

Memorandum



TO: Commissioner Hollenbaugh, Division Administrators, Interested Parties
FROM: Jake Troyer, Communications Director, Montana Dept. of Labor & Industry
CONTACT: jtroyer@mt.gov, 406.444.1674
DATE: Tuesday, November 28, 2017
SUBJECT: National Apprenticeship Week Media and Outreach Campaign Final Report

Background:

National Apprenticeship Week (NAW) was launched by the U.S. Department of Labor in 2015 to recognize apprentices and business sponsors who use this time-honored training model across the country. For the third consecutive year, the Montana Department of Labor & Industry has participated in recognizing state-based apprenticeship training programs during NAW.

2017 NAW Media and Outreach:

This year, the agency built on the previous years NAW engagement with a more robust media and outreach campaign during the week of November 12-18 using the below tactics. Thank you to the Montana Registered Apprenticeship staff for their assistance in helping this week come off successfully.

- Proclamation of Montana Apprenticeship Week by Governor Bullock;
- Kickoff press event at Missoula College;
 - [KECI](#)
 - [Missoula Current](#)
- Weeklong, sponsored social media campaign on MTDLI and MRA social media accounts;
 - Facebook
 - 11/13-Media event video
 - 11/13-NAW kickoff graphic
 - 11/14-Registered apprenticeship statistics
 - 11/15-Apprenticeable occupations
 - 11/16-Healthcare apprenticeships
 - 11/17-Guest editorial
- Television, newspaper radio interviews;
 - [KGVO-Missoula](#)
 - KECI-Missoula
 - Northern Broadcasting System
 - Missoula Independent
- Commissioner Galen Hollenbaugh National Apprenticeship Week guest editorial;
 - [Montana Standard](#)
 - [Helena Independent Record](#)
 - [Missoulain](#)

OFFICE OF THE GOVERNOR
STATE OF MONTANA

STEVE BULLOCK
GOVERNOR



MIKE COONEY
LT. GOVERNOR

November 12, 2017

Dear Friends:

I am pleased to recognize November 12-18, 2017 as "Montana Apprenticeship Week."

Montana's economy is strong and among the best in the nation. In order to promote further growth, we must educate and train our workforce.

Apprenticeships are an opportunity for workers-in-training to gain firsthand experience and learn the skills necessary for success in a wide array of occupations. Apprenticeship training can also lead to 'prior learning' credits and help students earn a college degree. Upon completing their training, apprentices receive a nationally recognized industry credential from the Montana Department of Labor & Industry.

For Montana's businesses, apprenticeships provide the opportunity to grow and expand their talent pipelines through a custom tailored training model to teach hard and soft skills for their industry. Apprenticeship programs also reduce turnover rates, increase productivity and lower the cost of recruitment.

"Montana Apprenticeship Week" is an opportunity to highlight the many benefits apprenticeship training has for Montana's workforce and businesses. Maintaining Montana's highly skilled workforce is critical to the continued success of our economy, and apprenticeships play an essential role in that effort.


I encourage all Montanans to acknowledge November 12-18, 2017 as "Montana Apprenticeship Week."

Sincerely,

A handwritten signature in blue ink, appearing to read "Steve Bullock", with a long horizontal flourish extending to the right.

STEVE BULLOCK
Governor

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JOIN US IN CELEBRATING
**NATIONAL
APPRENTICESHIP WEEK
2017**

Montana Department of
LABOR & INDUSTRY

MONTANA REGISTERED
APPRENTICESHIP
EARN. LEARN. SUCCEED.



Montana Department of
LABOR & INDUSTRY

**30% increase in
apprenticeships
since 2013.**

Apprenticeship
graduates earn
a nationally
recognized
industry
credential.




Almost 90% of
apprenticeship graduates
still working in Montana.



MONTANA REGISTERED
APPRENTICESHIP
EARN. LEARN. SUCCEED.



#MTWorkforce



MONTANA REGISTERED
APPRENTICESHIP
EARN. LEARN. SUCCEED.

**Almost 70 apprenticeable occupations
available statewide in 2017!**


Montana Department of
LABOR & INDUSTRY

HealthCARE
MONTANA
Creating Access to Rural Education

#MTWorkforce

Montana Department of
LABOR & INDUSTRY



**Healthcare
apprenticeships are
"IN"!**

In just two years,
HealthCARE Montana
has worked with
130 apprentices
and
40 business sponsors
in
15 occupations!

Governor Steve Bullock has proclaimed November 12th-18th Montana Apprenticeship Week. I am excited to celebrate the men and women across the state who use work-based learning to put food on the table, support their families and grow their local economies

Montana's economy continues to thrive with more people working than ever before, an unemployment rate below the national average, and Montana leads the nation in manufacturing GDP growth. It is a good time to be a member of the Treasure State workforce, and apprenticeships are a cornerstone for this success.

As the state's workforce continues to age into retirement, it is critical we look at all opportunities to train our next generation of workers. Since 2013, apprenticeships launched through the Montana Registered Apprenticeship program have increased by almost 50 percent with more signing up each week.

Established in 1941 and administered by the Montana Department of Labor & Industry, Montana's Registered Apprenticeship program has collaborated with businesses, unions and other interested parties to implement customized training curriculum to let workers earn while they learn the skills needed to succeed in their chosen occupation.

Since 2000, the Montana Registered Apprenticeship program has overseen over 7,600 apprenticeships all across Montana. Apprentices who successfully completed their program earned average wages of \$60,754 in 2016. On average, apprentices complete their programs in 43 months. In fact, the carpenter building your house or the medical technician your temperature at the doctor's office may be a former apprentice. We have also added 23 new occupations to the apprenticeship program in the last five years, now offering training in new in-demand occupations like nursing, childcare, and computer science, in addition to the traditional fields.

For people looking at apprenticeships for their career pathway, there are many reasons to pursue this option further:

- Earning an industry-recognized credential from the Montana Department of Labor & Industry,
- Significantly reduced education costs,
- Bringing home a paycheck while learning your occupational skills.

For businesses looking at options to address their industry sector workforce shortages:

- Apprenticeships offer advantages to train employees with the hard (technical, work-based) and soft (customer relations and business culture) skills needed for their organizations. Delete (?)
- Businesses can customize training to get workers suited to their business needs.
- Investment in training increases employee loyalty and long-term employment.

The Montana Department of Labor & Industry is committed to building our state's workforce equipped with the tools to succeed in the 21st Century economy. Montana apprentices and businesses deserve the best work-based learning opportunities to ensure our economy can continue to grow. We look forward to continue serving, supporting, and collaborating with the private sector to meet the needs of the Montana workforce.

For more information about the Montana Registered Apprenticeship program or other workforce development initiatives, please visit our website at DLI.MT.Gov or by calling our Workforce Services Division at (406) 444-4100.

Date	Post	Users Reached	Shares	Link Clicks	Cost
11/13	Media Event	9,746	29	7,000 views	\$100.00
11/13	NAW Graphic	10,760	85	54	\$100.00
11/14	MRA Statistics	2,316	22		\$0.00
11/15	Occupations	9,242	136	83	\$100.00
11/16	Healthcare	1,580	13	4	\$6.13
11/17	GH Guest Ed	9,796	20	139	\$250.00
					\$556.13