

Successful Recruitment with a Universal Outreach Plan

Information for RI Registered Apprenticeship Program Sponsors

Registered Apprenticeship Program (RAP) sponsors are required to reach out to organizations that can refer candidates from all demographic groups. Sponsors decide on the appropriate recruitment area, the geographic area from which candidates could be reasonably drawn, and identify referral partners within that area. This guide provides information on how to successfully make and implement a Universal Outreach Plan.



All RAP sponsors are required to conduct **universal** outreach and recruitment. By extending outreach to all qualified individuals, Rhode Islanders gain outstanding career opportunities through RAPs.

When a RAP sponsor has five or more apprentices, an Affirmative Action Program is required. A sponsor may also be required to conduct **targeted** outreach in certain circumstances. For more information on Affirmative Action Plans visit bfri.org/ari-EEO.

Technical Assistance is available to help RAP sponsors with these responsibilities. Contact Apprenticeship RI at Building Futures, 401-919-5919 or info@bfri.org.

Inside this guide:

- **Sponsor Responsibilities**
- **Identifying Recruitment Sources**
- **Developing Effective Partnerships**

Building Futures' Apprenticeship Rhode Island initiative is a partnership with RI Department of Labor and Training to maximize the use of quality Registered Apprenticeships. Registered Apprenticeship is a proven strategy for employers to recruit, train, and retain a skilled workforce and for Rhode Islanders to launch family-sustaining careers. We provide no-cost technical assistance to design, register, and implement Registered Apprenticeship Programs in new industries and occupations.

Visit www.bfri.org/ari-EEO to access the other guides in this series.

RA Sponsor Responsibilities

- 1 Develop and annually update a list of recruitment sources that will generate referrals from all demographic groups within the desired recruitment area.
- 2 Identify contact information for each recruitment source on the list.
- 3 Provide these sources with advanced notice of apprenticeship openings at least 30 days before the application deadline.
- 4 Provide recruitment sources with information on RAP openings, apprentice selection requirements, and application procedures.
- 5 Include the EEO pledge language in apprenticeship announcements.
- 6 Document your efforts.

Identifying Recruitment Sources

Rhode Island has a vibrant network of workforce development programs and community-based organizations. Examples include American Job Centers, colleges, pre-apprenticeship programs, secondary schools, and not-for-profit agencies.

Recruiting widely can generate referrals from all demographic groups, including qualified individuals from demographics underrepresented in apprenticeship programs, such as women, minorities, and individuals with disabilities.

Online Universal Outreach Tool to Support Your Search

The U.S. Department of Labor has developed the Universal Outreach Tool to make conducting universal outreach and recruitment a simple process for RAP sponsors. Visit: <https://www.dol.gov/agencies/eta/apprenticeship/eo/recruitment/outreach-tool>

Developing Effective Partnerships

Building long-term effective partnerships to recruit strong applicants makes sense for RAP Sponsors. Partnerships that also specifically prepare applicants deepen the recruitment results, allowing sponsors and participating employers to draw from new talent pools. Partnerships ensure new apprentices are ready to succeed in and complete RAPs.

Quality pre-apprenticeships are programs designed to prepare individuals to enter and succeed in RAPs and include five key elements: 1. industry-aligned training and curriculum; 2. access to career counseling and supportive services; 3. hands-on, meaningful learning activities; 4. industry-recognized credentials; and, 5. partnership with one or more RAPs for graduate placement.

Building Futures' Apprenticeship Rhode Island team can support your organization in identifying potential partnerships and formalizing partnerships into state-certified quality pre-apprenticeship and apprenticeship readiness programs.

This workforce product was funded by a grant awarded by the U.S. Department of Labor (DOL)'s Employment and Training Administration (ETA). The product was created by the recipient and does not necessarily reflect the official position of DOL/ETA. DOL/ETA makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it.