

THE  
**GREATER  
WASHINGTON  
APPRENTICE  
NETWORK**

# Employer Briefing

May 3, 2022 | 2:00 PM - 3:00 PM

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**NORTHERN  
VIRGINIA  
CHAMBER  
FOUNDATION**

# Today's Agenda

- Welcome
- Overview & Brief History  
Monthly Employer Meetings – First Tuesdays of every month
- Featured Speakers:  
**Cynthia Richardson**  
HR Apprenticeship Program, SHRM  
  
**CiCi Flanagan**  
Regional Partnerships Manager, Opportunity@Work
- Networking Breakout Rooms
- Upcoming Events



# MISSION

- Help employers in the region explore and develop an apprentice-based model of recruitment and training.
- The Network brings together employers, academic institutions, public and private sectors to create alternative career pathways into digital economy jobs for traditionally underserved communities.
- Goal: Create 1,000 apprenticeships in the Greater Washington region by 2025

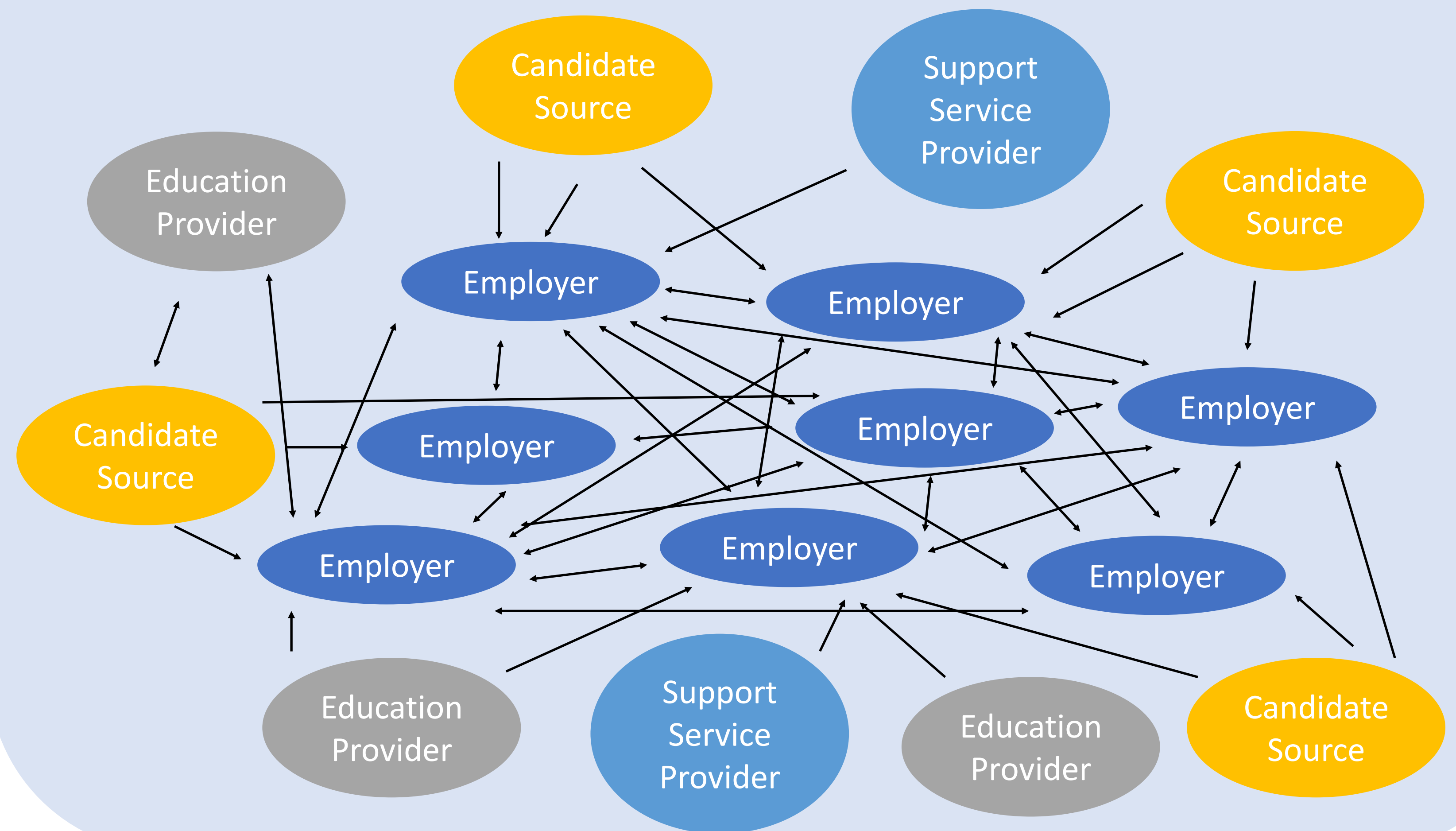




# Employer Centric Network

- Employers choose their candidate source(s)
- Employers choose their apprentice candidates
- Employers choose their education provider(s)
- Employers choose their support services provider(s) (if desired)
- Employers share best practices
- The Network provides the ecosystem, the infrastructure, and facilitates connections

## Greater Washington Apprenticeship Network: an employer centric apprenticeship ecosystem



# Industry Cohorts

- Banking
- Government Contracting

What other cohorts would you like to see?

