with employers who may be interested in setting up an apprenticeship program at their business.



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Use this ready-made social media copy and images to share your support for Apprentice Florida.

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LEAD NURTURE

Use this checklist to share the five steps to building a registered apprenticeship.

CALL SCRIPT

We recommend using this call script to reach out to local businesses you think may be a good fit for an apprenticeship program.

Good morning/afternoon.

My name is _____, and I am a _____ at CareerSource_____. I am reaching out to local businesses to discuss the benefits of apprenticeship programs and how they can help your business grow:

This is an opportunity for you to be a leader in your industry and region – our Governor and Legislature strongly support registered apprenticeships.

Registered apprenticeships are a proven workforce solution to help employers recruit, hire and retain a well-qualified, highly skilled workforce.

Registered apprenticeships are designed in collaboration with the Florida Department of Education Apprenticeship Office and customized to meet the needs of employers.

They work for a wide range of industries including Information Technology, Advanced Manufacturing, Healthcare, Hospitality, Trade & Logistics and Construction.

CareerSource_____ has the information and resources to help you establish or expand your very own custom apprenticeship program in fewer than 30 days.

Consider these statistics:

- Once established, registered apprenticeship programs have the potential to reduce turnover rates, increase productivity, lower the cost of recruitment and increase safety in the workplace or at the job site.
- According to the U.S. Department of Labor Employment and Training Administration, for every dollar spent on registered apprenticeships, employers receive an average return on investment of \$1.50.
- 97% of participating employers recommend the registered apprenticeship training model.

Would you like to receive more information to help you decide if registered apprenticeship is a good fit for your business?

SAMPLE FOLLOW-UP EMAIL

If you choose to follow up with a lead from the Apprenticeship Florida campaign, here is a sample email you can use. We recommend sending this email as a follow-up to offer your support to help them establish their apprenticeship program.

EMAIL HEADER:

Subject Line: Your Customized Apprenticeship: We Can Help

Subject Preheader: Are you interested in launching your own apprenticeship program?

BODY COPY:

We hope this email finds you well. We are here to support you in launching a custom apprenticeship program at your business.

Do you have a plan to recruit and train talent this year?

Apprenticeships allow you to train according to your business needs. Through developing customized on-the-job training, you'll grow a talented workforce that is likely to stick with your business for years to come.

About 94% of apprentices continue employment.

After completing their training, many apprentices make a seamless transition to full-time employees. If you are interested in launching your own apprenticeship program, CareerSource_____ has the tools and resources to help you get started.

If you would like to schedule a meeting to dive deeper, we can help you establish your program in 30 days or fewer. We'll go over how to find local partners, how to recruit talent and the necessary forms and paperwork to register your apprenticeship for national accreditation.

Do you have some time in your schedule this week for us to discuss next steps?



**“ CAREERSOURCE FLORIDA’S STATEWIDE APPRENTICESHIP
POLICY EMPOWERS THE CAREERSOURCE FLORIDA
NETWORK OF 24 LOCAL WORKFORCE DEVELOPMENT
BOARDS TO IDENTIFY AND IMPLEMENT OPPORTUNITIES
FOR NEW OR EXPANDED APPRENTICESHIPS IN INDUSTRY
SECTORS IMPORTANT TO OUR STATE’S ECONOMY. ”**

- Kevin Doyle
CAREERSOURCE FLORIDA

REGISTERED APPRENTICESHIPS WORK ACROSS INDUSTRIES

Florida's Governor and Legislature strongly support registered apprenticeships. There is an opportunity for you to be a leader in your industry and region. There are currently more than 1,200 occupations in which registered apprenticeships are utilized.



HEALTHCARE



MANUFACTURING



CONSTRUCTION



**INFORMATION
TECHNOLOGY**



**TRADE &
LOGISTICS**



**HOSPITALITY &
TRANSPORTATION**

SEARCH FOR MORE

Registered apprenticeships are customized to meet the needs of employers. Search apprenticeships registered with the Florida Department of Education by training representative, program sponsor or occupation.



SOCIAL MEDIA

To help spread the word about Apprentice Florida, social media can be a powerful tool. Sharing Apprentice Florida content across your personal and business social media helps us raise awareness of apprenticeship programs for employers and job seekers around Florida.

TOP FOUR TIPS



SHOW YOUR SUPPORT

Update social media with
Apprentice Florida
profile and cover photos.



GO SOCIAL

Download our social media assets
and use across your social media
pages with our sample social
media copy.



ENGAGE ON SOCIAL

Follow CareerSource Florida on
Facebook, Twitter and LinkedIn –
and engage with Apprentice Florida
– retweet and repost to help us
spread the word.



