

EDUCATION & WORKFORCE TRANSFORMATION
IN RURAL COMMUNITIES WEBINAR SERIES

**Building Economic Advancement
for Workers and Learners:
Lessons on
Apprenticeship &
Work-Based Learning
from Rural Communities**



Our education and workforce systems are broken.



**92M
people**

More than half the U.S. labor force is not in quality jobs and faces systemic barriers to advancement.



2x

The Black unemployment rate has been twice the white unemployment rate for more than 50 years.



14%

Less than 14% of students with low wealth who attend college complete their studies and graduate.

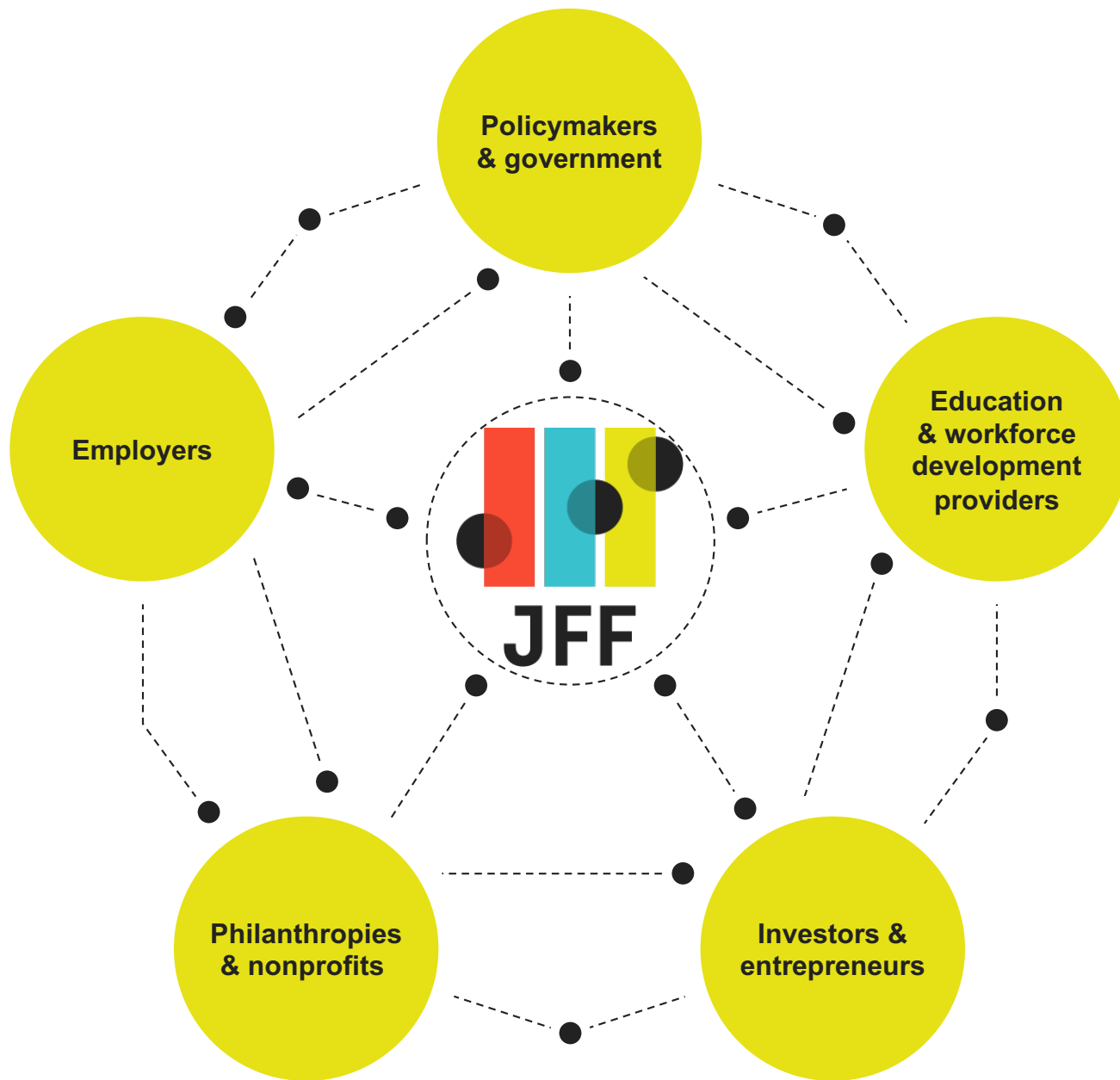
JFF's North Star

In 10 years,
75 million people facing
systemic barriers to
advancement **will work in**
quality jobs.