THE  
GREATER  
WASHINGTON  
APPRENTICE  
NETWORK

# Sustainability Partners

NORTHERN  
VIRGINIA  
CHAMBER  
FOUNDATION



FEDERAL CITY  
COUNCIL



THE  
GREATER  
WASHINGTON  
APPRENTICE  
NETWORK

# Founding Employers

accenture

AON

powered by  
aws

SRM<sup>®</sup>  
BETTER WORKPLACES  
BETTER WORLD<sup>™</sup>

APPTÉON<sup>®</sup>  
Innovative Thinking, Powerful Results

  
Nestlé<sup>®</sup>

  
NTConcepts

# Today's Featured Speakers

**Cynthia Richardson**

HR Apprenticeship Program

SHRM

[Cynthia.Richardson@shrm.org](mailto:Cynthia.Richardson@shrm.org)



**CiCi Flanagan**

Regional Partnerships Manager

Opportunity@Work

[cici@opportunityatwork.org](mailto:cici@opportunityatwork.org)





# AN APPRENTICESHIP FOR HUMAN RESOURCES

# A WORLD OF WORK THAT WORKS FOR ALL



This program is made possible by funding from the Department of Labor Apprenticeships – Closing the Skills Gap Grant Program. This workforce product was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor 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 completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it.





# WHAT ARE YOU FACING?

- Tight labor market in HR and other occupations
- Shortage of qualified candidates
- Need upskilling opportunities
- Stretch DE&I goals
- Any new initiative must have a positive ROI

# TODAY'S SESSION

Explore  
what is apprenticeship

Discover  
how apprenticeship is good for your  
organization

Engage  
how to start an apprenticeship



# A REGISTERED APPRENTICESHIP

- An employer-driven quality assurance system
- Approved and accredited by a governmental agency
- Uniformly accepted industry and occupational standards
- Structured on the-job-training and related technical instruction
- Acknowledged wage progression
- Results in a market-recognized credential



# SHRM HR REGISTERED APPRENTICESHIP PROGRAM - HR RAP

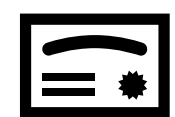
Developing the next generation  
of HR professionals

The SHRM Foundation's HR RAP is a US Department of Labor Registered Apprenticeship program to prepare untapped talent and upskill incumbent workers for careers in HR.

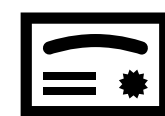
This "learn and earn" model has on-the-job training and educational requirements that leads to higher productivity, increased retention and a diversified talent pool.



18-24-month program leading  
to taking the SHRM-CP exam



PDCs for SHRM members participating  
in the program



Educational requirements available  
from SHRM, SNHU or other  
educational institutions





