



ILLINOIS
WORKFORCE
INNOVATION
BOARD

APPRENTICESHIP ILLINOIS COMMITTEE QUARTERLY MEETING

Date: 12/12/2024

Time: 10:00 AM – 11:30 AM

Location: City Colleges of Chicago – Harold Washington Campus; 30 E Lake St, Chicago, IL 60601

Zoom Link: <https://illinoisstate.zoom.us/j/98114827121?from=addon>

Members Present In-Person: Daniel Serota, Alexander Purcell, Anthony Fuhrmann, Craig Schmidt, Danielle Kuglin Seago, Jackie Gallo, Jacob Sitati, Julio Rodriguez, Kara Demirjian Huss, Ken Trzaska, Larry Fitzpatrick, Lazaro Lopez, Marci Johnson, Rahnee Patrick, Sheree Speakman, Sheryl Morris, Stephen Lefaver, Terry Stroh, Justin Arnold (proxy Taylor Black)

Members Present Virtual: Al Crook, Freddie Buckingham, Whitney Thompson

Members of the Public: Chandler Duggan, Sean Glowacz, Cody Myles, Morgan Arnold, Yesenia Gonzalez

Facilitator: Jordan Johnson

Staff: Jordan Johnson, Jennifer Foil, Antonio Gomez, Kiersten Baer

Time	Item	Presenter
10:00	Meeting Called to Order Daniel Serota welcomed attendees.	Daniel Serota
10:01	Roll Call of Voting Members Roll was conducted. A full quorum was determined not to be present in person at meeting start time.	Jordan Johnson
10:05	Vote to approve September Minutes As a full quorum was not present at meeting start time, this item was postponed to the Spring Quarterly Meeting.	Jordan Johnson
10:10	Apprenticeship Toolkit for those with Disabilities: <i>Director Rahnee Patrick – IDHS</i> Dir. Rahnee Patrick emphasized that individuals with disabilities are ready to fill open positions. The Apprenticeship Toolkit for Those with Disabilities is a project that is geared towards informing employers of the availability of this target population. She introduced Dr. David Strauser.	Rahnee Patrick



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Dr. Strauser gave background on the project. It was developed by UIUC and funded by the Rehabilitation Service Administration (RSA). The impetus of this toolkit stems from the lack of awareness from vocational rehabilitation counselors. The toolkit has a few key priorities:

- Create a streamlined process for getting people with disabilities into apprenticeships
- Ensure that the right applicant is paired with the right apprenticeship program
- Foster inter-agency collaboration
- Focus on disability disclosure within apprenticeship programs

The floor was opened for questions.

Julio Rodriguez added that the Department of Commerce & Economic Opportunity (DCEO) funded several pre-apprenticeships aimed at clients with developmental disabilities. He asked if the toolkit addresses braided funding. Strauser replied that it doesn't currently.

Dir. Patrick praised Tony Fuhrmann for being a champion of these sorts of programs. She expressed the need for more champions. Fuhrmann added that this is hard but worthwhile work.

Apprentice Ambassador Workgroup:

- Invitation to IWIB award ceremony to be held at IWIB
- Overview of Q1 2025 Events
- Recognition of those in attendance from 2024 cohort

10:20	Sheryl Morris celebrated the closing of the 2024 inaugural Apprentice Ambassador Cohort and thanked Cody Myles and Morgan Arnold, who were present.	Sheryl Morris
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She announced that Yesenia Gonzalez, one of the new class of Apprentice Ambassadors was present and asked that she introduce herself.



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Gonzalez is an Aon employee. She had previously worked for American Airlines and Apprenticeship IL gave her the opportunity to receive funding through Aon to pay for her tuition.

Morris added that this year's cohort includes two high school apprentices. This is important as apprenticeship programs frequently begin at age 16. Both current ambassadors above the age of 18; additional steps would need to be taken to include potential applicants who are under that age in the future if that is a path that interests AIC.

Morris outlined this year's events:

- Ambassador Onboarding and Travel Training
- Cohort Kick-Off Event March 14, 2025
- Mentorship Meetings

On this last point she elaborated that she is looking for volunteers from AIC to be mentors to this year's cohort.

