



Network Updates | January 9, 2024

A Note from the Network Team



Next month will mark one year since the debut of the [Apprenticeship Professionals Learning Network](#) (Network)! The Network team would like to express our gratitude to all who have participated in Network [events](#), read the [newsletter](#), [taken courses](#), and accessed [resources](#). You are the face of apprenticeship! You bring together employers, individuals, sponsors, community service providers, and educational institutions to create a stronger, more accessible, and more equitable apprenticeship system. The Network team is committed to providing a place for apprenticeship professionals on the frontlines of expansion efforts to connect, share knowledge, and get resources and training that support the breadth of your work. If there are resources or topics that you want us to cover in the coming year, please [reach out](#) to us. We are here for you!

Resource

Upcoming Webinar: Using Behavioral Insights to Advance Registered Apprenticeship



Why do people make the decisions they do? How do environment, distractions, and information overload impact people’s choices? How can we improve stakeholder engagement through the resources and information we provide for them? Behavioral insights (BI) has emerged as a significant field in program design and provides practical tools that apprenticeship professionals can implement to improve communication, program design, employer engagement, and more. We are excited to host [Samia Amin](#), Managing Director of Workforce Development at the [American Institutes for Research](#), as this month’s guest. Samia will provide a crash course in BI and guide us through activities that demonstrate how easy it is to start making small changes that have big impacts in our work. Join us on Tuesday, January 16, from 2 to 3 p.m. ET for this exciting webinar!

Resource

Improving Employer Engagement by Applying Behavioral Insights



Before you make that next flyer about apprenticeship, craft a follow-up email to an employer, or sit down for your next meeting to help a potential sponsor design their program, STOP! Take some time to explore [Behavioral Insights & Apprentice Sponsorship: How to Apply Behavioral Insights to Improve Employer Engagement and Expand Apprenticeship](#). This resource from the National Association of State Workforce Agencies provides insights about human behavior and practical strategies that can have a big impact on employer engagement, from simplifying communication and streamlining processes to reducing paperwork that creates an administrative burden. Also included are examples of how some states have used behavioral insights best practices and a “cheat sheet” of tools and techniques you can use in your work.

Resource

If there are resources or topics that you want us to cover in the coming year, please reach out to us at apprenticeshipprofessionals@air.org.