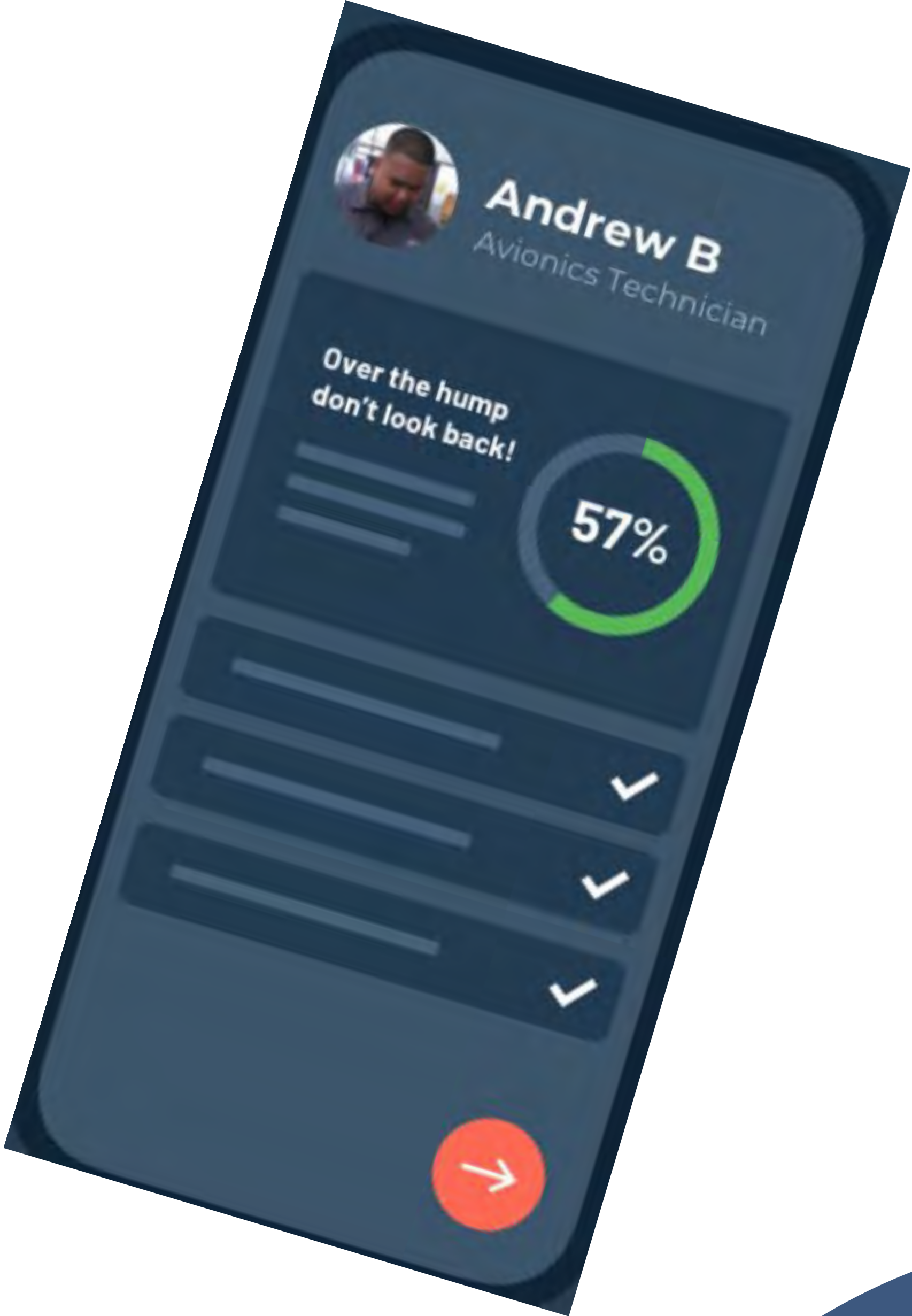
## FREQUENTLY ASKED QUESTIONS

# WHAT'S COVERED IN HR RAP

- Staffing
- Recruiting\*
- Employment Law
- Training and Development\*
- Managing Compensation and Benefits\*
- Strategic HR Management
- Professional Skills
- HRIS Administration\*
- Risk Management\*
- Labor Relations\*

