

A tall building under construction with scaffolding and a glass facade. The building is the central focus, with scaffolding visible at the top and bottom. The sky is clear and blue. The text is overlaid on a dark grey semi-transparent background.

BUILDITAZ

**CONSTRUCTION
APPRENTICESHIP
PLAN**

2023- 2026

OVERVIEW



Arizona is a national model for innovative and successful workforce development programs. Our collaborative approach brings together government, education, and industry to develop comprehensive, award-winning, and scalable solutions.

BuilditAZ Apprenticeship Initiative represents Arizona's latest workforce advancement, connecting workers with the skills and know-how needed for jobs in the state's construction and trades industry with the goal of doubling the number of construction and trades registered apprentices. All of this work is aimed towards meeting and the building the needs of our growing 21st-century economy – from housing to semiconductor fabs to broadband and electric vehicle infrastructure.

The BuilditAZ Apprenticeship initiative is aiming to double the number of construction and trades registered apprentices by 2026. To achieve this goal, the initiative organized a workgroup of over 40 volunteers from various sectors, including Industry, Education, Government, Trades, and Non-Profit Community Organizations, all operating under the leadership of the Workforce Arizona Council. This workgroup divided into five subgroups, each tasked with developing specific goals and strategies in key areas related to apprenticeship expansion. These key areas typically included:

- Marketing and Outreach
- Policy and Governance
- Employer Engagement
- Career Pathways
- Grants and Funding Opportunities

As of the latest available data, there are 4,071 apprentices actively participating in a construction and trades registered apprenticeship program in Arizona.

MARKETING AND OUTREACH

The BuildItAZ Marketing Plan lays out a comprehensive strategy to create, implement and maximize efforts to promote pre-apprenticeship and registered apprenticeship programs throughout Arizona. The marketing strategy consists of two main objectives:

- Create Awareness
- Drive interest to a specific informational/registration portal

The marketing plan's timeline for awareness and delivery spans the course of three years:

- Year 1: Research, Design, and Launch
- Year 2: Implementation and Expansion
- Year 3: Tracking and Improvement

Year 1 - Research, Design and Launch

Research

The first part of the marketing plan will focus on conducting extensive research to understand the current state of both pre-apprenticeship and registered apprenticeships that are currently available and defining the specific audience(s) which would most benefit from the apprenticeship programs.

Primary research techniques such as focus groups and surveys from both construction companies and potential beneficiaries from registered apprenticeship programs will determine attitudinal reactions specific to the construction industry and identify barriers and opportunities for growth, especially for women and underrepresented populations.

Third Party (MRI) research will be used to define and size of potential target segments based on demographic and psychographic markers that:

- Demonstrate a propensity for interest in or benefit from careers in construction
- Account for economic, gender and racial differences that may aid in the long-term diversification of a potential construction workforce

The research collected will drive decisions on what type of media should be created, how it will be utilized, the channels of distribution, and target audience. In order to gauge the effectiveness of the marketing campaign, specific upper and mid-lower metrics will be established including impression volume, creative impact, audience engagement, website traffic, on-platform form fills, on-site form fill rates and efficiencies.

Design

The design element will feature three different components:

Promotional Content - Content that directly addresses BuildItAZ's objectives and includes a call to action for BuildItAZ awareness and first-contact lead generation. Influenced strongly by BuildItAZ's goals over trends. Specific deliverables will include the professional imagery, product value highlights, and more.

Shareable Content - Content designed for engagement, to boost algorithm preference overall, and establish connection with the target audience, including participation in trends and zeitgeist opportunities.

Culture Content - Content designed to humanize the BuildItAZ through sharing the BuildItAZ's culture, people and values to drive authenticity. Includes content that prioritizes Diversity, Equity, Inclusion and Accessibility.

In addition to the social media campaign, a complete analysis of the current State Apprenticeship website will be conducted to create content pillars for a structured framework to organize the content and make it easier for the target audience(s) to find the information, boosting site traffic and user retention.

