



Project Strategy & Approach: December 2020

Developed in collaboration with PIA partners and stakeholders

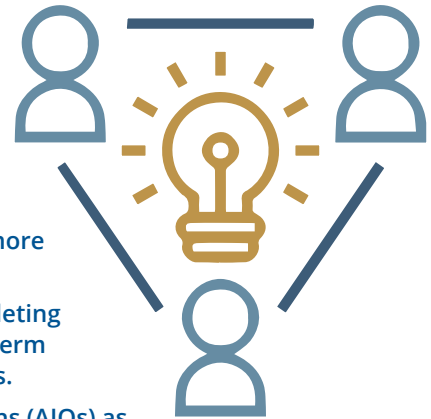
VISION & IMPACT What is our vision for the future and how do we get there?

Our Vision

1. Create a culture of collaboration between employers and apprenticeship programs to meet employer talent needs.
2. Enable people with disabilities to benefit from apprenticeships that increase their opportunities for lifelong access to high-quality job opportunities.

Our impact goals

1. Put policies and practices in place that promote and support inclusive apprenticeship programs.
2. Ensure High Growth, High Demand (HGHD) employers understand the business case for apprenticeship, resulting in the development of more inclusive programs.
3. Increase number of people with disabilities completing apprenticeship programs and create better long-term employment outcomes for people with disabilities.
4. Position apprenticeship intermediary organizations (AIOs) as advocates for inclusive apprenticeship programs and provide them with the resources, knowledge, and experience to support people with disabilities.



STAKEHOLDERS Who are our key stakeholders?

Our primary focus will be:

- AIOs (registered apprenticeship programs (RAP), industry-recognized apprenticeship programs (IRAP), and pre-apprenticeship programs (PAP))
- Employers

We will also engage with people with disabilities, advocacy organizations, workforce organizations, policy organizations, training vendors, and media in select geographic regions to collect best practices to be applied nationwide.

What challenges will we need to consider?

- High unemployment, global pandemic, and shift to telework
- Big goals, short time span, and limited resources
- Antiquated ideas of the capabilities of people with disabilities
- Mindset that college is the only option for a successful career
- HGHD employers lack understanding about the value of apprenticeship
- Perception that apprenticeship is difficult to implement



Partnership on Inclusive Apprenticeship (PIA)

STORYTELLING

How will we tell our story?

We will focus on the intersection of AIOs and employers, making the business case for inclusion and apprenticeship. We will work with business-focused media to spread our message broadly.



Problem

What are the problems we want to solve?



- Unemployment and lack of credentials for people with disabilities
- Too few employers offer inclusive apprenticeships
- AIOs aren't typically inclusive of people with disabilities
- Apprentices with disabilities don't have access to supports they need to succeed

Principles

What principles will we apply to our work?



- Bring all the right people to the table
- Focus on excellence over compliance
- Expand existing programs rather than create new ones
- Ensure the needs of people with disabilities direct and inform our work
- Focus on a business model, not a charity model

Solutions & Activities

What activities will we execute?



- Use design thinking: empathize, define, ideate, prototype, test
- In the first six months, focus on defining the problem and ideating solutions with AIOs, employers, and people with disabilities
- Deliver resources through web, in person, and outreach on an ongoing basis
- Continue to refine based on feedback from our community and partners

NEXT STEPS

We are following a design thinking approach for this project. We will meet with stakeholders to get feedback on this draft to co-create a path forward.