\* These topics also have additional coursework available for specialization

# TRACKING PROGRESS





# FREQUENTLY ASKED QUESTIONS WHAT'S IN IT FOR ME?



IMPROVED  
PRODUCTIVITY &  
INCREASED  
EMPLOYEE  
RETENTION



MAKING AN  
INVESTMENT  
IN  
TALENT



A MORE SKILLED  
WORKFORCE



A DEEPER,  
MORE  
DIVERSE  
TALENT POOL

# FREQUENTLY ASKED QUESTIONS WHAT'S IN IT FOR AN APPRENTICE?



A COMMITMENT  
OF TIME AND  
EFFORT



EARN AND  
LEARN  
REDUCING  
COST



GAIN SKILLS IN AN  
OCCUPATION IN  
HIGH DEMAND



START A  
CAREER PATH  
NOT JUST A  
JOB



## FREQUENTLY ASKED QUESTIONS

# WHAT IS THE COST? / IS THERE AN ROI?

### Company Investment

- FTE
- **Supervisor's time**
- Educational Component
- SHRM-CP Exam

### Available Offsets

- WIOA
- State programs
- Tax Credits
- Population specific funding

MIAPPRENTICESHIP estimates an ROI of  
3.04 for an HR Specialist



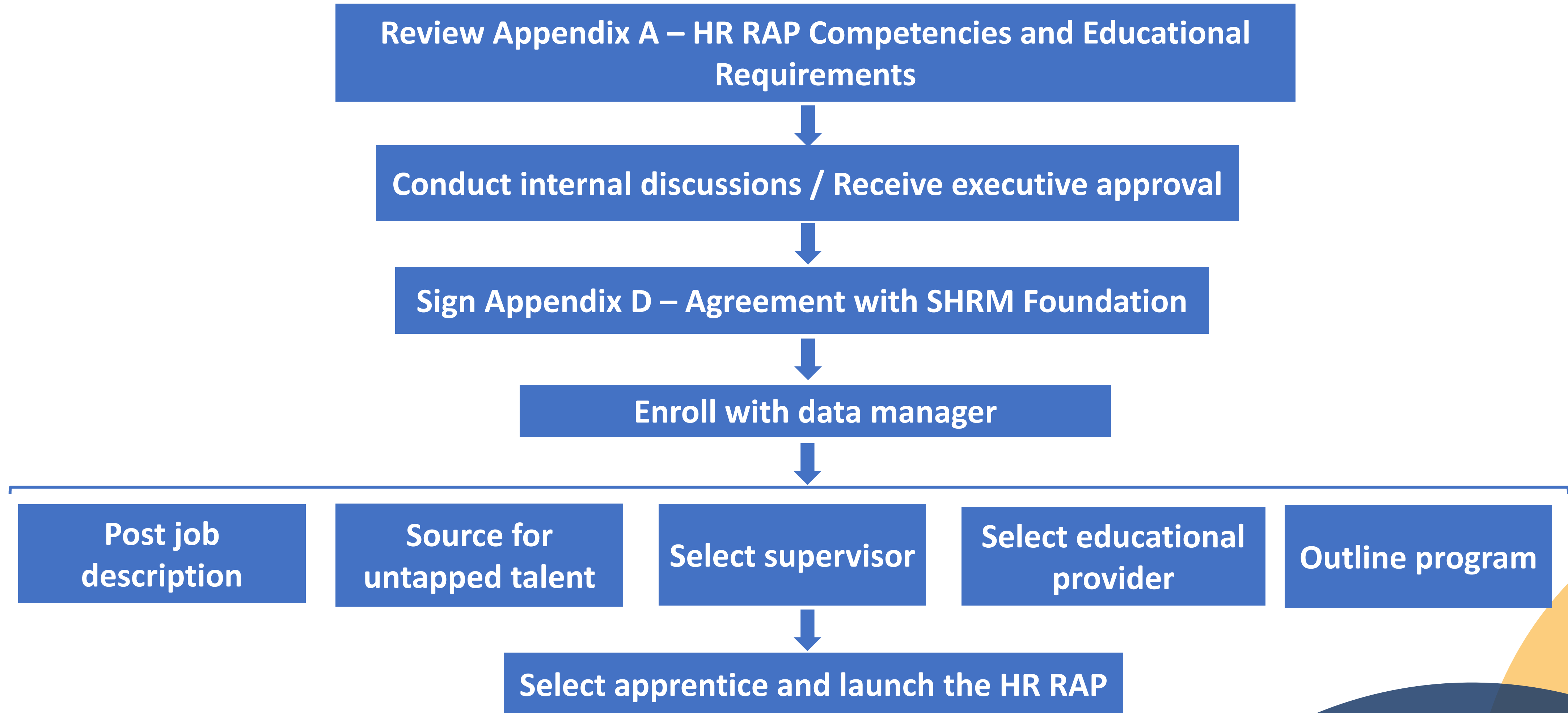


HUMAN RESOURCE REGISTERED  
**APPRENTICESHIP PROGRAM**

It Just Works.  
For Everybody.



# LAUNCHING THE HR RAP







Mary V.L. Wright  
Manager, Apprenticeship  
Mary.wright@shrm.org

# Thank You





# Today's Featured Speakers

**Cynthia Richardson**

HR Apprenticeship Program

SHRM

[Cynthia.Richardson@shrm.org](mailto:Cynthia.Richardson@shrm.org)



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Opportunity@Work

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# Discovering STARs just got easier

## Introducing Stellarworx

A faster and easier way to find, vet, and hire workers who are  
Skilled Through Alternative Routes (STARs)

**stellarworx**   
STARs Talent Marketplace

 Opportunity  
@ Work



# Opportunity@Work

## History



In 2017, established as a nonprofit with the goal of developing and testing tech-enabled solutions to **rewire the labor market.**

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Founded in 2015 as an initiative to **connect** overlooked communities with tech jobs.