Launch

Once all of the media is created, the website is optimized, and the audience(s) is defined, a marketing campaign will be launched across multiple social media platforms. BuildItAZ partners from both the private and public sectors will be utilized to promote the campaign to a diverse target audience with a succinct launch strategy. A minimum of four Social Media platforms will be chosen that are found to be most effective for the specific target audience. A statewide, synchronized public relations campaign will announce the launch of the BuildItAZ Initiative over various social media and partner agency websites.

Year 2 – Implementation and Expansion

Implementation

Upon the successful launch of the BuildItAZ Marketing Campaign, complimentary marketing pieces will be created and implemented to support the social media campaign that include Website Blogs, SEO (search engine optimization), Community Engagement and Public Relations.

Website Blogs – To increase organic traffic to the website and acquire interests in apprenticeships, blogs will be created to address career growth opportunities in construction, local industry spotlights and success stories from both employers and journeymen, and opportunities for skill development.

SEO (Search Engine Optimization) – Monthly search engine optimization audits and content performance reviews to ensure a website ranks well in search results.

Community Engagement – Attending and sponsoring various events, workshops and conferences to educate potential apprentices about the benefits of the construction industry.

Participate in Events & Community Engagement – Using industry and audience insight, develop compelling topics to engage and resonate with media targets that:

- Resonate with aspirations and concerns of women and that present opportunities for careers for people with diverse learning backgrounds
- Address potential concerns related to workplace culture, inclusivity, and work-life balance
- Highlight the empowerment + career opportunities available

Expansion

In addition to the four implementation strategies listed in the previous section, a public and media relations campaign will be created to expand the BuildItAZ Initiative by showcasing success stories of exemplary construction workers who have excelled in the construction industry.

DEIA Initiatives

Highlighting Pre-Apprenticeship and Registered Apprenticeship opportunities to historically underserved communities, minorities and non-traditional occupational populations within the construction industry will be at the forefront of this marketing strategy. Specific efforts will be emphasized to showcase success

stories of exemplary diverse construction workers (including women, Native American, Latino and African American populations) who have excelled in construction via apprenticeships.)

Partnerships with organizations that promote to diverse populations such as National Association of Women in Construction (NAWIC) and Associated Minority Contractors of Arizona (AMCA) will be utilized to negate false narratives and stereotypes about the construction industry and to help recruit diverse audiences.

Promote Incentives and Scholarship Opportunities

Oftentimes, barriers such lack of transportation and child care are cited as major obstacles to entry into apprenticeship programs. To combat these barriers, the marketing plan will highlight incentives, scholarships, or financial support to encourage more women and underrepresented individuals to consider apprenticeship opportunities in the construction industry.

Year 3: Tracking and Improvement

Following the initial launch of the marketing campaign and throughout its implementation phase, regular progress reports to stakeholders will be provided showing the impact of the marketing campaign on overall apprenticeship interest and enrollment.

In order to maximize the efforts of this campaign, various feedback mechanisms will be created to collect input from apprentices, employers and partners to continually improve the program based on their experiences.

Year 1 Budget - \$500,000

Audience Research + Paid Media

- Audience research using third-party MRI data
- Paid media budget - assumes investment covering both lead generation and upper-funnel/awareness activity over the first year
- Static advertisement creative + content development

Social Media Strategy + Blog Creation + Management

- Development of social media content calendar outlining (10) social posts per month
- Content scheduling + Social media reporting
- Copy development of social media content for (10) posts per month for (4) Social Channels
- Graphic design of social media content for (6) custom posts per month
- Development of (3) short form social media videos per month
- Build content and creative of 2-4 blog posts per month

Years 2 & 3 Budget- TBD

SEO

- Monthly SEO audits and content performance reviews
- Quarterly strategy updates based on KPIs and changing industry trends

PR + Media Relations

- Editorial Planning: Maintain a year-long editorial calendar highlighting key journalists, outlets, influencers, and events suitable for campaign reps.
- Story Mapping: Identify and schedule prime education, construction, and human interest stories to optimize media reach.
- Media Interaction: Engage with media and influencers; provide media training, interview preparation, and coordination for central representatives.
- Partnership & Referrals: Collaborate with key community stakeholders like counselors, developers, and advocates to bolster program referrals.
- Thought Leadership: Secure and craft speaking engagements, panels, podcasts, interviews, and related content to address conversion challenges.
- Analytics & Outreach: Management of media database management, campaign tracking, and monitoring; create media lists, monitor discussions, and gauge outreach effects.