TAG US

To help CareerSource Florida
share your Apprentice Florida posts
across social media, tag us in
the posts so it's easy
for us to share.



SOCIAL MEDIA COPY

To help you spread the word about Apprentice Florida, we have ready-made social media copy for your use. Use these posts as inspiration to share your support across social media.

Be sure to download some of our social media images here.

DOWNLOAD

LINK TO SHARE

 On Facebook, Twitter
 and LinkedIn:
 bit.ly/Apprentice-Florida

 **Instagram:** If you want to include a link, please update your bio to include a link that drives to [apprenticeflorida.com](https://www.apprenticeflorida.com).



SOCIAL MEDIA COPY

In 30 days or fewer, build a registered apprenticeship program to attract and train your employees.

See how: bit.ly/Apprentice-Florida

Prepare your business for tomorrow by training and building a team today with a registered apprenticeship program.

Learn more: bit.ly/Apprentice-Florida

See why 97% of participating businesses recommend apprenticeship as a training model.

See why: bit.ly/Apprentice-Florida

Once established, apprenticeship programs reduce turnover rates, increase productivity, lower the cost of recruitment and increase safety.

See how: bit.ly/Apprentice-Florida

Learn how to start an apprenticeship program with a free downloadable “how to” guide from Apprentice Florida.

Download here: bit.ly/AF-How-to-Guide

For every dollar a business invests in apprenticeships, it usually sees an average of \$1.50 in return.

Learn more: bit.ly/Apprentice-Florida

We’ve got the resources to establish or expand a registered apprenticeship program to help you attract and train your team.

Learn more: bit.ly/Apprentice-Florida

Recruit, train and retain top talent with a customized apprenticeship program.

Learn more: bit.ly/Apprentice-Florida

EVERYTHING YOUR BUSINESS NEEDS TO ESTABLISH AN APPRENTICESHIP PROGRAM

Before you adopt registered apprenticeship as a way to train and retain employees, you should know what's involved in establishing this program. Apprentice Florida has put together a checklist of everything you need to get started!

BEFORE YOU BEGIN: FIND PARTNERS

Collaborating with education and workforce organizations is a great way to get help with the overall operation of an apprenticeship. Every registered apprenticeship has one of these 'sponsors' that can help you identify the resources needed, as well as design and manage the program. **The first step is to build it.**



1. START BUILDING

Think about what your business will need out of this program to be successful – that is how you will want to structure your apprenticeship program. Set the goals and identify the skills that will help you succeed.



2. SET UP TRAINING

Training is at the core of apprenticeship. Set up your on-the-job training by choosing experienced mentors and deciding what new skills your apprentices will have upon completing 2,000 hours of job training.



3. INSTRUCTION

You do not have to teach apprentices new skills on your own. Instruction at a community college or technical school is a great alternative to satisfy your apprentices' need for knowledge.



4. ENSURE REWARDS

Decide what your starting and ending wages will be. This is a paying job, so apprentices should be paid at least minimum wage to start and then awarded wage increases as they reach major benchmarks in the program.



5. COMPLETE CREDENTIAL

Registered apprentices receive a nationally recognized credential, which helps ensure that apprentices master every skill and have all the knowledge to be fully proficient at their jobs.

WHY REGISTER YOUR APPRENTICESHIP?

The fundamental approach of registered apprenticeship can help your business structure an effective program, resulting in skilled workers who are recruited, trained and retained for the specific needs of the organization.

How you structure your program is entirely up to you. [Apprentice Florida](https://www.apprenticeflorida.com) can help you find partners and get started. There has never been a better time to explore how a registered apprenticeship program can help you develop the workforce your business needs.



Email us at info@apprenticeflorida.com for assistance in setting up an apprenticeship program at your business.



“WORKFORCE QUALITY CONTINUES TO BE A TOP CONCERN FOR BUSINESS LEADERS IN FLORIDA AND ACROSS THE NATION, AND OUR BOARD’S ACTION SETS THE VISION FOR OUR WORKFORCE SYSTEM’S ROLE IN APPRENTICESHIP EXPANSION AS A SOLUTION FOR BOTH BUSINESSES AND JOB SEEKERS.”

- Michelle Dennard
CAREERSOURCE FLORIDA



For more information and
the latest news, visit us at
apprenticeflorida.com.



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[www.linkedin.com/company/
the-florida-department-of-education](https://www.linkedin.com/company/the-florida-department-of-education)

A partnership with



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ECONOMIC OPPORTUNITY



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