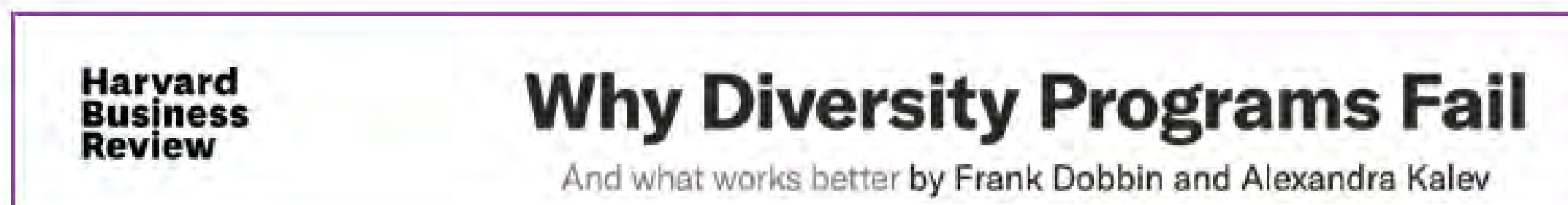
**Opportunity  
@Work**

# Something is wrong with the way companies hire

Employers struggle to meet the moment for diverse hiring



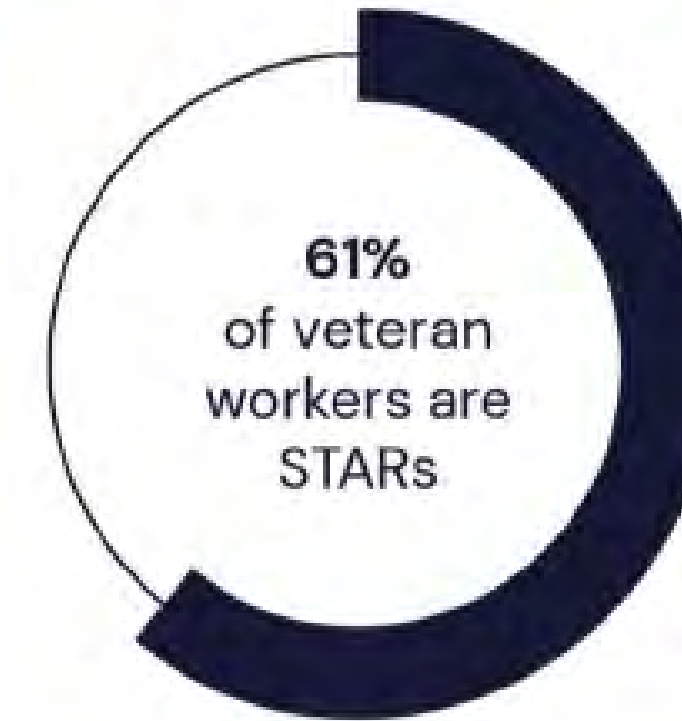
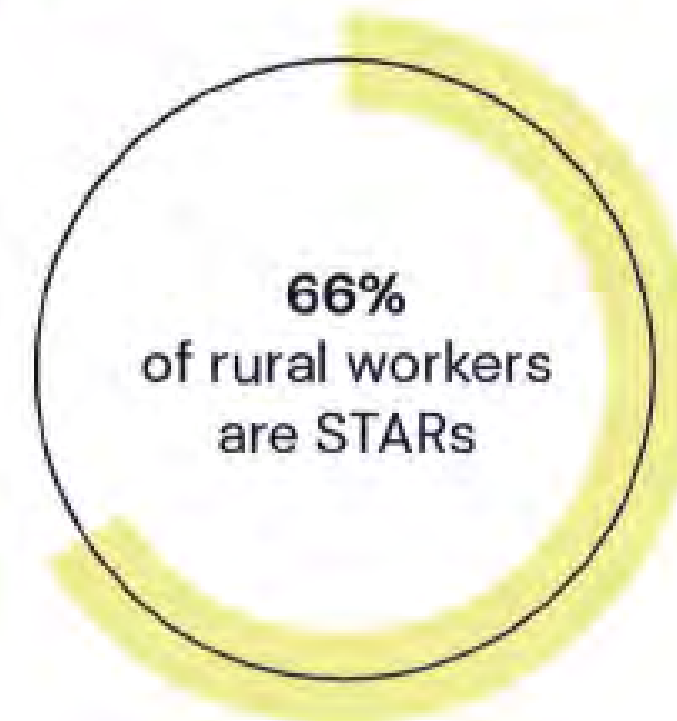