POLICY AND GOVERNANCE

Evaluation of Current Arizona Apprenticeship Policies

Year 1:

- Goal: Review Arizona's existing apprenticeship policies.
- Outcome: Conduct a comprehensive analysis of Arizona's existing apprenticeship policies, identify a minimum of five strengths and weaknesses, and document areas for potential improvement by November 2024.
- Goal: Seek potential legislation opportunities for apprenticeships.
- Outcome: Start the process of obtaining legislation options and support by January 2024 to maintain alignment with the Year 3 goal.

Year 2:

- Goal: Engage key stakeholders, including Arizona Apprenticeship Office, DES and the Governor's office, to initiate efforts for policy renewal and legislation.
- Outcome: Establish a working group to revise policy and propose legislation for Arizona Apprenticeship Programs by July 2025.

Year 3:

- Goal: Advocate for the legislation's approval and work towards its successful enactment.
- Outcome: Successfully pass legislation renewing and improving apprenticeship policies in Arizona, securing at least 80% support from the legislature by December 2026.

Gathering Stakeholder Feedback**Year 1:**

- Goal: Develop a list of stakeholders needed for conducting listening sessions and surveys for feedback and schedule meetings.
- Outcome: Identify and engage with at least ten key stakeholders from various sectors, including industry, education, and government, for feedback collection and schedule initial meetings by July 2024.

Year 2:

- Goal: Present feedback findings and recommendations to relevant stakeholders.
- Outcome: Disseminate the feedback report and recommendations to stakeholders and receive formal feedback from each stakeholder within 30 days of presentation by April 2025.

Identifying Industries with Apprenticeship Gaps**Year 1:**

- Goal: Conduct a thorough analysis to identify industries lacking apprenticeship programs, including an analysis on what data is lacking in various industries.
- Outcome: Analyze labor market data to identify at least three industries lacking apprenticeship programs and produce a detailed report outlining the gaps by September 2024.

Year 2:

- Goal: Develop recommendations for establishing apprenticeship programs within identified industries.
- Outcome: Propose a set of recommendations for the establishment and scaling of effective apprenticeship programs in the identified industries including assistance from established organizations by December 2025.

Year 3:

- Goal: Advocate for the implementation of apprenticeship programs in identified industries.
- Outcome: Collaborate with industry representatives and relevant stakeholders to pilot and implement apprenticeship programs in the identified industries, targeting at least two industries for full-scale implementation by December 2026.

Enhancing Inclusivity and Participation

Year 1:

- Goal: Analyze data to identify barriers preventing underrepresented groups from participating.
- Outcome: Analyze demographics of apprentices and identify at least five barriers to participation for underrepresented groups and compile a report with potential solutions by October 2024.

Year 2:

- Goal: Collaborate with stakeholders to explore retention options and support talent acquisition.
- Outcome: Establish partnerships and programs facilitating increased talent and retention in apprenticeship programs, leading to a 10% increase in the representation of underrepresented groups by December 2025.

Year 3:

- Goal: Evaluate the success of inclusivity strategies and adjust them as needed.
- Outcome: Review inclusivity efforts, gather feedback, and refine strategies to continually improve inclusivity and diversity within apprenticeship programs, achieving a 15% increase in underrepresented group participation by December 2026.

Licensing and Safety Considerations

Year 1:

- Goal: Research best practices for apprentice/journeyman safety ratios and certifications.
- Outcome: Compile a comprehensive safety guideline document balancing safety and effective learning experiences for apprentices by November 2024.
- Goal: Research what bodies may be responsible for oversight of licensing for certain apprenticeship programs.
- Outcome: Compile a list of what agencies may be responsible for managing licenses throughout the State and schedule meetings to discuss their oversight by November 2024.

