



ADVANCING DEIA THROUGH REGISTERED APPRENTICESHIP

**DirectEmployers Association
DEIA Webinar Series**

FEBRUARY 2024

Using Transparent and Accessible Practices to Diversify Recruitment

The first interaction apprentices will have with an apprenticeship program will occur during outreach and recruitment. To ensure that programs are equitable, inclusive, and accessible, outreach practices and materials should be shared with a range of communities and in ways that allow for different forms of engagement and interaction.

The following tactics can help programs engage with and recruit a wide range of jobseekers from various backgrounds and experiences:

- Find candidates from different backgrounds by reaching out to and engaging with a range of community, workforce, and education partners.
- Ensure that recruitment materials are accessible and include images and language that can speak to a wide audience.
- Ensure that staff members who are responsible for recruitment reflect the diversity of the community.
- Remove questions about conviction records as part of the application process, except in cases where it is required by specific job eligibility criteria (ban the box).
- Clearly convey entry and success requirements. Offer support to help participants meet any prerequisites, and ensure that the referral, intake, and orientation processes are accessible.
- Ensure all learners can access assessments or pre-work required for program entry by providing accessible materials, offering different ways for participants to demonstrate knowledge, and providing testing accommodations.
- Provide on-ramps to apprenticeship, including pre-apprenticeship and other training opportunities, to increase access to training for more workers.
- Solicit feedback from participants on the entry experience, and incorporate their perspectives and feedback to improve practices.



RECRUITMENT PARTNERSHIP CONSIDERATIONS

Strategic partnerships can drive diversity in recruitment. Consider building relationships with the following:

- Local or regional community-based organizations
- Chambers of Commerce
- Local economic development and workforce development
- Faith-based organizations
- Local workforce boards
- Vocational rehabilitation services
- K-12 schools
- Reentry organizations

PARTNERSHIP HIGHLIGHT: Partnering with the Chamber of Commerce or Economic Development in your community is a great place to start when considering expanding your workforce recruitment efforts. Chambers and Economic Development groups work to serve as an employment and training connection for employers, job seekers, and youth throughout the community. They connect employers with resources to find a trained and ready workforce, and assist job seekers with needed skills to secure sustainable employment by communicating employer needs to local training program administrators and workforce partners. They have a vested interest in attracting and retaining talent in the community and supporting local businesses so they can innovate, compete and grow.

TECHNICAL ASSISTANCE

FREE Technical Assistance is provided by Jobs for the Future through the JFF National Innovation Hub for DEIA in Registered Apprenticeship, a DOL Technical Assistance Center of Excellence.

Please schedule your coaching session today!

Contact jjohnson@jff.org to schedule your session.