

Youth Apprenticeship (YA): Event Suggestions

- ◆ Invite media to your event to showcase the Youth Apprenticeship (YA) program.
- ◆ Create an event that can still be held event if media is unable to attend. Here are some suggestions:
 - Tour of employer facilities with Youth Apprentices describing what they do and learn at the location.
 - Tour of employer facilities with open house for new students who are interested the YA program.
 - Roundtable for employers, students, administrators and parents to discuss how to get more employers interested.
 - A recruitment event with current YA employers presenting to non YA employers on the positive experiences they have had with YA.
 - Showcase students' completed work:
 - Repair of an antique car.
 - Graphic design work being used.
 - CNA's positive affect on patients.
 - Student hired after graduation from high school.
- ◆ Highlight employers and Youth Apprentices as primary focus.
- ◆ Share your events with DWD YA staff as far in advance as possible so DWD can assist coordinating activities.
- ◆ Invite community leaders and allow some key stakeholders time to speak to the media:
 - Mayor
 - Local elected officials
 - State representatives
 - Principals
 - DWD Leadership
 - Technical College Administrators
 - Participating Employers
 - Local Workforce Board Members
 - Local Chamber of Commerce Members
- ◆ Send out media advisory prior to the event.
- ◆ Send our press release after event. Include quotes from students and employers.
- ◆ Follow up with calls to local media outlets.
- ◆ Post on Social Media:
 - Tag participating partners.
 - Ask partners to repost.
- ◆ Local radio and newspapers can provide good coverage:
 - Use local contacts to seek coverage.
 - Write up a story and send them some photos.
- ◆ Be creative in finding ways to promote the Youth Apprentice Program.