

Follow-up Call Script - ACA Non-selectees + Apprenticeship Ambassador Initiative Outreach

As you are aware, Secretary Walsh recently announced the appointment of 29 members to serve on the Advisory Committee on Apprenticeship (ACA). The Department received an historic number of nominations of highly qualified individuals representing a broad spectrum of stakeholders, which made the decision process especially difficult. Unfortunately, given the limited number of slots, Secretary Walsh was unable to offer you a seat on the ACA.

While we are unable to offer you a seat on the ACA, we do greatly value the expertise and experience you bring as a valued partner, and would like to ensure we are able to continue to work together in support of our shared goals for expanding, modernizing, and diversifying Registered Apprenticeship.

Therefore, I am reaching out to you today to share with you a new and exciting opportunity to engage with the Department on the issue of apprenticeship. To meet the Department's goals to modernize, expand, strengthen, and diversify Registered Apprenticeship, the Department is intending to launch a new Apprenticeship Ambassador Initiative. The goal of this initiative is to create a network of employers, labor organizations, educators, apprentices, industry associations, sponsors, minority-serving organizations, and other stakeholders to serve as champions for their area of expertise to promote, expand, and diversify Registered Apprenticeship.

Given your expertise and leadership on issues facing Registered Apprenticeship, we would like to invite you to be part of the Apprenticeship Ambassador Initiative, serving as one of its inaugural group members. We are still working on the final details of the Ambassador program, but in the meantime wanted to use this opportunity to see if you would be interested in learning more about this opportunity and participating as an inaugural Ambassador.

What we likely would envision for Apprenticeship Ambassadors, would be that they would:

- Serve as leaders for their industry, region or community;
- Recruit similar other organizations to serve as Ambassadors; and
- Make a commitment that is appropriate for their organization to advance the goals of modernizing, expanding, or diversifying Registered Apprenticeship.

We anticipate rolling out this initiative during National Apprenticeship Week with a national event during the week of November 15th. We hope that you consider being a part of this effort and joining this inaugural group of Apprenticeship Ambassadors! We appreciate your interest and willingness to participate.

Please note that this initiative is still in development, so information is embargoed. We will be following up in the near future with additional information on the Apprenticeship Ambassador Initiative, but if you have any questions in the meantime, please don't hesitate to reach out to the Office of Apprenticeship team at apprenticeship@dol.gov.

Thank you for your interest and we look forward to working together on this important effort!