

THE  
**GREATER  
WASHINGTON  
APPRENTICE  
NETWORK**

# Employer Briefing

December 6, 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 Speaker:  
  
**Lateefah Durant, CityWorks DC**
- Networking Breakout Rooms
- Upcoming Events

# MISSION

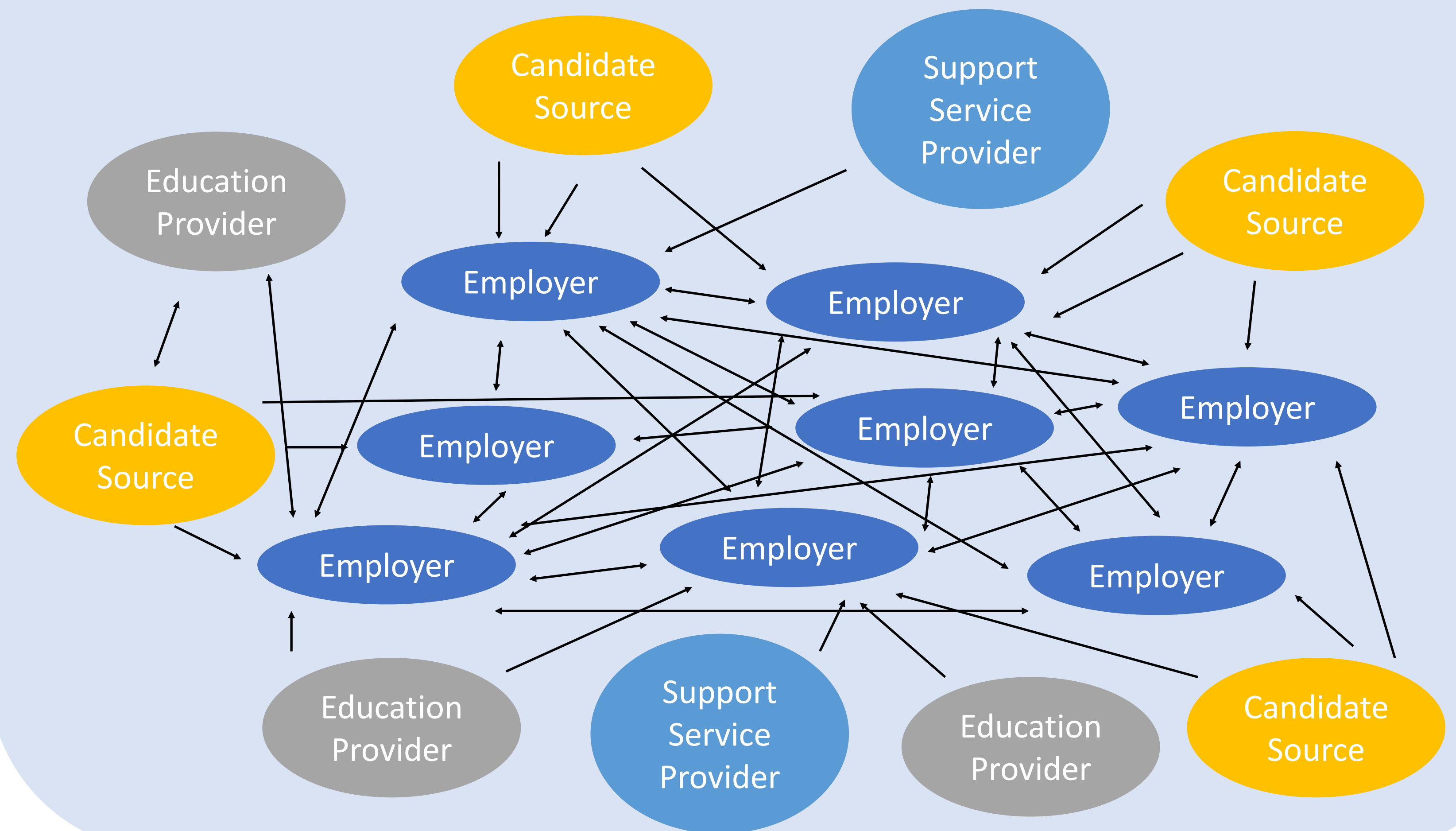
- Help employers in the region explore and develop an apprentice-based model of recruitment and training.
- The Network brings together employers, academic institutions, public and private sectors to create alternative career pathways into digital economy jobs for traditionally underserved communities.
- 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?