OUR PARTNERS

JFF works with:

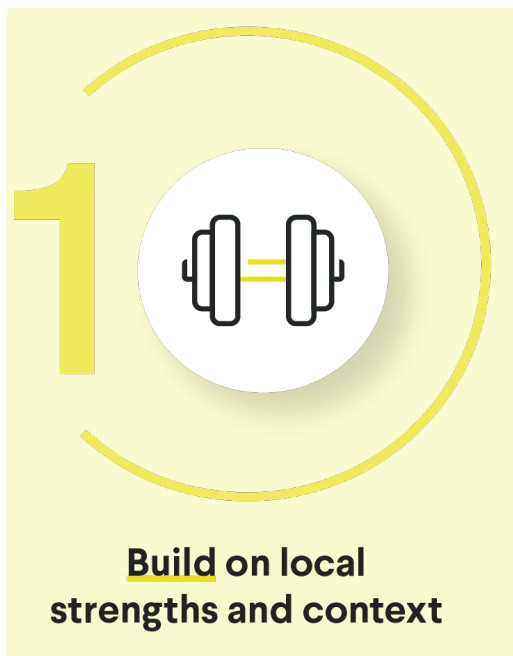


Building Economic Advancement for Workers & Learners

Lessons on Apprenticeship & Work-Based Learning from
Rural Communities


03

The report is based off three pillars...



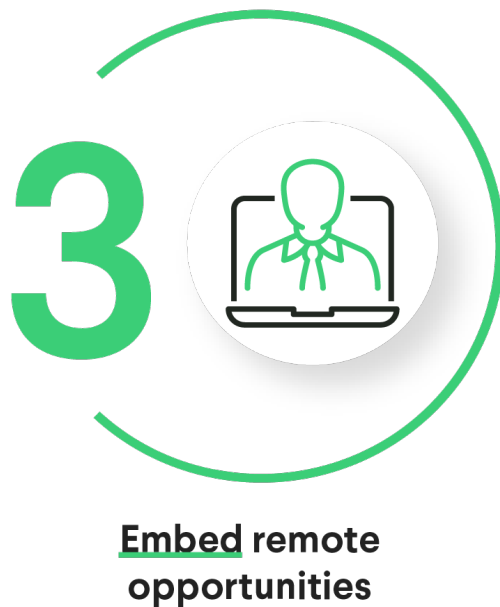
1

Build on local strengths and context



2

Prioritize inclusive economic development



3

Embed remote opportunities

Today we're focusing on pillars 1 and 2

- Harnessing the knowledge and expertise of rural communities to build pathways to work and education
- Building innovative and accessible programs that meet the diverse needs of workers and learners
- Centering rural voices in the creation of partnerships and training

Growth of Apprenticeship

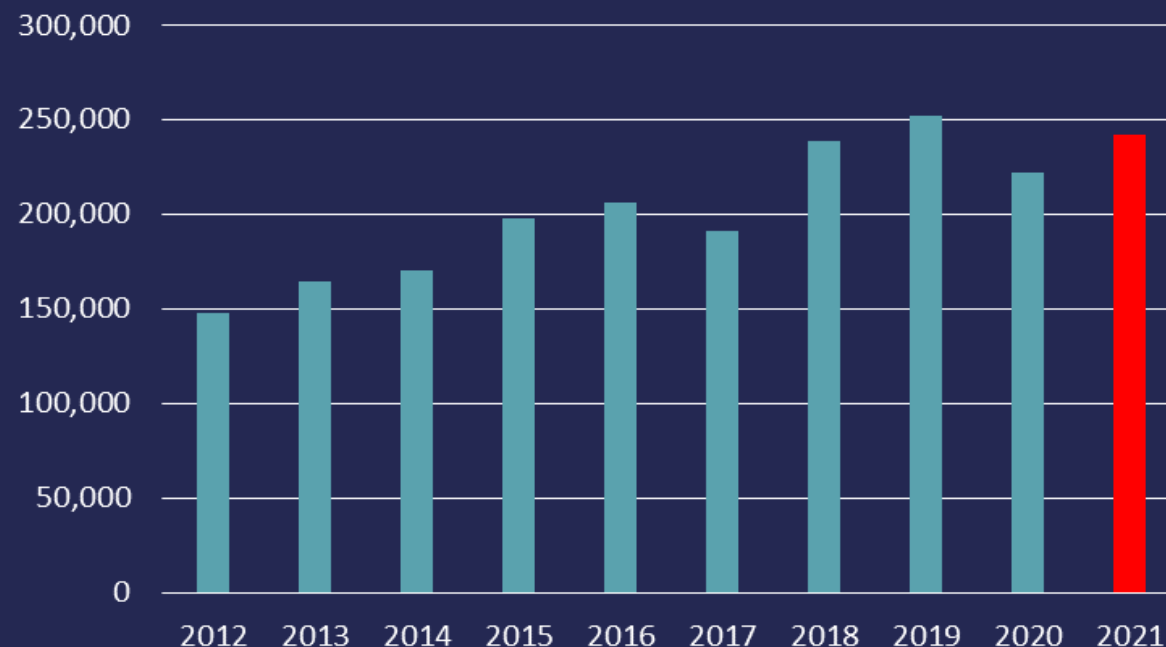
64%

Growth in New Apprentices Since 2012

Key Facts

- 2 million+ new apprentices since FY12
- 22% more active apprentices than the previous 10-year average (593,000 vs. 484,000)
- 396,000+ participants completed an apprenticeship in the last five years
- 14,700+ new apprenticeship programs created in last five years

