**Apprenticeship Marketing Work Group**

**February 3, 2022**

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| --- | --- | --- | --- |
|  |  |  | **Present** |
| **C.** | **Bergstein** | **The Chicago Community Trust** |  |
| **Arthur** | **Bishop** | **Safer Foundation** | **X** |
| **Michael** | **Conley** | **Southwestern Illinois College** |  |
| **Molly** | **Cook** | **ICSPS Consultant** |  |
| **Mitch** | **Dickey** | **Transfr** | **X** |
| **Tony** | **Fuhrmann** | **Madison County Employment & Training Department** | **X** |
| **David** | **Garvey** | **Southern Illinois University Center for Workforce Dev** | **X** |
| **David** | **Girzadas** | **City Colleges of Chicago - Daley** |  |
| **Aime’e** | **Julian** | **Illinois Center for Specialized Professional Support** |  |
| **Jan** | **Keresztes** | **Talent First, Public Benefit Corp** | **X** |
| **Kindy** | **Kruller** | **Cook County Bureau of Economic Development** | **X** |
| **Kim**  | **Kuchenbrod**  | **ICSPS Consultant** | **X** |
| **Danielle** | **Kuglin Seago** | **College of DuPage** |  |
| **Kathy** | **Meisinger** | **Elgin Community College** | **X** |
| **Lee** | **Reese** | **St. Clair County Intergovernmental Grants Department** | **X** |
| **Shantenae** | **Robinson** | **U.S. Chamber of Commerce Foundation - AON** |  |
| **Craig** | **Schmidt** | **Calumet Area Industrial Commission** | **X** |
| **Daniel** | **Serota** | **U.S. Chamber of Commerce Foundation - AON** | **X** |
| **Sheree** | **Speakman** | **Talent First, Public Benefit Corp** | **X** |
| **Michele** | **Velez** | **IDHS, Division of Rehabilitation Services** |  |
| **Tom** | **Wendorf** | **Career Connect Metro West** | **X** |

**Meeting Notes:**

**Announcement**

Topic: Kim Kuchenbrod made an announcement of good news that the Marketing that has gone into the Apprenticeship Illinois has gotten high ratings.

Outcome: Compared to other states Illinois has the best marketing programs and exposure to any apprenticeship program at the state level.

**Social media monthly email update and analysis**

Topic: There's a total of 3000 views of the apprenticeship website and its sub pages. The main ones being of course the homepage, followed by the apprentice, the page for apprentices, and employers, and then subsequent pages as well. 3015 hits in the month of December, but in January there was a total of 3649 hits. With all the efforts and getting the word out and promoting apprenticeship the website traffic is increasing significantly.

Further work to be done: Keep spreading awareness about apprenticeship.

Topic: The number of hits from job seekers and employers, receiving up to 5 emails a day of individuals wanting information regarding apprenticeships.

Requests are coming in from East St. Louis, Chicago, & Peoria with construction and welding being the big ones from industry.

Job seekers are looking to change career fields and looking for ways to get that training.

Employers are looking for specific apprenticeships or how to get one created.

Outcome: A response is sent, including the navigator, or the intermediary in that area, depending on the specific request.

Further work to be done: Some additional partnership work can be completed because some of the emails are asking for assistance that can be provided by the one-stops.

**Leap congressional briefing update**

Topic: The briefing will be scheduled in March. Once a final date has been locked planning will start happening for a one-hour virtual event. This briefing of apprenticeship Illinois is to create a dialogue of all the work we've been doing as a committee but also the overall ecosystem around apprenticeship, what's happening in the state, and then more broadly what are things they can do to help support.

**WIOA Summit**

Topic: Three sessions have been submitted and a fourth one is in the works.

1. State Investments in Apprenticeship
2. Registered Apprenticeship Programs, What's All The Fuss

How we partner through various models dispelling myths, sharing benefits, some success stories and the call to action to get involved.

1. Work-Based Learning and Apprenticeship Collaborative of DuPage County
2. Health: Nuts and Bolts of Starting An Apprenticeship
3. Leveraging the Metaverse to Enhance Career Pipelines
4. Learn How to Launch a Healthcare Apprenticeship
5. How to Cultivate a Regional Apprenticeship Ecosystem

**Industry Focus webinars throughout the year**

1. Healthcare - March

**DCEO marketing and outreach resources**

Further work to be done: Discussion with Patrick Campbell regarding the current/new Apprenticeship Expansion Grant plans with the 250,500.00 to see if this committee can use some of those dollars for professional help including the webpage counter and dashboard.

Other Comments:

1. The Pre-Apprenticeship Committee and the Youth Committee are working on gathering information for what is wanted on the website.
2. Resources regarding disability information will be added to the website.