

South Dakota Department of Labor & Regulation
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Apprenticeship Knowledge Series to Focus on Apprenticeship Recruitment & Marketing Strategies

PIERRE, SD – The Department of Labor and Regulation is offering a free virtual Apprenticeship Knowledge Series focused on apprenticeship recruitment and marketing strategies on Thursday, July 16, 2026, at 11:30 a.m. CDT / 10:30 a.m. MDT via Microsoft Teams.

The webinar is designed for current and prospective apprenticeship sponsors, workforce partners, educators, and others interested in supporting apprenticeship growth and workforce development.

Strong recruitment efforts are essential to building successful Registered Apprenticeship Programs. This session will provide practical strategies for marketing apprenticeship opportunities, using social media and digital outreach, creating engaging job postings, and reaching underrepresented populations.

Participants will also learn how community partnerships can help expand awareness of apprenticeship programs and strengthen talent pipelines.

Registration is required. Visit tinyurl.com/dlr-workshops and select the calendar listing for the event.

For additional information, contact the Start Today SD team at starttoday@state.sd.us or 605-610-7031.