

# APPRENTICE FLORIDA

## CAREERSOURCE FLORIDA NETWORK TOOLKIT



FLORIDA DEPARTMENT OF  
EDUCATION  
fldoe.org



FLORIDA  
COMMERCE



CareerSource  
FLORIDA

[apprenticeflorida.com](http://apprenticeflorida.com)





**“ 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. ”**

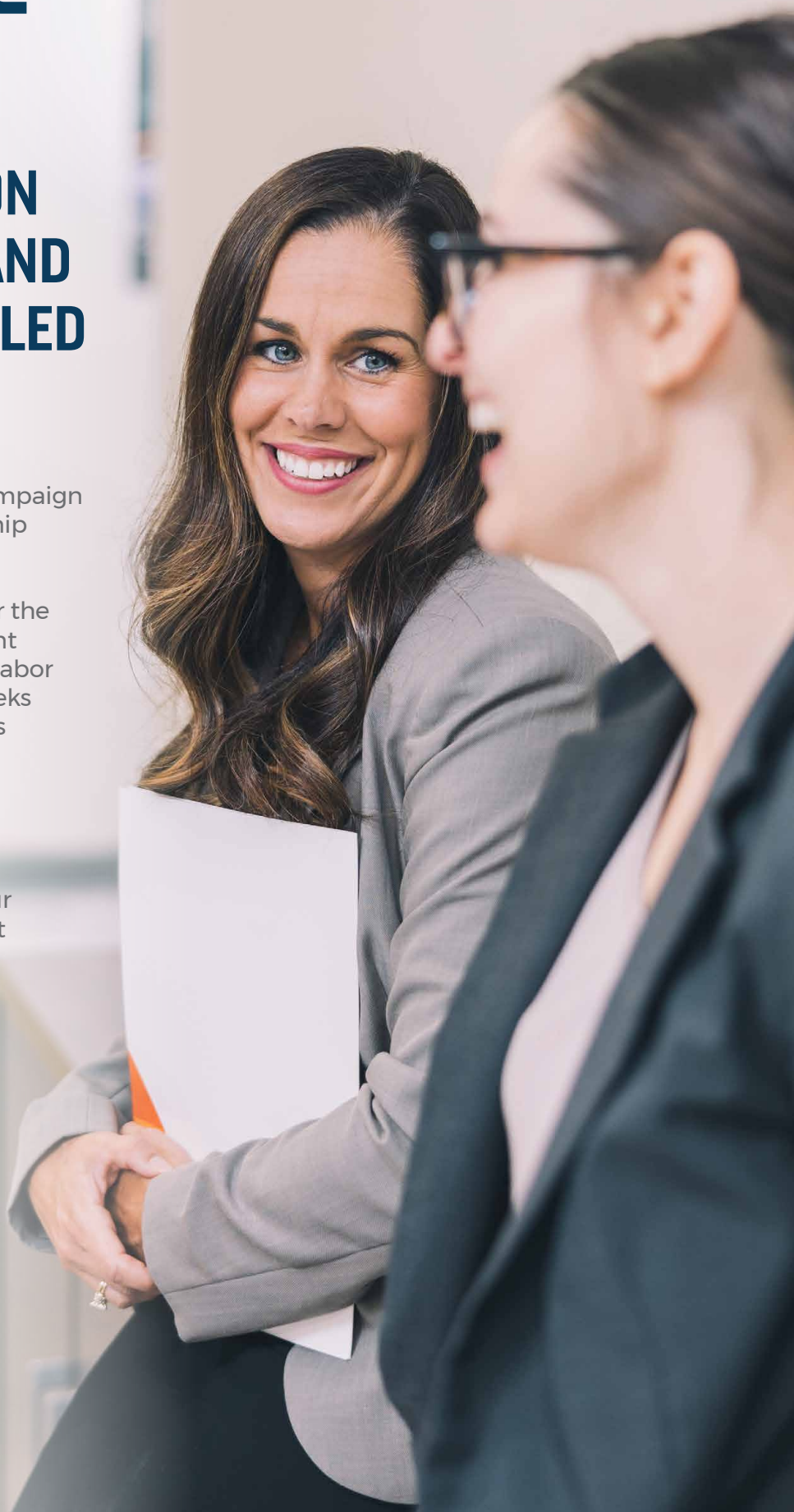
- Craig Goodson  
INSPIRED TECHNOLOGIES

# APPRENTICE FLORIDA

## 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 FloridaCommerce. 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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**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.