Year 2:

- Goal: Engage with relevant agencies to discuss proposed changes to licensing and ratio changes and gather feedback.
- Outcome: Review inclusivity efforts, gather feedback, and refine strategies to continually improve inclusivity and diversity within apprenticeship programs, achieving a 15% increase in underrepresented group participation by December 2025.

Year 3:

- Goal: Advocate for the adoption of changes in licensing and ratio requirements in apprenticeship programs as necessary based on stakeholder feedback.
- Outcome: Implement proposed changes and monitor compliance to ensure a safe working environment for apprentices, with at least 90% compliance achieved within one year of adoption by December 2026.

Addressing Market Trends**Year 1:**

- Goal: Research current market trends in the apprenticeship landscape.
- Outcome: Compile a report on current market trends in apprenticeships and their potential impacts by July 2024.

Year 2:

- Goal: Develop a strategy to adapt to identified market trends effectively.
- Outcome: Propose a strategy to align apprenticeship programs with market trends and potential policy mandates at the local level within 90 days of identifying trends by December 2025.

Year 3:

- Goal: Advocate for necessary adaptations and potential local workforce development level mandates to align with market trends.
- Outcome: Successfully implement changes in alignment with market trends and policy to enhance apprenticeship programs, achieving a minimum of 80% alignment with the local workforce development level mandates by December 2026.

Review of Local Workforce Development Board (LWDB) Policies and Processes**Year 1:**

- Goal: Conduct a comprehensive review of existing LWDB policies related to apprenticeships.
- Outcome: Compile a report identifying at least five areas for alignment with apprenticeship goals and develop strategies for policy improvement by November 2024.
- Goal: Research policy mandates for the Workforce Arizona Council.
- Outcome: Dependent on WIOA regulations, develop a policy mandating LWDB allocations towards work-based learning initiatives in Arizona by December 2024.

Year 2:

- Goal: Collaborate with LWDB representatives to propose policy adjustments for better apprenticeship support.
- Outcome: Successfully implement changes in alignment with market trends and policy to enhance apprenticeship programs, achieving a minimum of 80% alignment with the local workforce development level mandates by July 2025.

Year 3:

- Goal: Monitor the implementation of adopted policy adjustments and gather feedback.
- Outcome: Continuously monitor and evaluate the impact of adopted policy adjustments, making further recommendations for improvement within one year of implementation by December 2026.

EMPLOYER ENGAGEMENT AND CAREER PATHWAYS

Build a coalition of industry partners (employers) who will commit to creating and/or expanding their current pre-apprenticeship and apprenticeship programs

Successful registered apprenticeships are structured work-based training programs that combine technical instruction (such as that provided in a physical or virtual classroom) with learning and mentoring experiences at an employer's worksite. Apprentices are paid employees during their training and earn progressively higher wages as they develop occupational competency. Apprenticeships provide training in a specific occupation and develop occupational skills that are recognized and transferable across employers.

Currently, less than a half of a percent of American workers participate in registered apprenticeships. One contributor to the small number of apprentices in the United States is that historically employer participation in apprenticeship has been concentrated in the "building trades" such as electricians and carpenters and not utilized as an education and training model for most other jobs. An employer's participation is required for all apprenticeship programs; they hire apprentices and commit to developing their technical skills through on-the-job learning (OJL) from mentors and formal related technical instruction (RTI). To expand registered apprenticeship in the Arizona, more employers will need to develop new apprenticeships, hire more apprentices in existing apprenticeship programs, or both.

To gain more employer buy-in and promote the Registered Apprenticeship Program (RAP) process while providing statewide guidance on better hiring practices across all industries, you can implement a comprehensive strategy. Here's an outline of the goals and key components to achieve these objectives:

Assessment and Research:

- Understand the current state of employer engagement and hiring practices in Arizona. Identify industries with the most potential for apprenticeships and areas where better hiring practices are needed.