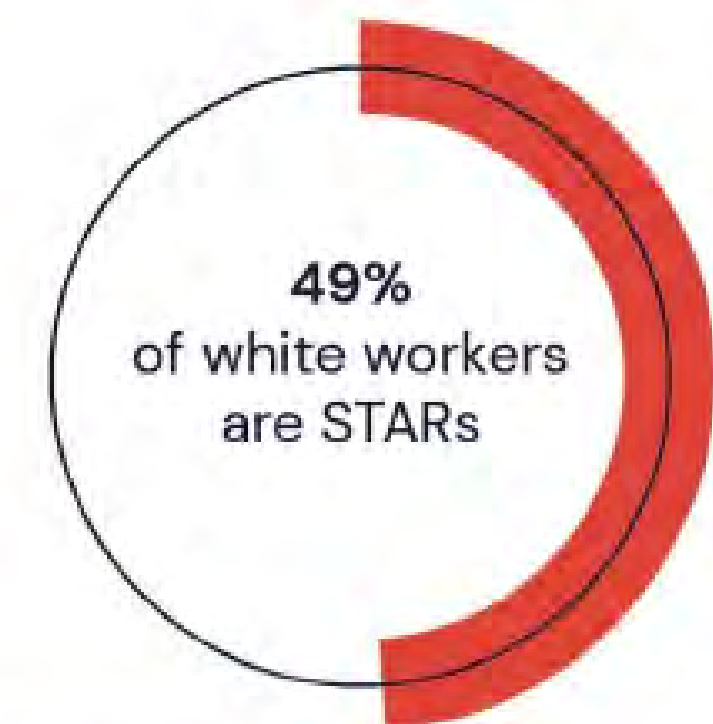
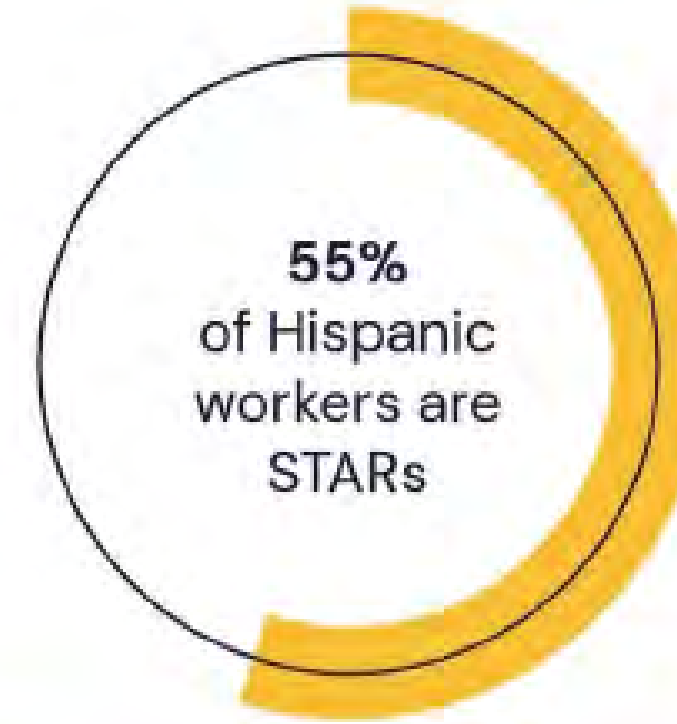
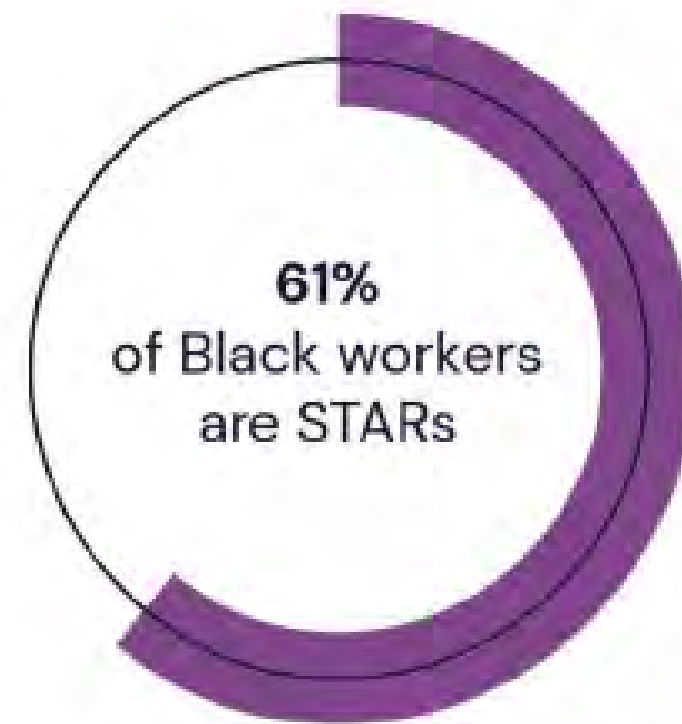
Unfortunately, many current paths for finding skilled, diverse talent actually *exclude* the largest pool of diverse hires.