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# Sustainability Partners

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# Founding Employers

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**NTConcepts**

# Today's Featured Speaker

**Lateefah Durant, CityWorks DC**



# CITYWORKS

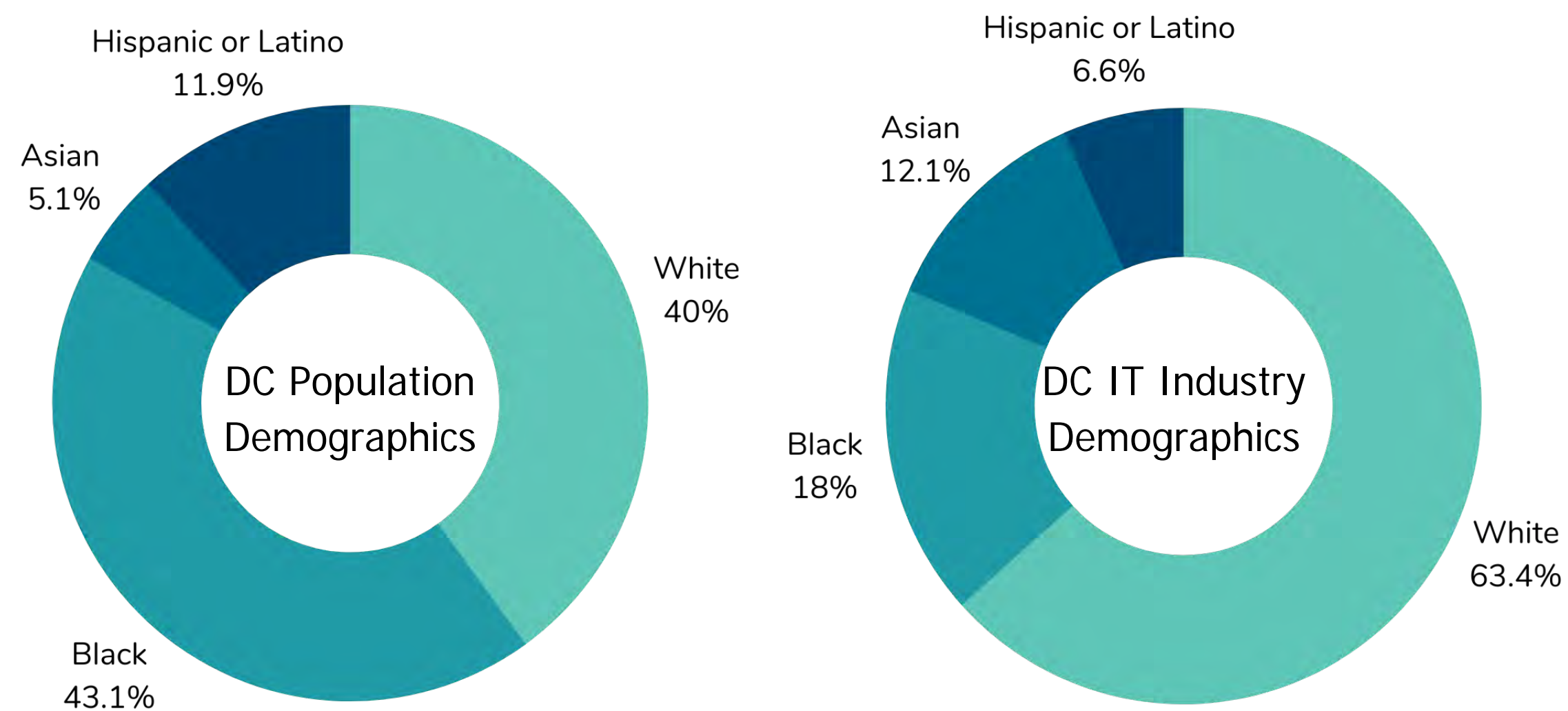
*Apprenticeship Intermediary*

# CityWorks DC's Mission

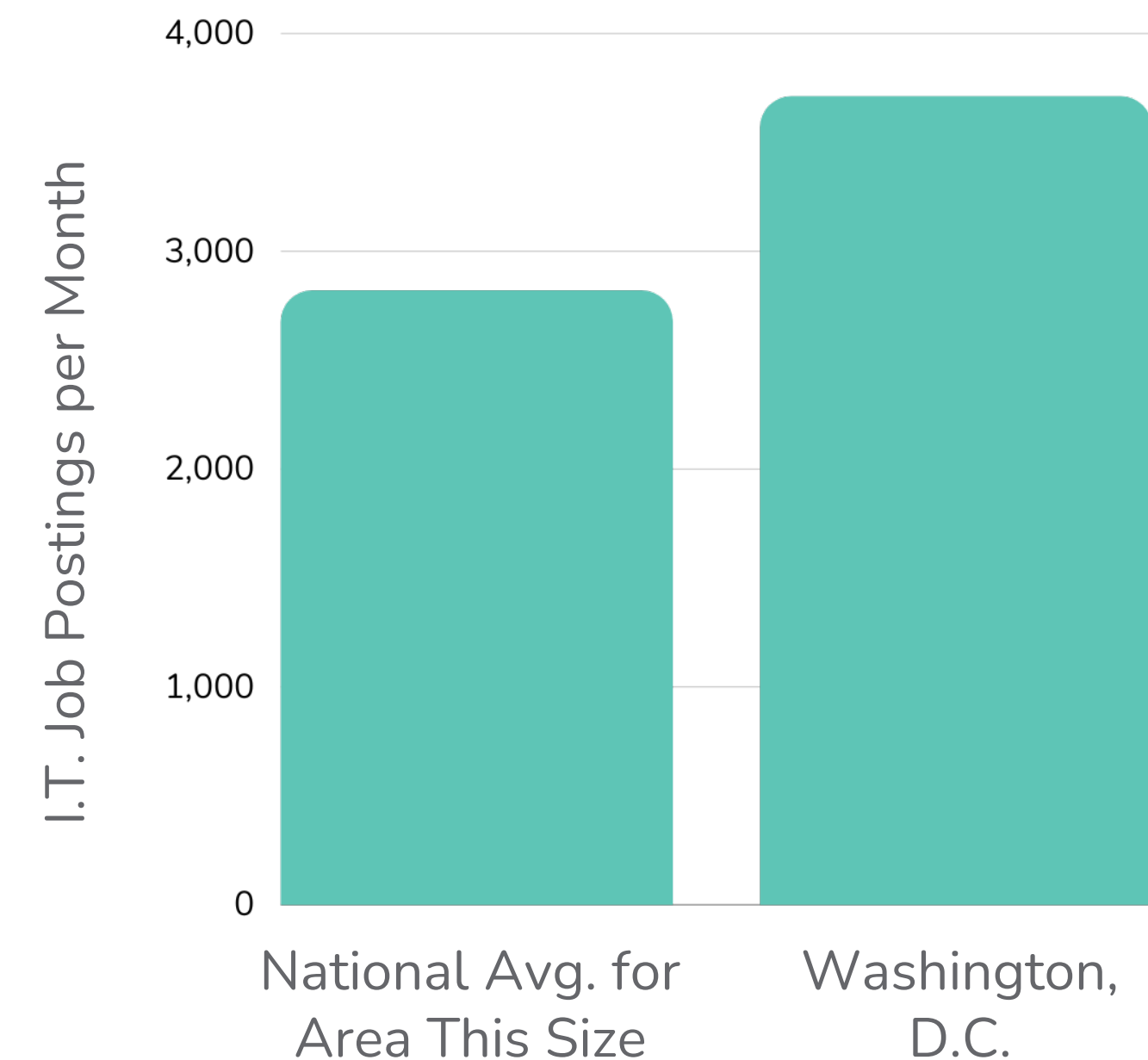
Our mission is to dramatically improve the early career outcomes of DC youth and young adults of color by launching innovative programs and by mobilizing employers, educators, and city leaders to create an employer-driven, local, equitable talent pipeline.

# DC's IT sector is unrepresentative of the city's demographics, and it is tough hiring competition makes it difficult to get your foot in the door.

Although DC's population is majority Black, they make up less than a quarter of the District's IT workforce.



The Washington, D.C. area has aggressive hiring competition for IT positions.