Stakeholder Engagement:

- Establish a multi-stakeholder task force or committee that includes representatives from government, industry associations, education institutions, and employers.

Value Proposition:

- Clearly communicate the value proposition of RAP to employers. Highlight how apprenticeships can address their workforce needs, reduce hiring costs, and improve productivity.

Industry-Specific Engagement:

- Customize Arizona's approach to engage employers based on their industry and specific needs, including industry-specific challenges and opportunities.

Apprenticeship Program Overview:

- Develop a comprehensive guide that outlines the RAP process from start to finish. This guide should include information on registration, program development, training, and mentorship.

Industry-Specific Guides:

- Create industry-specific guides that provide detailed information about how apprenticeships work in various sectors, and address unique industry challenges and requirements.

Partnership with Industry Associations:

- Collaborate with industry-specific associations and organizations to gain their support and use their networks to reach out to potential employer partners.

Better Hiring Practices Guidelines:

- Develop statewide guidelines for improving hiring practices, such as fair and inclusive recruitment processes, reducing bias, and increasing diversity in the workplace.

Training and Education Programs:

- Offer training and education programs for employers on best hiring practices, including interviewing techniques, diversity and inclusion training, and reducing unconscious bias.

Collaboration with Educational Institutions:

- Work with educational institutions to align their training and curriculum with industry needs, ensuring that apprentices are well-prepared.

Last, it is important to focus on multi-employer apprenticeships. This structure allows for continuous employment within a trade, fosters collaboration with labor unions, and amplifies the use of industry recognized credentials. Single-employer apprenticeships will continue to be supported, however a consortium of employers that share a standard curriculum provides job security and career pathways for Arizonans.

Connect high school and community college organizations to align programming and identify potential gaps that will allow for expanded pathways

Arizona will focus on designing pre-apprenticeship programs to feed registered apprenticeships and provide a career pathway/postsecondary credential at completion. These opportunities will place an emphasis on women in trades, tribal community engagement, Veterans, and other underserved, priority populations. In addition, Arizona will model incentivized GED and High School standards, allowing an apprentice to earn their education while also enrolled in an apprenticeship program. Arizona will also work with the Career and Technical Ed (CTE) system statewide to include CTE credit hours into pre-apprenticeship programs.

Goals:

- Promote, recruit and train CTE and community college instructors to teach and support the growth of the apprenticeship training curriculum and programs
- Legislation enacted to allow for students under the age 18 and still in high school or other programs (i.e. Job Corps) on the job sites to alleviate business concerns about liability issue and further educating the business community on legal concerns.
- Establish funding for Mobile Training Units linked with community colleges and promoting apprenticeship opportunities in rural and underserved communities statewide.

Align non-profit and government agencies who can provide wrap-around services where needed

Identification and collaboration within the apprenticeship ecosystem are vital to the success of the BuilditAZ initiative. Non-profits and government agencies are important members of the ecosystem, helping pre-apprentices and apprentices navigate systems and removing barriers for low-income and special needs populations. The initiative will foster employer engagement with non-profits and government agencies by:

- Identifying organizations throughout Arizona whose services can improve the employability of pre-apprentices and the success of apprentices;
- Offering guidance to employers on which organizations offer the relevant wrap-around services;
- Providing employers and non-profits information, including examples and instructions for connecting and developing apprenticeship partnerships.

Work with the State Apprenticeship Office to create new apprenticeships in areas where they currently do not exist

BuilditAZ will identify which areas in Arizona require education on Registered Apprenticeship Programs. In collaboration, the Workforce Arizona Council via the Arizona Office of Economic Opportunity, Local Workforce Development Boards and the Arizona Department of Economic Security are natural partners for program communication. New and developing areas will have a program introduction and continued communication throughout the process. Reviewing programs that address issues like employer protection insurance, funding for youth training and small classroom investment will be a priority while connecting new and emergent apprenticeship programs with CTEDs to ensure alignment of curricula and connectivity with credential completers.