# Untapped Talent Pool: Workers Skilled Through Alternative Routes (STARs)

70+ Million STARs



STARs are workers Skilled Through Alternative Routes (STARs) such as community college, partial college completion, military service, workforce training programs, skills bootcamps, and learning-on-the-job — rather than through a bachelor's degree

# The current market doesn't work

Our research uncovered pain points at every level



## Employers

Employers want a flexible, one-stop shop for skilled, diverse talent.

It can take an employer **6 months to 2.5 years** to vet each inclusive provider before recognizing them as a trusted talent source.



## STARS

STARS want a place where their skills can truly shine.

Traditional recruiting channels (Linkedin, etc.) are built for those with degrees.

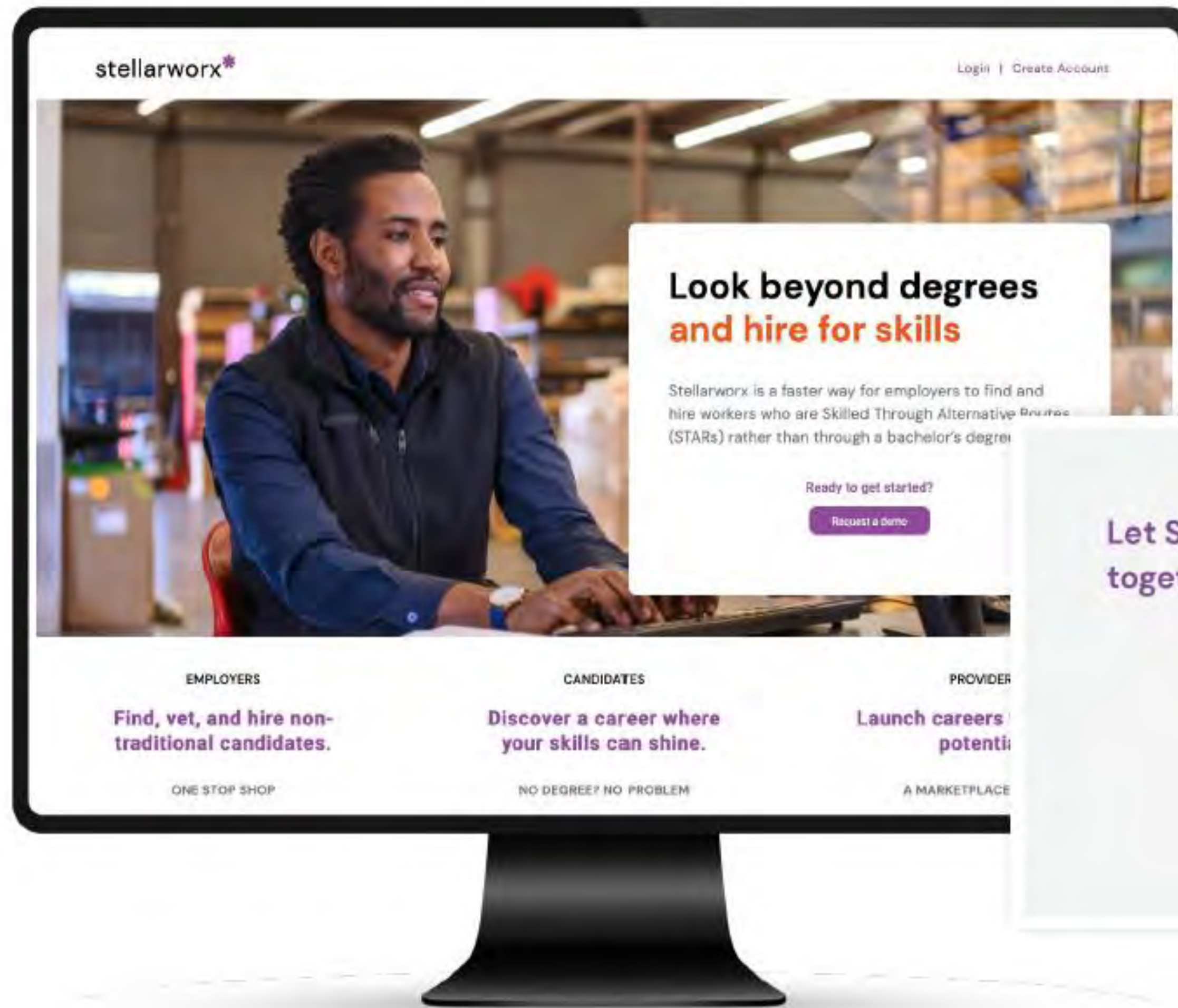


## Talent Developers

Developers want one place to vet and connect with employers who are **willing to hire STARS**. It takes significant resources to build employer relationships and prove the quality of programs.



# Introducing Stellarworx



Let Stellarworx help you bring together three key groups:





# One-Stop Shop to Source Talent Better

## Current Marketplace



## stellarworx\*

### Diversity by Design

A direct path for hiring diverse and qualified candidates because each one is a STAR.

### Skills-Based Matching

Confidence in being matched to only the BEST candidates that meet your skills criteria.








# Stellarworx: Benefits for employers

A more **diverse**  
talent pipeline

An **easier** way  
to cast a wide net  
across multiple  
providers

A **universal** way  
to translate skills  
across different job  
categories

Powered by  **workday.**

A **more reliable**  
way to verify the  
skills of each  
candidate



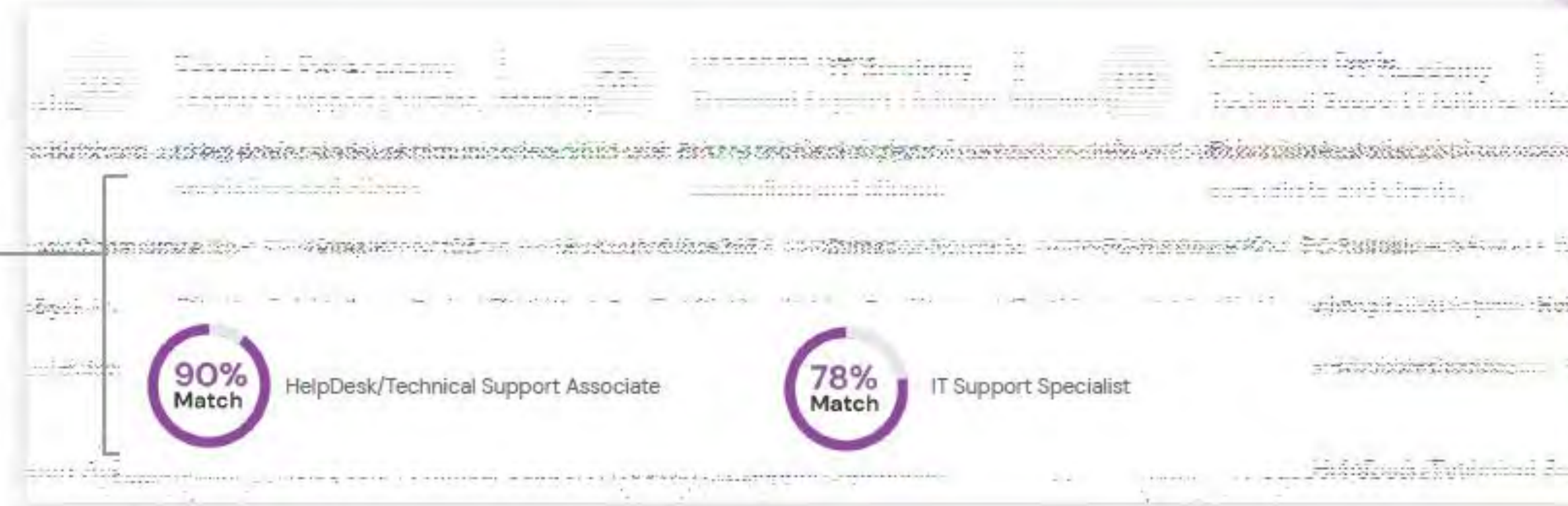
*A faster way  
to find your  
next STAR!*






# Stellarworx works for employers


**Get matched to qualified candidates.** Match scores help identify the candidates who BEST meet the selected skills criteria.



**Build trust with quality providers.** Gather deeper insights about the quality of a candidate's skills as measured by the organizations that trained them.

**Training**

\* Training verified by provider,  Certificate of completion

**SKILLS**

**Help Desk Analyst Bootcamp \***

IT Academy

A marketplace that makes **diverse hiring accessible** and reliable for employers.





# Stellarworx: Benefits for training providers

A **faster** way  
to connect with  
ONLY inclusive  
employers willing  
and ready to hire

An **easier** way  
to keep track of  
all your STARS

A **smarter** way  
to match STARS to  
open jobs

A **more effective**  
way to coach and  
support job  
seekers



***A faster way  
to get your  
STARS hired!***



# Stellarworx works for providers

**Simplify employer relationships.** Find, vet, and connect with companies that have open jobs and are willing to hire STARS.

## Recommended Jobs

Check out these jobs your candidates match with. Make recommendations and help your candidates put their best foot forward.