Apprenticeships 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.

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 Apprentice 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:** 100% Customizable Registered Apprenticeships: Let Us Help

## BODY COPY:

Hi \_\_\_\_\_,

We hope this email finds you well. We are here to support you in launching a custom registered 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.**

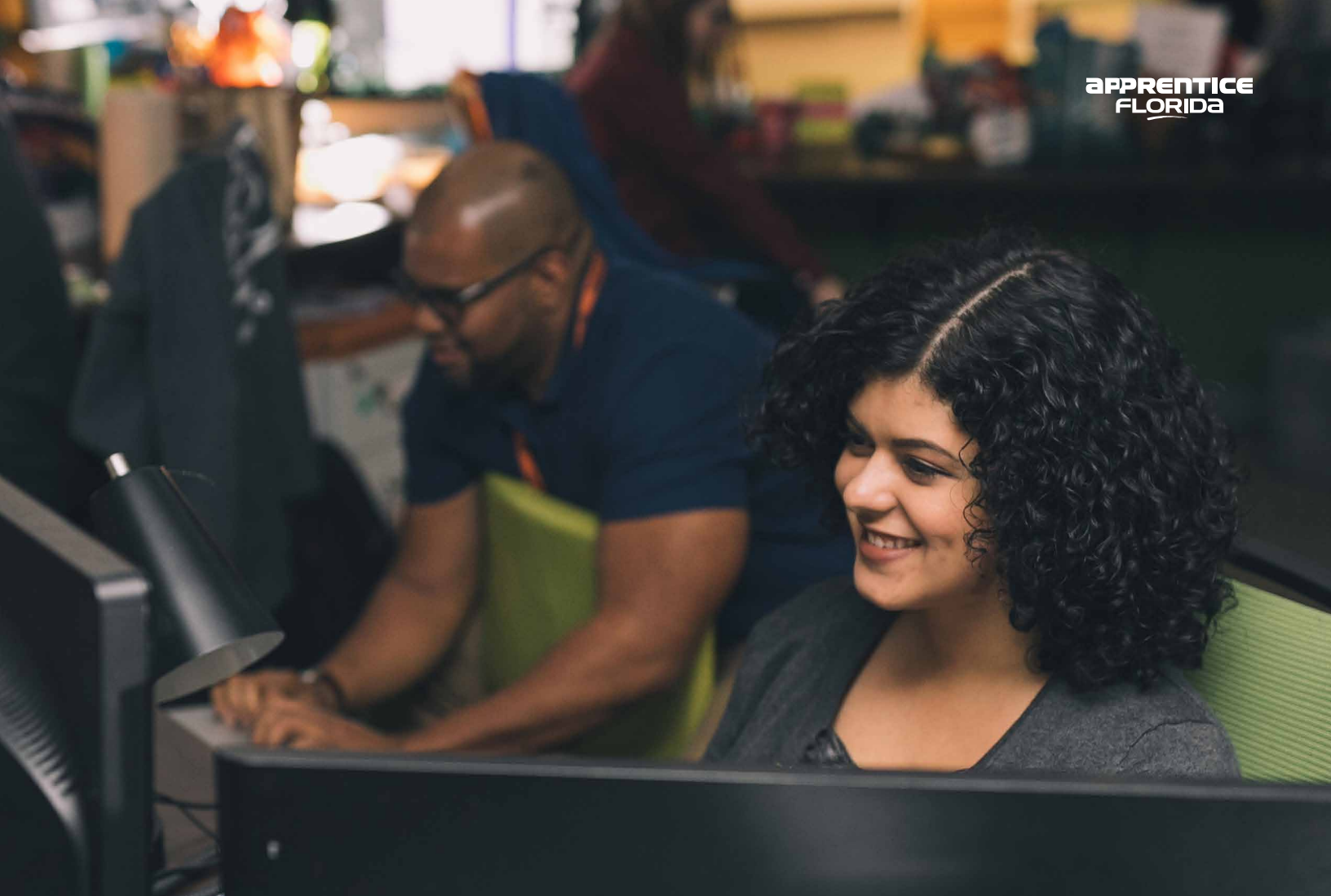
After completing their training, many apprentices are retained by the employer. If you are interested in launching your own apprenticeship program, CareerSource\_\_\_\_\_ has the tools and resources to help you get started.