Construction Accelerators and Pre-Apprenticeship Programs

Understanding that in some cases a fast-track program would be valuable to both companies and participants, BuilditAZ will review and create additional opportunities to build career pathways through pre-apprenticeship programs. A fast-track program cannot exclude any required hours for OSHA or NCCER. Other considerations will include a focus on developing a capable safety-centric program that will enhance quality training in a fast-paced environment. The goal will be to develop the participant's skillset and provide hands-on experience and mentorship. Additional requirements specific to Arizona may be created as a stackable course or as a micro-credential, this would help our high school population.

A fast-track program may also include training for a train-the-trainer program that will broaden the capabilities of the apprenticeship program. This concept will include a recognition program honoring pre-apprenticeships/individuals. Showcasing the program's success and including this as a priority in the social media campaign will explain the hard work and value of the registered apprenticeship program.



GRANTS AND FUNDING OPPORTUNITIES

The Workforce Arizona Council and Arizona's Office of Economic Opportunity will create an apprenticeship grants office to secure funding that expands apprenticeship programs, and direct agencies for the first time to actively apply for federal apprenticeship funds.

The main goal of this grants office is to increase funding and develop strategies for infrastructure, expansion, and support of current construction and trades registered apprenticeship programs along with meeting increasing green economy workforce demands and filling green jobs, for projects such as EV charging stations and solar panel installation.

Phase 1:

Develop an application process and/or release a Request for Proposal that establishes eligibility criteria for the first \$500,000 investment into Buildit AZ, \$150,000 investment into Youth pre-apprenticeship programs, and up to a \$3 million dollar investment into outreach, employer engagement and statewide partnerships. These RFP's will be released in December 2023 and should include the following metrics:

- Flexibility and Accountability
- Competency and Proficiency
- 3-5 year performance outcomes
- Graduation Rates
- Wages

Funding for this phase would need to align with the Workforce Innovation and Opportunity Act (WIOA) allowable activities and expenditures. Awards will focus on curriculum development, equipment, instructors, program expansion, career pathways and soft skill development.

Phase 2:

- Establish a full time position for a Grant Manager at The Office of Economic Opportunity. This position will manage active contracts and seek additional funding opportunities by conducting research to identify potential grant opportunities that align with the Governor's mission and vision for workforce development and create a depository of all grant applications being submitted by communities in Arizona.
- Develop Grant Proposals: Contract with a grant writer that can develop compelling, tailored, and well-structured grant proposals.

By 2026, this office's ROI will support a statewide coordinated effort and continuation of revenue to support operations and expansion.

PIPELINE PROJECTS

Expanding opportunities for employers and apprentices in Arizona with the goal of 4,000 additional apprentices by 2026 and creating 500,000 jobs by 2030 is an ambitious objective. To achieve this, the Workforce Arizona Council should prioritize the following key projects and initiatives:

I-10 Wild Horse Pass Corridor

In a unique partnership with the Gila River Indian Community (Community), the Arizona Department of Transportation (ADOT) is working to improve the 26-mile section of Interstate 10 (I-10) between the Loop 202 interchange south of Phoenix to just south of the State Route (SR) 387 interchange near Casa Grande. This section of I-10 has been labeled as the Wild Horse Pass Corridor and is the last remaining segment of I-10 between Phoenix and Tucson that has only two lanes in each direction, resulting in daily congestion and frequent crashes with few alternative route choices.

This segment of I-10 is critical for Arizona's economy, as it links the state's largest metropolitan areas of Phoenix and Tucson while also providing a key link for the national and international movement of freight. Arizonans use this route to commute to and from Phoenix daily from rural communities. Locally, the route also serves the Gila River Indian Community by providing key connections to employment, medical, educational and other necessary services both within and outside of the Community.

ADOT's Business Engagement and Compliance Office (BECO) is responsible for oversight of the Department's (On-the-Job Training) OJT program, which targets under-represented segments of the U.S. workforce, including minorities, women and disadvantaged individuals. BECO assesses OJT hour goals on contracts and monitors them to ensure that trainees receive the required number of training hours.