# Apprenticeships help address your business needs

Finding qualified candidates



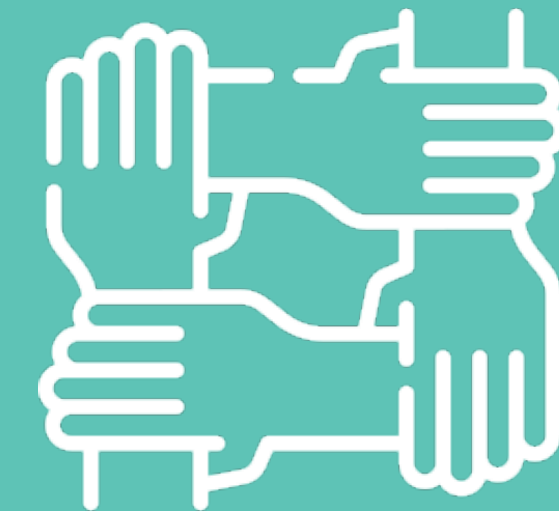
CityWorks DC partners with local high schools and community organizations to source qualified candidates for competitive, high-wage careers.

Reducing turnover



By hiring apprentices, employers build local, loyal, and productive employees, which reduces the likelihood of turnover.

Recruit diverse talent



CityWorks DC sources diverse candidates and works with employers to build customized training plans for apprentices and provide wrap-around services.

## What is an apprenticeship?

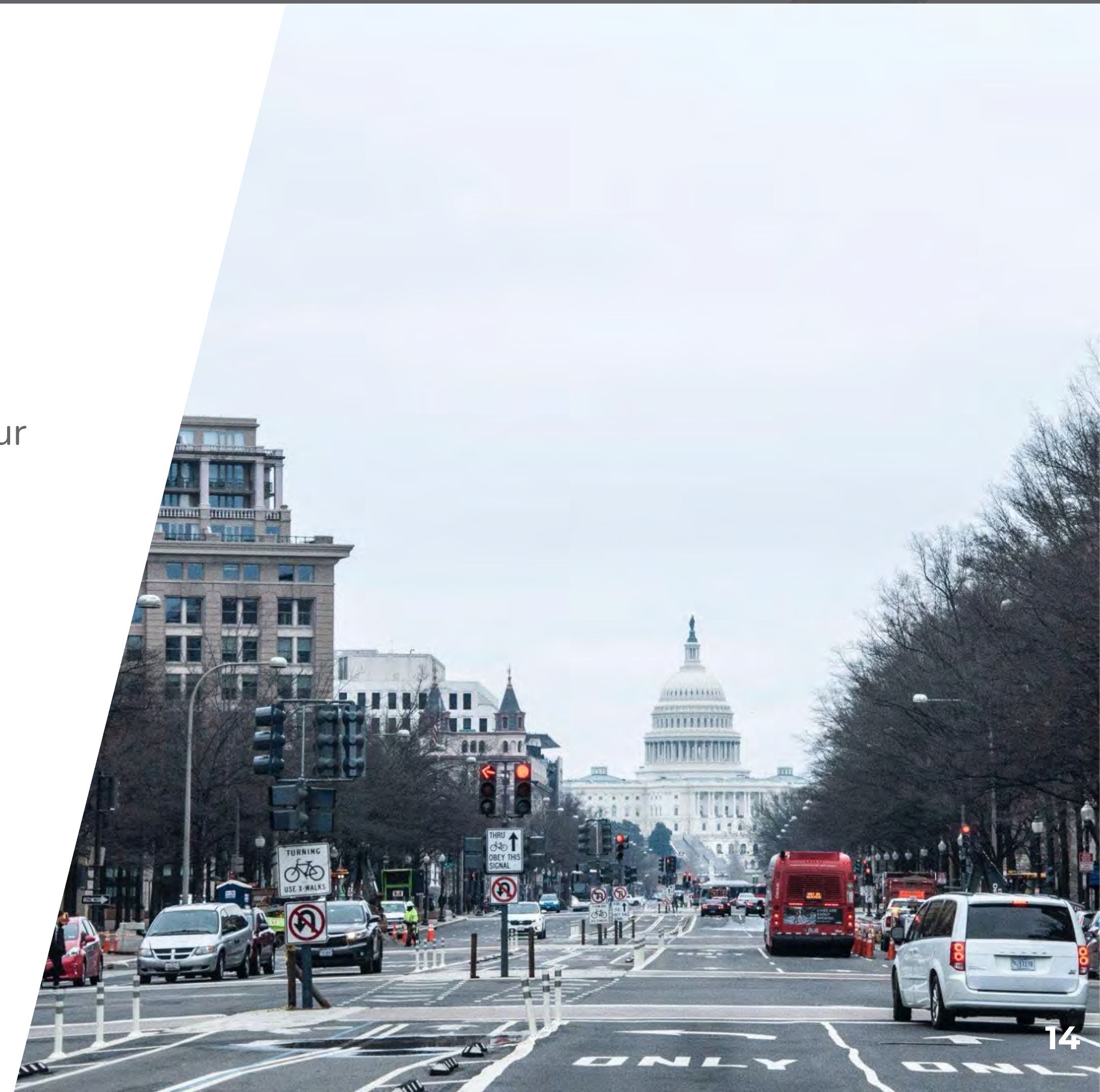
Apprentices master a set of job competencies by learning on-the-job and in the classroom. By the end, apprentices often attain industry credentials, postsecondary credits, and a full-time position.



