

National
APPRENTICESHIP WEEK
10 YEAR ANNIVERSARY
NOVEMBER 17-23, 2024
10 YEARS OF ENGAGEMENT, EXPANSION & INNOVATION

2024 TOOLKIT



WHAT'S INSIDE THIS TOOLKIT

Iowa Office of Apprenticeship staff have created the following toolkit to help you participate in the efforts around National Apprenticeship Week, taking place between November 17-23, 2024! We encourage you to use the assets and resources provided in your promotion and celebration of your own events. You are also welcome to simply share or like our posts on our Iowa Workforce Development social media channels.

- 01 **About NAW 2024**
- 02 **Events & Activities**
- 03 **Social Media Promotion**
- 04 **Photo Contest**
- 05 **Submit Your Story**
- 06 **About Iowa Office of Apprenticeship**



ABOUT

NATIONAL APPRENTICESHIP WEEK 2024

National Apprenticeship Week (NAW) gives Registered Apprenticeship (RA) sponsors the opportunity to showcase their programs, facilities, and apprentices in their community.

2024 Theme: Celebrating 10 Years of Engagement, Expansion, and Innovation.

Dates: November 17-23, 2024

Daily Themes:

- **Monday:** *Youth and Young People Apprenticeship Day*
- **Tuesday:** *Registered Apprenticeship in New and Emerging Industries and Around the Globe*
- **Wednesday:** *Expanding Registered Apprenticeship to Underserved Populations*
- **Thursday:** *Women in Apprenticeship*
- **Friday:** *Federal Apprenticeship and Veterans in Apprenticeship*



EVENTS & ACTIVITIES FOR NATIONAL APPRENTICESHIP WEEK

Host an event or activity to celebrate apprentices within your organization.

- Organize a special lunch or provide snacks on a designated day.
- Have organizational leadership acknowledge apprentices within the organization with a note or call out!
- Arrange a networking event for apprentices.
- Offer a professional development opportunity tailored for apprentices
- Hold a “graduation” or completion ceremony for those who have completed their apprenticeship program in the past 3-6 months.
- Organize a “signing day” to affirm commitment to entering an RA program.
- Conduct open houses for job seekers if you are currently hiring.
- Facilitate industry roundtable discussions in relation to registered apprenticeships.

If you're not hosting an event, consider being an attendee by participating in any IWD/IOA educational events, or sharing one of our posts about Registered Apprenticeship! You can follow all activity at workforce.iowa.gov/NAW

Sponsors who have an event confirmed are requested to use [this ApprenticeshipUSA link](#) to register their event. This step ensures that each event happening in Iowa is counted!

After registering an event, you can email IOA Program Manager Kolby.Knupp@iwd.iowa.gov if you would like to request IOA Staff to attend the event.



SOCIAL MEDIA PROMOTION FOR NATIONAL APPRENTICESHIP WEEK

Get active on social media this week by sharing photos and information about your current apprenticeship program!

- Use Hashtag [#IAApprentices](#) or [#IOA](#) or [#NAW2024](#) when posting your photos on Facebook or Instagram
 - Pictures of actual apprentices (and their mentor) in action; performing tasks, using machinery/equipment or working side by side!
 - Pictures of the equipment, machinery or tools that an apprentice can use to demonstrate the work or industry
 - Picture of your current cohort or group of active apprentices
 - Bonus if they are wearing uniform or work attire in organizational colors or including logo
- When selecting pictures, take into consideration the following:
 - Photos that show a lot of colorful or have high contrast
 - Photos demonstrate size, scale or quantity of work
 - Photos demonstrate the intricacy of detailed work
 - Sometimes even photo of a smaller component of the larger outcome can provide a visual interest!
- Considering capturing some insight from your individual apprentices with a hashtag and/or photo prompt: *“I am an apprentice because...”* with their own personal “why” included



PHOTO CONTEST

FOR NATIONAL APPRENTICESHIP WEEK

Each organization is asked to capture the best picture that represents “apprenticeship” at our organization or in your industry.

- Photos can illustrate the diversity of your team, the complexity of your organization's work, and the scale and impact of your efforts.
- It is advisable to include a brief summary (1-2 sentences) to explain what is happening in each photo, especially if the image is abstract.
- Safety should always be the top priority; all OSHA and regulatory guidelines must be adhered to in order to prevent any accidents or injuries.
- **Photo(s) need to be submitted to Kolby Knupp (IOA Program Manager) via text (515-217-1783) or email (Kolby.Knupp@iwd.iowa.gov) no later than 12:00 p.m. (noon) on Friday, November 22, 2024 to be entered in the contest!**

The following contest rules apply:

- This contest is only open to employees of the organization and should primarily feature the work of actual/current apprentices (or their mentors).
- Any images submitted must be your own.
- If any employees are visible in the picture, they must be willing to sign a release allowing us to use the photograph in marketing materials.
- Pictures of people without signed releases will not be eligible to win the contest.
- By submitting your photograph for this contest you give IWD and/or IOA irrevocable rights to its use in print or digital media and marketing.



SUBMIT YOUR STORY FOR NATIONAL APPRENTICESHIP WEEK

Share your Story!

- Using each online form, provide a summary of your organization along with its journey in developing Registered Apprenticeship programs.
 - [Event Submission Form](#)
 - [Apprentice Success Story](#)
 - [Sponsor Apprenticeship Story](#)
 - This is a chance for your organization to showcase the amazing work you are doing and how you're leveraging apprenticeships!
- Encourage your past and current apprentices to fill out this online form so we can gather success stories that highlight the value and impact of your efforts.



ABOUT

Iowa Office of Apprenticeship

In 2024, the Iowa Office of Apprenticeship (IOA) became a State Apprenticeship Agency (SAA) recognized by the U.S. Department of Labor (DOL)! Our team is dedicated to serving all Registered Apprenticeship sponsors in Iowa and expanding new programs.

What Are the Roles of the IOA?

- Overseeing and registering all Registered Apprenticeship (RA) programs in Iowa. Sponsors will now work directly with staff within the state's workforce agency.
- Serving as the central point of contact for all RA program sponsors, school districts, and apprentices, providing technical assistance, program guidance, technical assistance, customer service support, compliance and monitoring, and innovative approaches that help programs succeed.
- Ensuring that the mission of RA programs is aligned with the state's workforce strategies to help attract and retain talent for Iowa's critical industries.

How Do I Connect with the Iowa Office of Apprenticeship?

Visit apprenticeship.iowa.gov or email RegisteredApprenticeship@iwd.iowa.gov to learn more, get support for your program, or learn about the latest developments for RA in Iowa.