ADOT's Design-Build Contracts include goals on a project by project basis for OJT training to ensure that inexperienced and untrained workers have a substantial opportunity to participate in the performance of the Construction Work through apprenticeships, training, and similar measures to maintain and grow a diverse, skilled workforce.

OJT Project Completion and Banked Hours are submitted through ADOT's online OJT System within 60 business Days of completion of training. OJT training hours will be measured by the hour to the nearest half hour. Measurement of hours towards the training goal will be made as the OJT trainee completes hours on the Project. Hours are considered complete if the trainee performs hours on the Project, is OJT enrolled, and provides required training by the program.

Semiconductor Manufacturing

TSMC continues to develop Registered Apprenticeship Programs in the Semiconductor industry specific to the following occupations:

- Manufacturing Technician
- Facilities Technician
- Equipment Technician

Pima County pre-apprentice program in the Building Trades

The Multi-Craft Core Curriculum (MC3) program, is designed to prepare students for an apprenticeship, and ultimately a career, with a local union trade hall. The six-week program, based out of Pima County's Las Artes Arts & Education Program, is the first of its kind in Arizona. Job Corps Centers in Arizona offer pre-apprenticeships in Construction Trades.

Statewide Apprenticeship Program Events

Collaboratively, these are just a few events are designed to attract, recruit, and educate over 3,000 Veterans, students and industry organizations annually:

- ACMF Statewide Symposium
- Day at the Ballpark
- Apprenticeship Fair
- BUHSD Carpentry Advisory Board
- Job Corps Centers
- ElevateEDAZ Career Fairs
- IEC Apprenticeship Program Open House
- Nogales HS Career Day
- Arizona Construction Career Days
- Southern Az Construction Career Days

Build Your Future AZ

Build Your Future Arizona's mission is to create a sustainable and skilled craft workforce by creating awareness about high paying construction careers, training opportunities and mapping career paths to employment in these high demand occupations. Whether you're a student exploring future options, an industry professional looking to recruit workers or an educator helping students navigate a career path, Build Your Future AZ has the resources you need.



Grand Canyon University Pre-apprenticeship Program

At Grand Canyon University, participants will receive top-notch electrician pre-apprenticeship training while enjoying the benefits that a traditional college campus experience provides. After just one semester (16 credits and four courses) participants will complete the Pre-Apprenticeship for Electricians. These courses prepare participants to move into an electrician apprenticeship and begin a professional career in a growing field.

Career and Technical Education District (CTED) WEST-MEC, Pima JTED, MetroTech and EVIT Pre-Apprenticeship Programs

Work-Based Learning includes strategies that allow schools to go beyond the classroom and into the community to develop student competencies. The activities allow students to apply classroom theories and explore career options at the work site, as well as connect classroom learning to work. Work-based learning is not a class. It is a method of instruction that enhances a related class in which a student is currently or has been enrolled in. Work-Based Learning experiences are available in each CTE Program. Work-based Learning may be accomplished through:

- Apprenticeship
- Cooperative Education
- Diversified Cooperative Education
- Healthcare Clinicals
- Internship
- Laboratory/Simulation Project
- School-based enterprise
- Service Learning
- Supervised Agricultural Experience

Workforce Arizona Council

Nominate trade representatives to the Workforce Arizona Council with the aim of advancing Arizona's strategic utilization of federal WIOA funds and bolstering labor and trade presence within the Council. As the Council works on formulating the upcoming four-year plan for Arizona, scheduled for submission to the Department of Labor in 2024, there exists a pivotal opportunity to enhance and modernize strategies to meet the evolving needs of the future workforce.



THANK YOU

In summary, registered apprenticeships are a priority for Arizona's workforce development due to their proven ability to address skills shortages, engage employers, and drive economic growth. By investing in and expanding these programs, Arizona can build a resilient and diverse workforce, effectively meeting the needs of both employers and job seekers while contributing to the state's long-term prosperity.

workforce.council@oeo.az.gov