

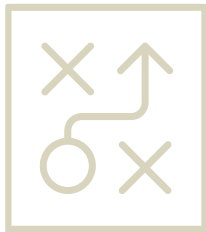
Using Career Pathways Mapping to Increase Employer Sponsor Participation





Program

An Executive Office of Labor and Workforce Development (EOLWD) set an ambitious goal of reaching 100,000 apprenticeships by 2036. To support that effort, EOLWD adopted an innovative career pathways approach to boost employer participation in priority industries through the Registered Apprenticeship Program.



Challenge

EOLWD had focused on filling one-off apprenticeships with employers they already knew. Now, it needed to identify and engage high-potential employers in expansion industries unfamiliar to them, and to showcase career pathways that not only met employers' needs but also supported apprentices' professional goals, thereby improving retention.



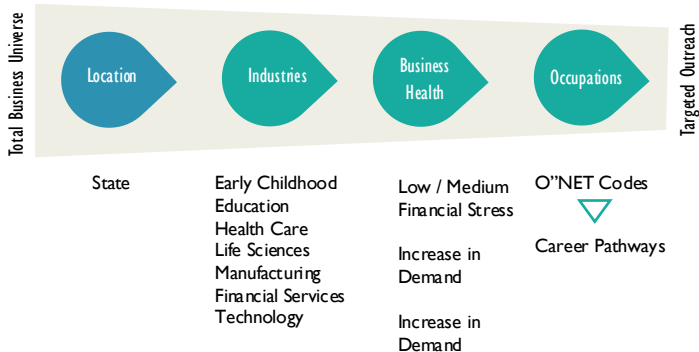
Solution

EOLWD used EconoVue's O*NET occupational searches to build specific Career Pathways for Apprenticeship sponsorship discussions with healthy, growing businesses in targeted NAICS sectors.



Solution

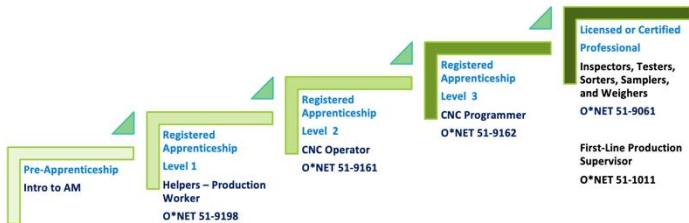
EconoVue filters used in this analysis:





Solution

Career Pathways Mapping Example: Computer Numerically Controlled Tool Operators (ONET: 51-9161.00):





Results

EOLWD's new customized approach to employer-sponsor engagement has yielded an increase of 2,000 apprenticeships in expansion industries over the last three years. The program is on target to add 1,000 more apprenticeships by 2027.



Bottom Line

Apprenticeship expansion is a top priority for workforce boards. EconoVue's Career Pathways search helps WDBs build mutually beneficial career pathways tailored to employer needs and employee goals, driving stronger participation and long-term career success.