# CityWorks DC is here to help!

CityWorks DC can help businesses with the launch and implementation of apprenticeship programs for both youth and adults:

- 1) Partner with our CareerWise DC Modern Youth Apprenticeship Program
- 2) Invest in wraparound services to ensure the success of your apprenticeship program
- 3) Engage in technical assistance to help launch an apprenticeship program for your business



# Apprenticeships contribute to your bottom line

Expands the talent pool



Apprenticeships give employers a leg-up on their competitors when it comes to finding future talent.

Gets ahead of the retirement cliff



Apprentices, who start their work while still in high school, are productive, motivated, and loyal employees.

Invigorates your existing staff

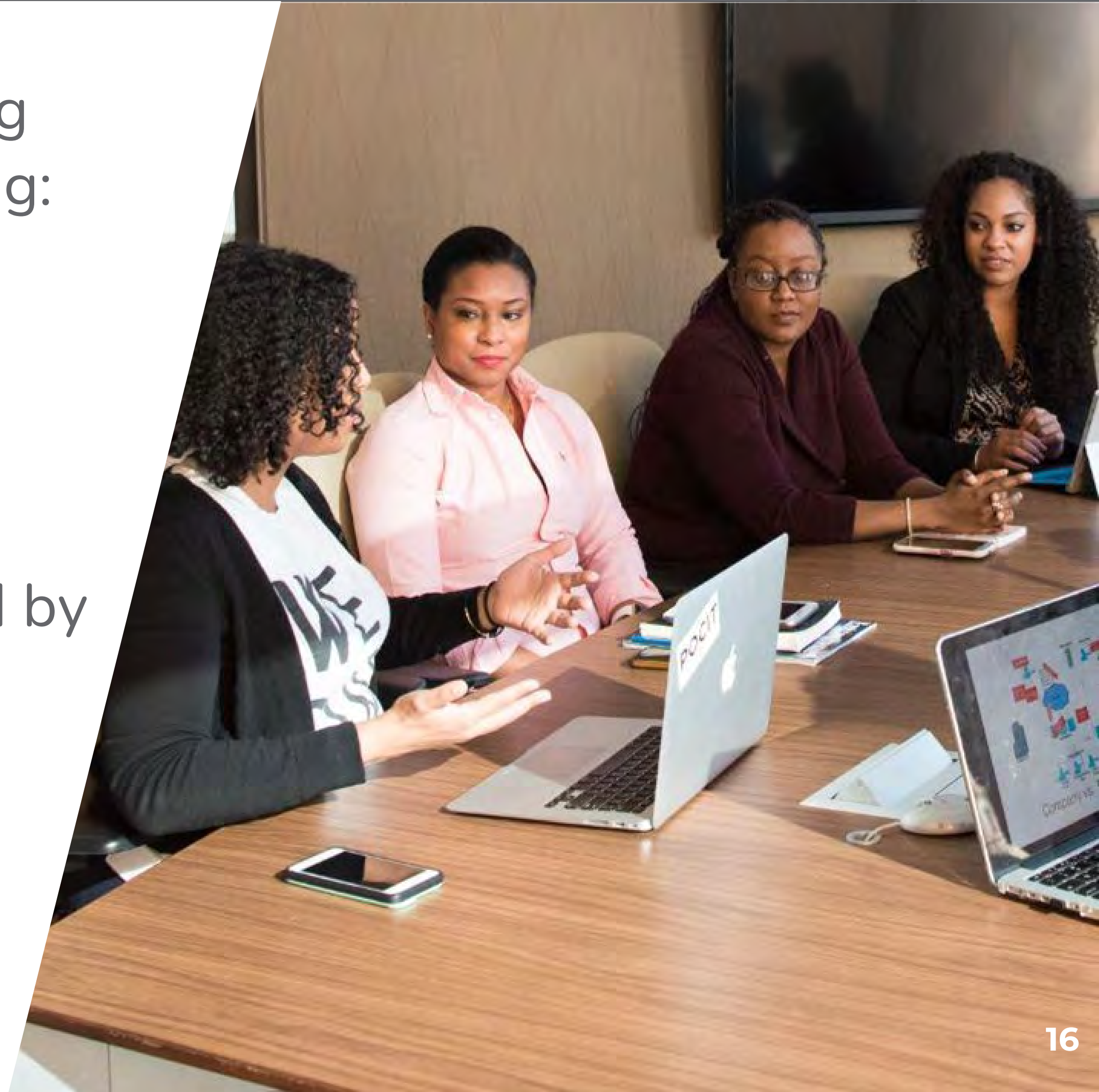


Apprentice supervisors grow in their supervisory capacity; Apprentice co-workers benefit from diversity of thought and added team capacity.

## Apprenticeship benefits employers

There are numerous business benefits for building apprenticeships into your staffing model, including:

- Address equity goals and build a diverse workforce
- Establish a talent pipeline
- Meet current and future staffing needs
- Accelerate business transformation enhanced by digital natives
- Join a network of business influencers
- Fosters inclusive environment of learning and mentorship
- Return on investment



# DC employers are already reaping the benefits of hiring apprentices.

“We would **recommend an apprentice to anybody** who approaches us. In fact we talked to our own HR about it, and they’re very excited about bringing on more appendices to the Urban Institute.”



**Bhavani Arabandi**

Senior Researcher  
Urban Institute

“I see the **engagement of our people skyrocketing** when they work with the youth apprentices. The youth apprentices bring a diversity of thought and ideas.”



**Trish Pescatore**

Youth Apprenticeship Program Lead  
Accenture

“This was a great way for us to **give back to the community**, and expose some young people to an industry that they probably don’t know about.”



**D'Christia Smith**

DEI Manager  
Kastle Systems

# 1. CareerWise DC

*A Modern Youth Apprenticeship where employers hire high school students for two to three years to take on critical business needs in areas such as IT, Finance, and Business Operations*

