



## State Apprenticeship Advisory Council [SAAC] Committee Report

**Committee:** PUBLIC AWARENESS AND MARKETING COMMITTEE [PAMC]

**Members Present:** James Nolan, Cindy Johnson, Donna Beasley, Al Herndon and none absent

**Date and Time of Meeting:** 04/12/06 at 10:30 a.m. [via a conference call]

**Apprenticeship & Training Representatives:** Valvery Hillsman and Dave Islitzer

### **Topics Discussed:**

#### ◆ BROCHURES:

1. Valvery to call Cindy Durant regarding notes from a former apprenticeship brochures.
2. Dave mentioned he's to produce a general brochure promoting apprenticeship to military personnel (regular military, reservists, and National Guard) who are mustering out and might benefit from the opportunities apprenticeship offers to their transition to civilian life. Emphasis would be placed on the use of the veteran's benefits to supplement their apprenticeship salaries. Again production costs were raised as a limiting factor on that project.
3. Jim is calling the USDOL regarding them providing us a quantity of their "Registered Apprenticeship" brochure.
4. Discussion on how any brochure or public awareness plans would be paid for. It was suggested that grant fund opportunities be located and secured to promote a statewide Apprenticeship Summit and to print apprenticeship brochures. [See information on **State Workforce Board** in the box on page 3 of these notes.]

#### ◆ PROMOTIONAL OPPORTUNITIES

1. Al reported that the NCCER (Marketing Dept.) has begun filming in Gainesville and Naples for their promotion of the concept of apprenticeship training.
2. A discussion on the need to educate high school guidance counselors (principals, teachers, parents) about the opportunities apprenticeship provides. This effort could be tied to the summit idea. Donna suggested we seek out what counselor statewide meetings are available as a starting place to reach that group. [See the **Florida Counseling Association** information in the box on page 2 of these notes.]
3. SAAC It was suggested that as the Advisory Council meets in various areas around the state, the host in that area would get media coverage (video and/or print) and invite local groups and individuals who have an interest in apprenticeship.

#### ◆ PAMC FOLLOW-UP MEETINGS

1. It was accepted that within one month of each council meeting, the PAMC have a follow-up meeting to check on progress to-date on assignments for our group. To that end, we will have another conference call on May 12, 2006 at 10:30 a.m. to be arranged by Valvery.



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### Items for Discussion at Council Meeting:

1. Jim suggested and it was agreed that an Issue for the Council would be to formally support the journeyman licensing law and perhaps support a state-wide license in addition to what the counties currently require.

### Recommendations to Council:

1. It was decided to present the following to the SAAC in the form of a motion that in each area we meet the host provide a short list of outstanding contractors and outstanding apprentices to the Committee no later than [*timeline to be discussed*] week(s) in advance of the next committee meeting. From that list the Committee will chose one contractor and one apprentice. Each will be recognized at the Council meeting and presented with a Certificate of Appreciation from the Council.

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#### ◆ ADDITIONAL PROMOTIONAL OPPORTUNITIES – Florida Counseling Association

After the conference call Dave talked with Rich Downs (850) 488-1842 in Student Support Services (high school guidance counselors). Rich mentioned several ideas for both educating counselors and spreading the word about apprenticeship:

1. The Florida Counseling Association [FCA] has a web site  
[http://www.flacounseling.org/calendar\\_convention.htm](http://www.flacounseling.org/calendar_convention.htm) and one of the items highlighted:

The 57th Annual FCA Convention--"Successful Counselors = Successful Lives"  
November 16 - November 18, 2006, *The Florida Mall Hotel in Orlando, 1-800-588-4656*  
*Reserve rooms by October 10, 2006*

Presenters "Call for Programs". Email the FCA office ([FCAoffice@aol.com](mailto:FCAoffice@aol.com)) for "Microsoft Word" version **OR** Download 2006 "Call for Programs" by clicking here (PDF file) SUBMIT PROPOSALS BY EMAIL PREFERRED.

Rich said this opportunity has several facets: it's a venue to make a presentation, or have a vendor's table, or provide brochures to be placed in participant's conference bags, or a combination of these things.

2. The Florida Counseling Association also has a Quarterly Newsletter. We could submit an article promoting apprenticeship and perhaps follow that up with a presentation at their annual conference in November.
3. Rich maintains a list serve for district guidance supervisors. He volunteered to include apprenticeship articles, related apprenticeship articles and a hotlink to our website.



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◆ ADDITIONAL FUNDING SOURCE – State Workforce Board

Dave volunteered to explore the funding opportunities offered by the State Workforce Board for the purposes of promoting apprenticeship. After the conference call he located their home site at <http://www.workforceflorida.com/wages/wfi/index.htm> and contains a large amount of information (too big to adequately review and summarize at this point.) However it does have an informative site that and details for the funding opportunities is located at <http://www.workforceflorida.com/wages/wfi/rfp/index.htm> and it presents information on:

1. external grant opportunities,
2. requests for proposal,
3. grant solicitations,
4. notices of intent to offer,
5. expired and awarded funding opportunities,
6. invitations to negotiate and
7. contact information

Certainly the scope of the State Workforce Board and the Regional Boards (One-Stop Centers, etc.) merits a close look on how we might work with them toward our mutual benefit.

