



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



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.
- State-wide recognition and media exposure.
- Networking and mentorship opportunities.
- Digital DAS Employer Ambassador badge.



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Traditional Champions:

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

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Emerging Leaders:

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





Nominate an employer today!

www.dir.ca.gov/ambassador