5  
Matches

Help Desk Support Specialist  
Customer Support | Full-Time  
IT Service Corporation Washington, DC

5  
Matches

Technical Support Representative  
Technical Support | Contract  
IT Service Corporation Washington, DC

**Track the full cycle of a STARS' job search.**  
Get deeper insights about the progress made by STARS and make clear recommendations to help candidates improve.

## Dashboard

Browse Jobs

Manage Candidates



1

Application



1

Interview



0

Selected



15

Job Matches



0

Referral Requests



1

Interview Request

A marketplace that puts a **network of inclusive employers** at your fingertips.





# How Stellarworx works for STARs

**Access a level playing field.** Only STARs are able to join, so they can be sure that employers are hiring based on skills, not degrees.



A marketplace that **creates a transparent hiring process** for job seekers.



# Let us be your new pipeline for skilled, diverse candidates

## GET STARTED WITH STELLARWORX

The first step to finding your next STAR is to sign up for an account on Stellarworx. Browse our network of talent developers, and build your profile so candidates can learn more about your company.



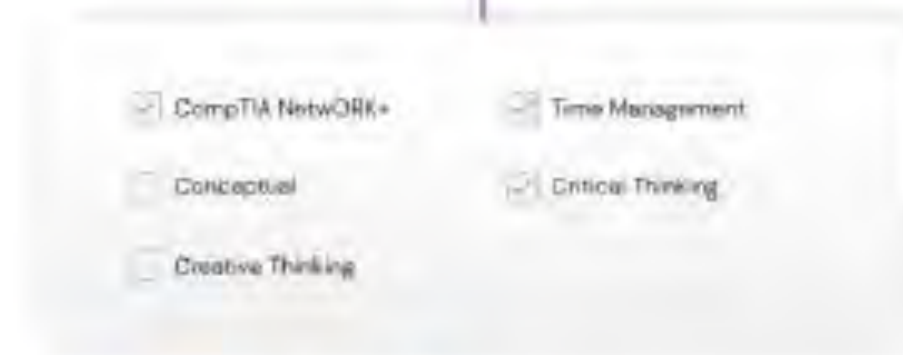
## FIND STARS WITH THE SKILLS YOU NEED

After posting a job, Stellarworx shows a list of qualified candidates, each with a "match score" to indicate how closely their skill set fits what you're looking for. Candidate profiles also show a list of their specific skills, validated by talent developers.



## CELEBRATE YOUR NEXT STAR HIRE

Stellarworx lets you quickly find STARS to fill more of your open roles. Solidify your talent strategy with a stronger pipeline of highly qualified, vetted, and diverse workers who are Skilled Through Alternative Routes.



## ADD OPEN ROLES

Add new open positions manually, by entering a URL, or by uploading a job description. Stellarworx automatically identifies skills relevant to the role. Integration with the Workday Skills Cloud provides a common language for translating a candidate's qualifications across any industry.



## SCREEN CANDIDATES AND TRACK STATUS

A dashboard shows the status of active job applications, recommended candidates, favorite training providers, and an activity feed, all in one simple view.



# Criteria for New Roles

What kinds of jobs are good fits for Stellarworx?



## SALARY

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Does this role meet an \$20/hr or \$35-45k minimum wage ?



## EMPLOYMENT TYPE

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*Does this job fall under one of following job types:*

- Full-time
- Contract
- Apprenticeship
- Paid Internship



## GEOGRAPHY

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*Is this job **based remotely** or located in one of the following active markets:*

- DC region
- LA region
- SF Bay region
- NE Ohio



## GROWTH & MOBILITY

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*Is there proven internal mobility for this role? Can it be easily articulated?*



# What companies are saying about Stellarworx

"We've done our due diligence and this is the best platform out there. How can we take this big, fast?"

Fortune 500 Company

"We were planning to build this internally – I want talk to our product team about how to use this instead."

Fortune 500 Cloud Company

"<I like>how user friendly it is when it comes to looking at the candidates and tracking the activity"

Fortune 500 Staffing Agency

## The growing number of companies committed to hiring and helping STARs







Join Stellarworx and find your next STAR  
at [stellarworx.org](https://stellarworx.org)

CiCi Flanagan

Regional Partnerships Manager

[cici@opportunityatwork.org](mailto:cici@opportunityatwork.org), 908-447-3054



Opportunity  
@ Work

STARsInsights\*

stellarworx\*  
STARs Talent Marketplace

STARsStudio\*

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# Breakout Rooms

## Discussion & Networking

### Starter Topics:

- Introduce yourself
- How can the Network help you?
- How can you help the Network?



# Monthly Employer Meetings

Recurring Monthly Meetings: 1st Tuesday of the Month 2:00 – 3:00 pm

Next Meeting:

**Tuesday, June 7, 2:00 - 3:00 pm**





Announcing the launch of the NOVA Workforce Network!

- Inclusive and collaborative community of workforce professionals and others interested in workforce innovation across the region
- Launching on Tuesday, May 24<sup>th</sup> at 2:00pm
- Recurring monthly on the 4<sup>th</sup> Tuesday of each month
- All are welcome





# Thank you

## Questions?

Jennifer Williamson

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[www.GreaterWashingtonApprenticeNetwork.com](http://www.GreaterWashingtonApprenticeNetwork.com)

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