Responsibilities would be as follows:

- Quarterly 30-min meetings with one ambassador aimed at increasing their social capital, but more frequent meetings would be encouraged as time allows
- Recommend networking events and give mentorship concerning how to conduct oneself in these events
- Recommend ambassadors for speaking engagements promoting apprenticeships in IL
- Mentors would not be industry-specific, rather they would be selected according to the ambassador's goals

Serota emphasized that these speaking engagements help drive employer engagement. Morris concluded by asking that AIC members who are interested contact her.

Vote to approve 2025 Cohort Selection



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	<p>A quorum was determined to be present in-person at this point in the meeting. As such, AIC voted to approve the 2025 Apprentice Ambassador Cohort. Serota called for a motion to approve. Rodriguez moved to start the motion. Alex Purcell seconded the motion. All voted in favor and the 2025 Apprentice Ambassador Cohort was accepted as presented.</p>	
	<p>IWIB Strategic Planning Process Update</p> <p>Serota reviewed that the IWIB has been working on a new strategic plan for 2024-2029. It will be taken to vote today at their quarterly meeting. As part of this update AIC will be expanded to include Work-Based Learning (WBL). As such, the committee is searching for a vice-chair whose focus can be that expanded WBL interest.</p> <p>The floor was opened for questions. There were none.</p>	
10:35	<p>Marketing Workgroup:</p> <ul style="list-style-type: none"> • S&C Marketing <ul style="list-style-type: none"> ○ S&C Updates ○ “Day in the Life” Video • NAW Recap • Summary Report: Employer Survey, Focus Groups, Roundtables <p>Kiersten Baer gave updates on the 8 social media campaigns that were conducted by S&C Marketing during 2024:</p>	Daniel Serota
10:50	<ul style="list-style-type: none"> - 3 mil+ views of the campaigns - Each campaign focused on a different industry - 55k clicks - \$.21 cost-per-click - LinkedIn: \$3 cost-per-click - 27k clicks to homepage - Employer-facing brochure printed - Banners and table constructed and used at various events - Video “What Is Registered Apprenticeship?” currently has 503 views on YouTube 	Tony Fuhrmann



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- Video “[Skills in Motion: A Day in the Life of an Apprentice](#)” currently has 688 views on YouTube

Fuhrmann gave a recap on NAW:

- 508 total proclamations and events this year
- NAW and YNAW have been combined into a single day event next year, April 30th, 2025
- NAW had three webinars over the week. It was noticed that attendance was low, so effort will be expended to improve that
- Final task will be a summary report of the employer survey, the focus groups and the employer roundtables

He highlighted a few key findings that will be included in the summary report:

- Challenges for employers: talent shortages, retention, continuing effects of Covid-19
- Challenges to apprenticeship adoption: lack of awareness, time investments, costs, retention
- Effective employers have similar strategies: partnership, training innovations, strong leadership, and alignment with business goals

Based on these findings, the following strategies are recommended:

- Increase awareness
- Foster peer-to-peer communication
- Build trust through credibility
- Streamlining messaging across education, workforce, state, and economic development partners
- Simplifying system navigation
- Provide targeted outreach to aggregate sector/industry support

Committee Discussion & Feedback:

11:10

- Apprenticeship Champions: Recognizing Outstanding Employers (*Danielle Kuglin-Seago*)
- Apprenticeship Specialist Reporting at Quarterly Meetings
- 2024 Year in Review

Daniel Serota

Kuglin Seago informed AIC that ICCB will be recognizing outstanding employers in IL in the apprenticeship sphere. They are drafting a rubric for



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	<p>nominations. She asked that any interested party in participating in collecting nominations or drafting the rubric contact herself or Serota. Marci Johnson recommended using ISBE’s employer champion database.</p> <p>Serota indicated that AIC wishes to highlight apprenticeship specialists’ work across the state.</p>	
	<p>Public Comment</p> <p>Serota opened the floor for public comment.</p> <p>Rodriguez indicated that two aspects are missing from the apprenticeship videos which were shown:</p> <ul style="list-style-type: none"> - Secondary education went unmentioned - Local workforce areas went unmentioned 	
11:25	<p>Stroh added that once students leave high school, marketing becomes more difficult. There is a captive audience in K-12.</p> <p>Taylor Black recommended to have an Apprentice Ambassador at every event, regardless of industry.</p> <p>Stroh informed attendees that Illinois is hosting a regional conference in June for the Illinois Association for Career Tech Education. He asked if an Apprentice Ambassador could be in attendance.</p>	
11:30	Adjournment	Daniel Serota