

Executive Summary

Telling Your Story: Branding Your Youth Apprenticeship Readiness Grant (YARG) Program

03/10/2021

Moderator(s): **Shelia Lewis**

Speaker(s): **Susan Shorters, Damon Jones, Kimberly C. Hauge**

This webinar provides Youth Apprenticeship Readiness Grants (YARG) grantees with tips on how to best promote their program. The goal is to give grantees practical strategies that help them incorporate the concept of storytelling into their program culture, and provide them with tools they can use to increase their visibility.

Shelia Lewis from the Office of Apprenticeship provides an introduction and moderates the webinar. **Susan Shorters**, CEO & President of High Impact Partners discusses the importance of telling your story, shares the components of a good program and participant success story, and identifies accomplishments that resonate emotionally with the reader. **Damon Jones**, Content Development Manager for YARG outlines the key steps to marketing and provide an examples of targeted (effective) marketing.

Kimberly C. Hauge from the Office of Apprenticeship shares branding resources from the Discover Apprenticeship marketing campaign and apprenticeship.gov. Kimberly also answers specific questions related to those materials.

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