# CareerWise DC

CareerWise DC, powered by CityWorks DC, is a modern, youth apprenticeship where employers hire high school students for two to three years to get deep work experience (2,000 hours or more) and intensive classroom-based training (144 hours or more) to fill high-wage, high-demand jobs in fields such as information technology, finance, and business operations.



# Apprenticeship Training Components

*The apprenticeship completes when the apprentice has:*



**Clocked  
2,000+ hours**  
on the job



**Completed 144  
hours**  
in related-instruction  
classes



**Earned industry  
credential**  
identified in the  
training plan, if  
applicable



**Rated Proficient**  
by their supervisor on  
100% of their technical  
competencies and 75%  
of their career-ready  
competencies

If the student fails to meet the completion criteria,  
the employer may extend the apprenticeship

# Current Apprenticeship Pathways in DC

## INFORMATION TECHNOLOGY

- Database Admin
- IT Support Tech
- Junior Coder
- Quality Assurance Tech
- Web Developer
- Cyber Analyst

## BUSINESS OPERATIONS

- Business Operations Associate
- Human Resources Associate
- Project Coordinator
- Sales Coordinator
- Graphic Designer

## FINANCIAL SERVICES

- Commercial Loan Officer
- Retail Banking
- Insurance Underwriter
- Staff Accountant
- Investment Research Analyst

*CityWorks DC defines a “good job” as a full-time role that 1) provides career stability and/or path for advancement, 2) meets or exceeds a median wage according to the MIT Living Wage Calculator for a single adult (~\$42K in D.C.), 3) is accessible within ~5 years of high school graduation and 4) offers self-sufficiency and a choice-filled life.*

# CareerWise DC bundle of supports



Apprentice  
Recruiting



Training Plan  
Development



Apprentice  
Training



Education Liaison



Employer Training



Employer  
Communications and  
Evaluation Platforms



Ongoing Program  
Support

# Talent development on your timeline

Employers can now choose between the two- or three-year model. Each provides apprentices with **meaningful work**, staff with **leadership opportunities**, and is an **impactful diversity & inclusion** program.

