

Scaling Up U.S. Apprenticeship: Barriers and Opportunities

Transatlantic Approaches to Employment,
Education and Training

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Lots of enthusiasm now, but

- Recall 1990s interest in apprenticeship, especially youth apprenticeship
- Had the backing of Presidents George H.W. Bush and Bill Clinton
- The results were meager, few apprenticeships
 - The School-to-Work Opportunities Act sunset,
 - So did the National Skill Standards Board

New bipartisan effort is hopeful

- President Obama's \$100 million grants for apprenticeship are a positive step
- So is the bill by Senators Booker and Scott for federal tax credits to expand apprenticeship
- Key action at the state level—Governors Scott Walker and Nikki Haley are among the Republican governors showing an interest in expanding apprenticeship

Many Roads to Expansion

- Federal-federal state registered system is complex and simple
 - Complex in governance
 - Not hard to start a new apprenticeship, at least outside the states with restrictive agencies
- Unregistered programs-encouraged joining registered system, American Apprenticeships
- Promote expansion of youth apprenticeships

An Ambitious, Attainable Goal

Four million apprenticeships of high quality by 2024!

- It's doable; the number in the work force that would be in apprenticeships if we averaged the rate in Australia, Canada, and England
- The English expansion was especially notable because of speed, bipartisan character, clever use of training providers to recruit firms
- Finance apprenticeship system at half the per capita rate now provided to two-year colleges

Key Functions of a Robust Apprenticeship System

- Informing and recruiting employers
- Insuring high quality work-based learning

Other Functions of a Robust Apprenticeship System

- Informing and recruiting employers
- Insuring high quality work-based learning
- Student guidance, recruiting, age focus
- Occupational classifications, standards
- Offering linkages to university education
- Providing good conceptual training
- Mentoring apprentices
- Certification of completion; awarding of occupational credentials

Marketing, Other Mechanisms

- Offer incentives to community & career colleges to promote apprenticeships and training
- Allow private training organizations to market and manage apprenticeships in SME enterprises
- Establish “safe harbor” occupational standards
- Extend serious accreditation of apprenticeships sponsored by colleges, training organizations
- Develop ongoing research network to estimate impacts

Marketing to Firms is Critical

- Major public affairs effort, with employer testimonials, is necessary but not sufficient
- Policies that support apprenticeship financially are also potentially important; for example
 - Making all postsecondary funding available
 - Providing simple tax credits
 - Subminimum for youth apprentices
- Marketing to individual firms, showing them it is in their interest to hire apprentices
- Experiment with marketing mechanisms