Annual New Apprentices



[Registered Apprenticeship National Results Fiscal Year 2021](#)
[10/01/2020 to 9/30/2021 \(U.S. Department of Labor\)](#)

Rural Apprenticeship Landscape

- The growth of apprenticeship has been slower in rural communities and data on rural apprenticeships can be hard to decipher
- Using USDA Rural Commuter Codes JFF Analyzed apprentice data from the Registered Apprenticeship Partners Information Data Base System. This approach found that
 - Roughly less than 10% of apprenticeship programs operate in rural areas.
 - On average rural apprentices complete their training at higher rates than non-rural participants.
 - On average rural apprentices experience slightly higher exit wages.
- Rural apprenticeships offer
 - Proof points for the value and importance of offering flexible models.
 - Examples of how to build diverse, impactful, and collaborative partnerships.
 - Promising practices to help engage small and micro employers.
 - Strategies for scaling apprenticeship to new and emerging industries.
 - A model for innovation and resiliency.

Meet our experts



Vanessa Bennett

Director
*Center for Apprenticeship
& Work-Based
Learning, Jobs for the
Future*



Kate Howell

Director, Workforce
Partnerships
Educate Maine



Lisa Hoveman

Director of Apprenticeship
Programs
Shasta College



Educate Maine engages education and business partners to align and advance these sectors to ensure that all Maine people can thrive in a dynamic and inclusive economy.

Our workforce programs support exploration of career paths and elevate career opportunities available in Maine through:

- Cultivating pathways and partnerships between education providers and employers to develop a larger and career ready workforce.
- Increasing the quality and number of high-quality experiential learning positions available including internship, pre-apprenticeship, and apprenticeship.
- Investing resources where our work can increase access, and decrease barriers, that address inequities and result in measurable outcomes.



Kate Howell LinkedIn

<https://www.linkedin.com/in/kate-howell-562a18a6/>

Maine Career Catalyst Website

General: <https://mainecareercatalyst.org/>

Apprenticeship: <https://mainecareercatalyst.org/registered-apprenticeship-pre-apprenticeships/>



The Economic and Workforce Development (EWD) Division at Shasta College is an integral part of the California Community Colleges system, investing funding and resources in industry sectors that are key to California's economic growth.

The goal is to:

Invest in the skills of California's workforce, now and in the future.

Forge partnerships with business and industry that result in highly specialized industry training, technical consulting, and business development.

The end result is to meet industry's need for skilled workers.

*Which proves the **VALUE** of Registered Apprenticeships in rural counties.*



Shasta College



Lisa Hoveman

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General Apprenticeship: <https://www.shastacollege.edu/about/economic-workforce-development/apprenticeship/>

CRAFT (Logging & Forestry): <https://craftprogram.net/>

A\$ET (Accounting): <https://asetprogram.net/>

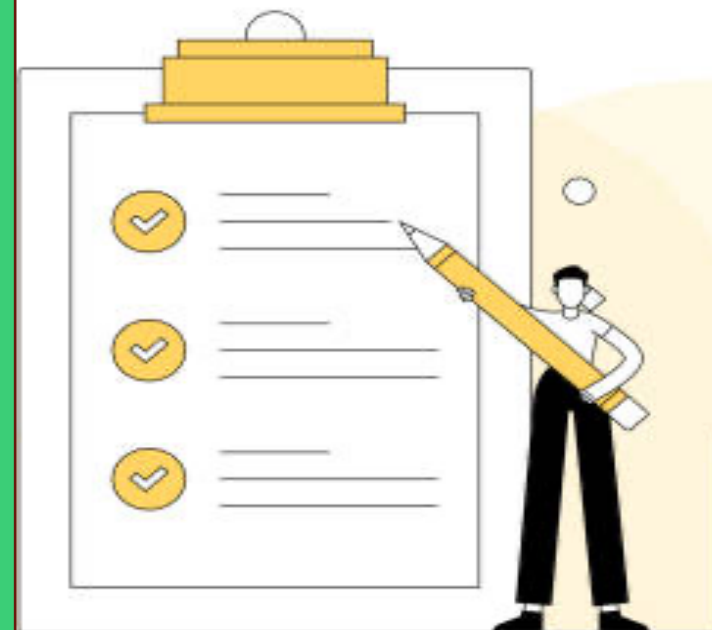
Resources

- [Framework for the Design and Implementation of College and Career Pathways in Rural Communities](#)
- [How to Engage Employers in the Promise of Apprenticeship](#)
- [Registered Apprenticeship and Work-Based Learning: Challenges & Opportunities for Rural America](#)
- [Framework for Diversity, Equity, Inclusion & Accessibility in Registered Apprenticeship](#)
- [Rural Apprenticeships for Young People: Challenges & Strategies for Success](#) (Urban Institute)
- [Educate Maine](#)
- [Shasta College CRAFT Program](#)

Thank you!

Have ideas about our webinars?

Share your feedback with us [here!](#)



Webinar Schedule

- May 22 @ 1pm ET Empowering Rural Immigrant Success: Exploring the RISE Network's Impact and Strategies
- May 29 @ 2pm ET Designing and Implementing Pathways in Rural Communities



[Register here!](#)



JFF