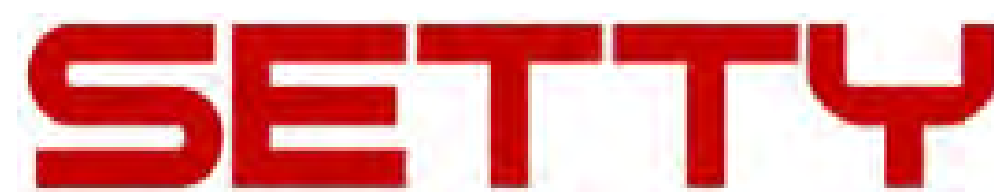
## 2-Year Model

- Rising seniors only
- Faster train-to-hire timeline

## 3-Year Model

- Available for juniors and seniors
- Offers longer training runway and additional year of CareerWise support

# CareerWise DC Employers



# Timeline



- Does your company have a need around hiring, retention, or diversity?
- Are you interested in building a talent solution for the future of DC?
- Sign MOU
- Work on job descriptions for Hiring Hub
- Identify a point of contact for program management.
- Work with your CareerWise DC team to post job descriptions.
- Schedule and host virtual interviews.

## 2. Apprenticeship Support Services

*CityWorks DC can serve as the lynchpin in an employers apprenticeship program by supporting apprentices and managers*



# Apprenticeship Support Framework

## APPRENTICE SUPPORTS

- One-on-one coaching
- Group Professional Development Sessions

## MANAGER SUPPORTS

- Manager/Supervisor Training
- Ongoing Support to Managers

## RELATED INSTRUCTION SUPPORTS

- Coordination with related-instruction partner
- Ongoing aid for apprentice on-time instruction completion

*Frequency of supports provided can be modified to meet the needs of your organization's apprentices, managers, and related instruction provider.*

# Apprentice Supports: One-on-One Coaching

## *Coaches support apprentice success at work, in training and at home*

- Set professional and academic goals
- Review training progression
- Build healthy academic, professional, and financial habits
- Facilitate resources for personal needs such as, childcare, transportation, and technology

 Assist with problem-solving in life and the workplace  

### CityWorks DC Experience and Capacity

- Provides coaching supports to Aon Corporation's DC-based apprentices
- Provides career coaching to 50+ early career employees
- Program leaders are Certified Life Coaches

# Apprentice Supports: Professional Development Sessions

*Professional Development sessions provide critical training on workplace and life skills as well as support cohort identity*

- Professional Development Sessions cover Work and Life Skills including:
  - Workplace Culture and Etiquette
  - Time Management
  - Self-Awareness and Communication
  - Personal Money Management



## CityWorks DC Experience and Capacity

- Provides Professional Development Sessions for Aon Corporation apprentices
- Provides Professional Development and Industry Exploration Panels for 50+ early career professionals
- Provides expert facilitators

# Manager Supports: On-going Support to Managers

## *Provide ongoing support to managers in supervising apprentices*

- Review apprentice's current projects and deliverables
- Reflect on apprentice performance – what is going well and areas for growth
- Identify additional supports apprentice may need professionally (i.e., technical training and workplace habits) or personally



### **CityWorks DC Experience and Capacity**

- Experienced staff with background and expertise in education and workforce development
- Currently provides supervisor and apprentice check-ins for 12+ employers

# Training Support: A coordinated effort

## *Work collaboratively with related-instruction training providers to provide seamless support*

- Assistance with apprentice enrollment in occupation-related training
- Review apprentice training progression regularly to identify areas where support is needed and provide guidance with accessing academic supports (e.g., tutoring center)
- Review training plan to support on-time apprenticeship completion



### **CityWorks DC Experience and Capacity**

- Experience working with universities, community colleges, adult-charter schools, and online training providers
- President & CEO was formerly DC's Deputy Mayor of Education

# 3. Technical Assistance

*CityWorks DC provides technical assistance to businesses to stand up their own apprenticeship programs*

# Technical Assistance: Build your own Apprenticeship Program

## *Build Your Own Apprenticeship Program*

- Technical assistance to businesses to build out apprenticeship programs across a range of industries and jobs
- Program design to meet business needs



