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5 Best Practices

To Find the Best Companies to be Apprenticeship Employer Sponsors

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1 Use Data to Narrow the Candidate List

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- **Use robust employer** data to pinpoint candidates.
- **Analyze key metrics before engaging** – business size, industry growth, financial health metrics, and local dynamics.
- **Target only high-potential companies** poised to benefit most from apprenticeships.

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- **Look at high-priority sectors** – Healthcare, Advanced Manufacturing, Construction & Skilled Trades, IT & Cybersecurity, Logistics, and Hospitality.
- **Explore localized high-demand sectors** – as industry dynamics may differ. For example, an aging workforce in the Marine Trade industry.
- **Collaborate** –Your best leads are often already known to industry partnerships, employer partners, or community college advisory boards.

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3 Identify "Apprenticeship-Ready" Companies

- **Medium to large-sized companies** (50+ employees is a good starting point, though 10-50 can work for specialized trades.)
- **Multiple hires in the same role** per year.
- **Apprenticeship history** or similar business profile to existing employer sponsors.
- **Supervisory capacity** to mentor.
- **Financially and operationally stable** enough to invest in 1 to 2-year programs.

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- **Hiring Pain**: Companies experiencing an aging workforce, long time-to-fill roles, or reliance on temp staffing are motivated to try apprenticeships.
- **Rising Average Occupation Wage**: Rising wages for specific apprentice-registered occupations indicate employer willingness to invest in talent.
- **High Volume or Recurring Job Postings**: Can either be indicators of expansion or of employer difficulty retaining staff in specific positions.
- **Career Pathways Exist**: Apprenticeships work best when progression from entry-level to advanced roles is visible.
- **Trigger Events**: Companies are most receptive when something changes. – an expansion, new contracts, a high turnover crisis, or technology adoption requiring new skills.

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- **Contact** HR Director, Operations Manager, or Learning & Development Leader.
- **Pitch apprenticeships as a business solution**, not just a program.
- **Emphasize the opportunity** for career progression - from entry-level to advanced roles.
- **Communicate the long-term retention value**. Sell businesses on how pathways benefit both company retention and individual advancement.

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Apprenticeships are just one of the many priorities we support for hundreds of workforce boards nationwide.

EconoVue's unique combination of advanced search capabilities and robust business data enables workforce boards to quickly filter through the noise and pinpoint healthy, growing businesses to build a thriving, sustainable apprenticeship ecosystem.

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