



From Invisible to Indispensable

A Data-Driven Framework for Your Apprenticeship Story

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Let's Start with Reality

How many of you feel your work is fully understood by your leadership?

How many have been asked to justify your program's existence in the last year?

You're not alone — and today we're going to change that conversation.



Why This Work Gets Overlooked



Funding Models

Traditional metrics reward seat time over on-the-job training hours



Accreditation Focus

Credit-based reporting structures weren't built for registered apprenticeship



Perception Gap

What we know vs. what leadership sees on paper



ACTIVITY

Quick Icebreaker:

What's the biggest misconception someone at your organization has about apprenticeship?

60 seconds — I'll call on a few of you



Metrics That Actually Matter

We're not all starting from the same place — and that's okay. Let's talk about what's worth fighting for.

Revenue & Cost Recovery

Your strongest data point — lead with it

Employer Partnerships

Active relationships, contracts, in-kind value

Community Reach

Populations served, geographic reach, equity impact

Participation Trends

Registered apprentices, completions, returning employer sponsors



Let's Be Honest About Data Challenges

Clean outcome data can be **hard to get** — and if you're struggling with that too, you're in good company.

Focus on what you **can** track well, and be transparent about the rest.

This resonates with your peers — own it.



GROUP DISCUSSION

What's the ONE metric you could walk into your leadership's office with tomorrow that would make them pay attention?

2 minutes / Raise your hand — I'll unmute you



Building the Narrative

Data alone doesn't move people — stories do.

1

Data

The number
(e.g., 100% cost recovery on
community programs)

2

Story

The human behind it
(e.g., employer who couldn't
find trained workers)

3

So What

The impact
(e.g., jobs retained, revenue
generated, community trust)



Real Example: Building Long-Term Value

Stevens Industries Partnership



2017: Train the Trainer + individual coaching for 500+ team members

Today: Apprenticeship programs, professional development training, deepening institutional relationship

Impact: 8-year partnership that started small and grew into a workforce pipeline



YOUR TURN

Think of one employer or apprenticeship partner your program has served.

**How would you tell that story using the Data + Story + So
What framework?**

3 minutes to think | Raise your hand — I'll unmute you to share



Reports That Actually Get Read



Know your audience: College leadership wants ROI. ICCB wants scale and compliance. Employers want workforce-ready talent.



Lead with the headline: One page, one story — no data dumps.



Visuals beat tables: Show clean summaries, not spreadsheets.

Pro tip: If your report is more than one page, it's not getting read by leadership.



QUICK DISCUSSION

What format does your college leadership or ICCB actually respond to?

Dashboard? One-pager? Verbal report? Email summary?

Raise your hand for your pick



Position Yourself as the Solution

Map your work to organizational strategic priorities — explicitly.

Enrollment cliff



Community programs bring new audiences

Budget pressures



Cost recovery + revenue diversification

Workforce pipeline



Employer relationships + upskilling pathways

Community impact



Regional economic development + equity access

Use their language. Be their solution.



The Bigger Landscape

We're all navigating the same environment:

- Statewide apprenticeship priorities from ICCB and DOL focused on outcomes and equity
- Regional economic development needs
- Ongoing conversations about program value and reporting

Your work is solving problems bigger than your department.



FINAL ACTIVITY

What's one strategic priority your organization is focused on right now?

I'll call on a few of you — let's map how your data speaks directly to it.



Your Data Story Starter Kit



5 metrics worth fighting to track



Data + Story + So What framework template



Stakeholder mapping grid (who needs what message)

Coming your way: in your inbox right after we wrap.



One Last Thing

Write down one thing you're going to do differently when you get back to work.

You don't have to share it — just write it.



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Thank you.

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