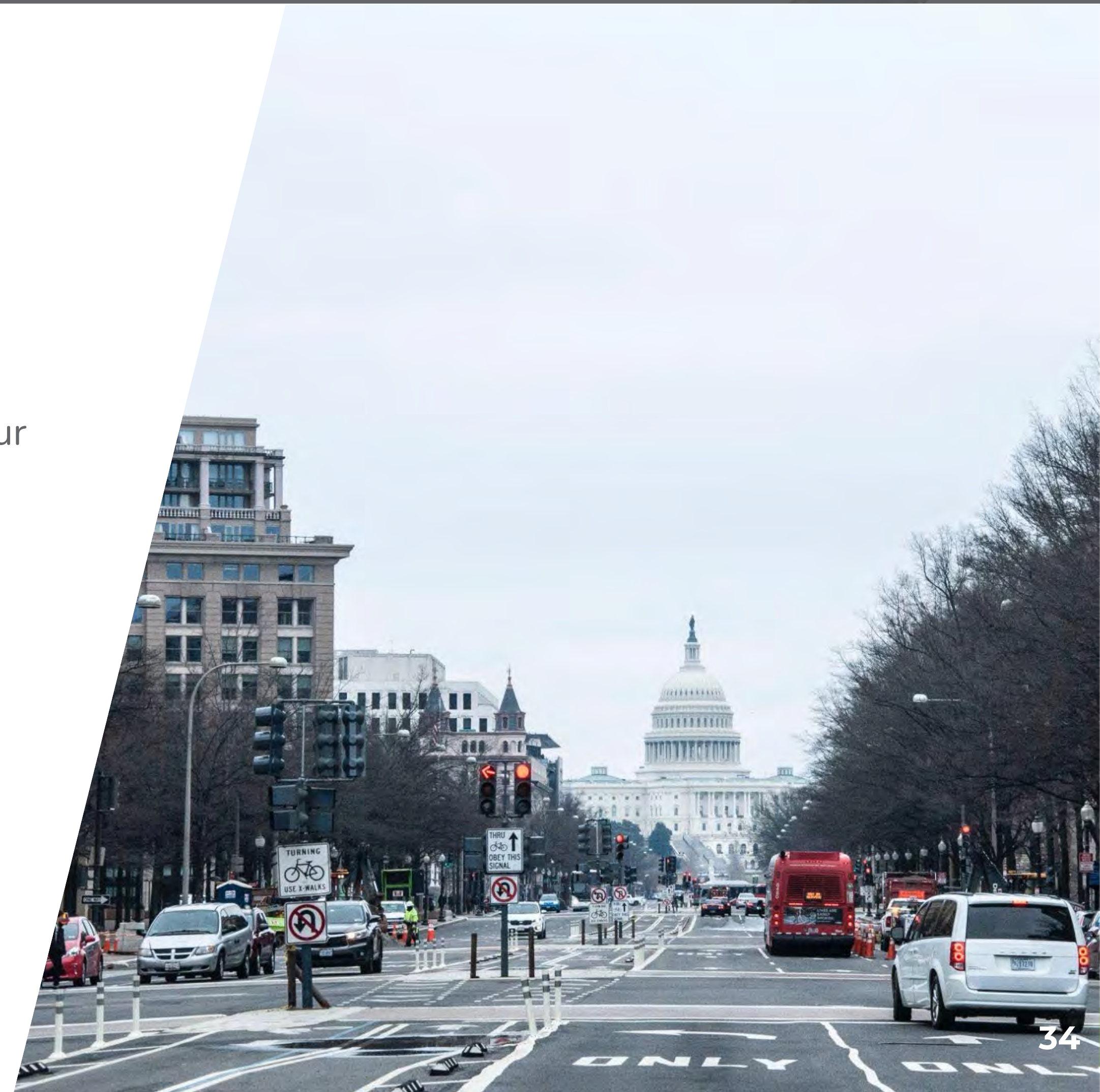
### CityWorks DC Experience and Capacity

- Supporting 12+ employers with apprenticeship implementation supports
- Staff experienced in designing and implementing apprenticeship programs for businesses of all sizes and governmental entities

# CityWorks DC is here to help

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# Thank you

Lateefah A. Durant

Vice President of Innovation

CityWorks DC

[ldurant@cityworksdc.org](mailto:ldurant@cityworksdc.org)

# Breakout Rooms

## Discussion & Networking

### Starter Topics:

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

## Economic Outlook: The Future of Work

**KEYNOTE:** Anne M. Kress, Ph.D. President, Northern Virginia Community College

**MODERATOR:** Steven Partridge, Vice President, Strategy, Research and Workforce Innovation

**Date:** January 25th

**Time:** 8:30-10:30AM

**Location:** George Mason University, Mason Square





# Monthly Employer Meetings

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

Next Meeting:

**Tuesday, February 6, 2:00pm - 3:00pm**



# Thank you

## Questions?

Jennifer Williamson

[jwilliamson@novachamber.org](mailto:jwilliamson@novachamber.org)

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

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