



## BACKGROUND

The Maryland Apprenticeship and Training Program has registered more than 9,600 registered apprentices in Maryland, an increase of nearly 20% since January 2015. Since November 2016, the program created 17 new registered apprenticeship programs and re-activated an additional nine, resulting in a record year for the program. Under Governor Larry Hogan's administration, the state has revolutionized Maryland's workforce through investments in modern-day registered apprenticeships. New apprenticeship opportunities have been created in sectors like information technology, cyber security, healthcare, digital and social media, biotechnology and advanced manufacturing.

## PURPOSE

The Maryland Apprenticeship Ambassador Program is an incentive program that raises awareness about registered apprenticeships and encourages job seekers and businesses to engage in apprenticeship opportunities. The Maryland apprenticeship ambassador agreement is formed between the Maryland Department of Labor, Licensing and Regulation and eligible Maryland businesses, organizations, entities or individuals.

## ELIGIBILITY

Apprenticeship ambassadors are chosen by the Maryland Labor Secretary because they: 1) Demonstrate a high commitment to apprenticeships and/or employ apprentices in their workforce, 2) Maintain a high-profile in their sector or geographical area, and/or 3) Represent a broad membership of workforce stakeholders. To be considered for an ambassadorship, the candidate must be in good standing with the Maryland State Department of Assessments and Taxation, the Maryland Department of Labor and Industry, the Employment Standards Service, and Maryland Occupational Safety and Health.

## SCOPE

Apprenticeship ambassadors undertake their role on a voluntary basis by supporting and influencing key stakeholders, including students, parents, educators, business owners, elected officials, trade associations and employment bodies. They champion and support outreach activities and events, raising awareness about registered apprenticeships as the premiere workforce solution and driving stakeholders to action.

For their commitment, apprenticeship ambassadors receive the following: 1) Special recognition from the Maryland Department of Labor, Licensing and Regulation, 2) Customized advice and counsel on navigating the Maryland Apprenticeship and Training Program, 3) The latest in apprenticeship news and emerging workforce trends, and 4) Valuable media exposure.

## SUMMARY OF RESPONSIBILITIES AND INCENTIVES

	DLLR Responsibilities	DLLR Incentives	Ambassador Responsibilities	Ambassador Incentives
<b>Promote</b>	<ul style="list-style-type: none"> <li>Promote ambassador via communication outlets, i.e. media contacts, website, social media, etc.</li> <li>Develop content for ambassador distribution, i.e., articles, fliers, press releases, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Heightened awareness and improved public perception of registered apprenticeships.</li> </ul>	<ul style="list-style-type: none"> <li>Share DLLR apprenticeship news and announcements via events, email, newsletters, social media, etc.</li> <li>Champion and support outreach activities and events.</li> </ul>	<ul style="list-style-type: none"> <li>Valuable media recognition.</li> <li>Increased exposure.</li> <li>Ready-to-use content for distribution through communication outlets.</li> <li>Beneficial information and service for members/constituents.</li> </ul>
<b>Partner</b>	<ul style="list-style-type: none"> <li>Host events in conjunction with ambassador.</li> <li>Provide apprenticeship ambassador seal for posting on ambassador's website.</li> </ul>	<ul style="list-style-type: none"> <li>Joint event opportunities.</li> <li>Access to new, targeted audiences.</li> <li>Enhanced program credibility.</li> </ul>	<ul style="list-style-type: none"> <li>Post apprenticeship ambassador seal on website homepage, linking to DLLR website.</li> <li>Host events in conjunction with DLLR.</li> </ul>	<ul style="list-style-type: none"> <li>Organization highlighted through designation</li> <li>Plaque recognition.</li> <li>Ambassador seal for use on website/letterhead.</li> <li>Enhanced credibility.</li> </ul>
<b>Provide</b>	<ul style="list-style-type: none"> <li>Specialized training for ambassador members/constituents</li> <li>Share apprenticeship breaking news and emerging trends with ambassador.</li> </ul>	<ul style="list-style-type: none"> <li>Expanded outreach opportunities.</li> <li>Program referrals.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage members/constituents to engage in apprenticeship opportunities.</li> <li>Refer members/constituents to DLLR apprenticeship team.</li> </ul>	<ul style="list-style-type: none"> <li>Direct access to apprenticeship navigators.</li> <li>Customized advice and counsel on navigating the apprenticeship program.</li> <li>Access to breaking news and emerging trends in apprenticeship.</li> </ul>