



ABA Quick Tips

Sharing Successes

The purpose of this **Quick Tip** is to offer ABA grantees promising strategies for sharing successes associated with their work developing and implementing Registered Apprenticeship Programs (RAPs). Below are helpful suggestions to assist grantees in highlighting the impact of RAPs on apprentices, employers, and the community.

Sharing successes is a critical component of your work. Highlighting outcomes can assist in securing funding, leveraging resources, inspiring loyalty and trust, sharing best practices, and helping others understand an issue. It can also help increase engagement and outreach through landing page conversions, click throughs, and attracting potential new partners.

Quick Tips offer short, easy to use strategies, recommendations, and tips for Apprenticeship Building America (ABA) grantee consideration, exploration, and use. The tips and recommendations listed below draw from the expertise of ABA Technical Assistance Coaches, research, and grey literature (see references below).

WRITE A COMPELLING STORY

A good success story describes the positive impact of your RAP and the good it brings to the community. The story should describe how RAPs are being implemented, why they are needed, and the effect they are having.

Choose your subject.

A success story can be focused on an apprentice, employer, or the overall value of the RAP. Consider the current phase of your program when determining what to highlight. What is the current capacity, maturity, and level of accomplishment of the RAP? Three types of success stories to contemplate based on the phase of your program include:

- ▶ **Upstream:** Your program is in its initial stages, and you have not yet achieved any outcomes. In this phase of your program, you can highlight partnerships, document policy changes within the program, highlight national, state, or local data, or illustrate whom the program is serving.
- ▶ **Midstream:** Your program is established and has reached a few early milestones, but you have not yet achieved long-term outcomes. At this phase of your program, you have examples of success and promising practices to showcase. These stories are people-focused and may emphasize how RAPs are positively impacting apprentices, employers, and the community. Consider using data to indicate progress when possible.
- ▶ **Downstream:** Your program has demonstrable outcomes. These stories should show how things have changed for apprentices, employers, and the community through data.

Format your story.

- ▶ **Overview of the problem.** Explain the problem you are solving and why it is important. Use data to show the magnitude of the issue.
- ▶ **Program description.** Describe the RAP, including the partners involved, populations participating, industries involved, and geographic areas targeted. Detail the actions taken and your overall goal(s).
- ▶ **Program outcomes.** Discuss any outcomes associated with your RAP. Depending on the phase of your RAP, outcomes may be short-term or intermediate. Use numbers and data whenever possible to quantify results.
- ▶ **Conclusion.** Summarize the main ideas and appeal to the reader's emotions.

Use proper writing style.

- ▶ Use active voice.
- ▶ Use plain language. Avoid acronyms and jargon. Keep the reading level at 8th grade or below.
- ▶ Keep it brief. Short paragraphs, no more than 3-4 sentences. No more than 2 pages in total.



- ▶ Use direct quotes to strengthen the story.
- ▶ Tailor your message to your audience. Consider what is important to them and what outcomes they want to see.

SHARE YOUR SUCCESS STORY

Consider which medium is best to reach your target audience. Include a good, high-resolution photo with all your stories. Photos should include a signed release by any subjects. You may also choose to include a business' logo or project brand. Places to consider sharing your story include:

- ▶ Social media (e.g., LinkedIn, Facebook, YouTube)
 - ▶ Speaking engagements or elevator speeches
 - ▶ Websites (e.g., blog, success story page, case studies)
 - ▶ Press release
 - ▶ One pager
 - ▶ Reports (e.g., annual reports, grant reports)
 - ▶ Newsletters for industry and professional associations, workforce boards, chambers of commerce, and more
- Consider submitting your success story to highlight in the ABA monthly newsletter.*

References

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