If you would like to schedule a meeting to dive deeper, we can help you establish your program. 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?

Let us know and many thanks,

XXX



**“ 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



Email us at [info@apprenticeflorida.com](mailto:info@apprenticeflorida.com) for assistance in setting up an apprenticeship program at your business.

# 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. Apprenticeship works across industries.



**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 and registered apprenticeships, social media can be a powerful tool. Sharing Apprentice Florida content across your personal and business social media channels helps us raise awareness of apprenticeship programs for employers and job seekers around Florida.

## TOP FOUR TIPS



### SHOW YOUR SUPPORT

Update social media with a Apprentice Florida-branded cover photo.



### GO SOCIAL

Download our social media assets and use across social media channels with our sample social media copy. We recommend 1 post a month if possible - especially on LinkedIn.



### ENGAGE ON SOCIAL

Follow CareerSource Florida on [LinkedIn](#), [Facebook](#), [Instagram](#) and [Twitter](#) – 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.

# SAMPLE SOCIAL MEDIA COPY

To help spread the word about Apprentice Florida and registered apprenticeships, we have ready-made social media copy prepped for your use. Use these posts as inspiration to raise awareness across social media.

## LINK TO SHARE:

On Facebook, X (formerly Twitter) and LinkedIn:  
[bit.ly/Apprentice-Florida](https://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).

## HASHTAGS TO USE ON LINKEDIN:

**#ApprenticeFlorida**  
**#WorkforceDevelopment**  
**#Florida**

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

**DOWNLOAD**

# SAMPLE SOCIAL MEDIA COPY

Build a registered apprenticeship program to attract and train your employees.

See how: [bit.ly/Apprentice-Florida](https://bit.ly/Apprentice-Florida).

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

Learn more: [bit.ly/Apprentice-Florida](https://bit.ly/Apprentice-Florida).

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

See why: [bit.ly/Apprentice-Florida](https://bit.ly/Apprentice-Florida).

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Once established, apprenticeship programs:

- ✓ Reduce turnover rates
- ✓ Increase productivity
- ✓ Lower the cost of recruitment
- ✓ Increase safety

See why: [bit.ly/Apprentice-Florida](https://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](https://bit.ly/AF-How-to-Guide).

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

Learn more: [bit.ly/Apprentice-Florida](https://bit.ly/Apprentice-Florida).

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There are resources available to establish and expand a registered apprenticeship program to help attract, train and retain your team.

Learn more: [bit.ly/Apprentice-Florida](https://bit.ly/Apprentice-Florida).

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

Learn more: [bit.ly/Apprentice-Florida](https://bit.ly/Apprentice-Florida).

# FIVE KEY STEPS TO ESTABLISH AN APPRENTICESHIP PROGRAM

Before you adopt registered apprenticeships as a way to train and retain employees, you should know what's involved in establishing this program. Please see below a list of everything you need to get started!

## APPRENTICESHIP PROGRAM CHECKLIST FOR BUSINESSES

- ✓ **START BUILDING YOUR PROGRAM GOALS**
- ✓ **SET UP TRAINING**
- ✓ **RELATED TECHNICAL INSTRUCTION**
- ✓ **ENSURE REWARDS**
- ✓ **RECEIVE NATIONALLY RECOGNIZED CREDENTIALS**





# 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 YOUR PROGRAM GOALS

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 and seek out existing registered apprenticeship programs in your industry to get started.



## 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 or at least one year of employment for competency-based programs.



## 3. RELATED TECHNICAL 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. The recommended length of Related Technical Instruction each year is either 144 hours for clock-hour courses or three credits for credit-hour courses.



## 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. RECEIVE NATIONALLY RECOGNIZED CREDENTIALS

Every graduate of a registered apprenticeship program receives a nationally recognized, nationally portable credential (Certificate of Apprenticeship Completion) issued by the FDOE signifying to employers that the apprentice is fully qualified for the job.

# 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.

Businesses can also engage with high school and state college students to get them into the workforce pipeline through pre-apprenticeships. Many successful pre-apprenticeship programs are housed at high schools, state colleges, and technical colleges because they offer hands-on learning opportunities for students.

How you structure your program is entirely up to you. Apprentice Florida 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](mailto:info@apprenticeflorida.com) for assistance in setting up an apprenticeship program at your business.

# APPRENTICE FLORIDA

For more information and  
the latest news, visit us at  
[apprenticeflorida.com](https://apprenticeflorida.com).



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