



DAS Employer Ambassador Program

*Recognizing California Employers
Who Champion Registered
Apprenticeship*

Nominations Open Now

Employer Ambassador Program

Employers: Essential Partners

The **DAS Employer Ambassador Program** recognizes and amplifies the voices of California employers who are advocates of apprenticeship.

Our ambassadors will serve as an example and mentor to other employers—positioning apprenticeship as the way to build their skilled workforce.

Traditional Champions



Are Employers Who:

- Are associated with a registered apprenticeship program, that employs apprentices in a **building, construction, or fire trade apprenticeship program**.
- Pay prevailing wage on public works projects and has no history of exemptions or wage violations.
- Employed at least 20 apprentices.
- Are in good standing with all DIR divisions and CSLB.

Emerging Leaders

Are Employers Who

- Are associated with a registered apprenticeship program, that employs apprentices in an **emerging industry apprenticeship program. (outside of the building & construction trades).**
- Employ a minimum of 3 active registered apprentices, with at least 10 total apprentices trained.
- Have wages at or above the ETP level.
- Are in good standing with DIR divisions.





Nominate an Employer

How to Nominate

Anyone can nominate—a program sponsor, workforce partners, industry associations, local education agencies, or apprentices.

- Submit your nomination online at: www.dir.ca.gov/ambassador
- Nominations close **July 1, 2026**

If Selected, Ambassadors...

- Serve a 2-year term, sharing their story and best practices.
- Receive state-wide recognition and media exposure.
- Experience networking and mentorship opportunities.
- Earn a Digital DAS Employer Ambassador badge.



Nominate an employer today!

www.dir.ca.gov/ambassador