

WELCOME!



Outreach and Recruitment for Women in the Trades

WINC Summit, Sept 14, 2024

AGENDA

I. Why is focused outreach needed to attract women to skilled trades?

- 2. Best practices in outreach and recruitment
- 3. Role play: talking with women and responding to typical questions
- 4. Worksheets and next steps

ROOTS OF INEQUALITY -- 3.9% is too low!



- Stereotypes about women's work
- Sex segregated CTE/Training
- Lack of information about entry routes
- Dimly lit career pathways
- Lack of outreach targeted to women
- Lack of basic needs (transportation, safe housing, food, etc.)
- Disparate impact of selection criteria

OUTREACH AND RECRUITMENT BEST PRACTICES



- Pair outreach with career education
- Feature women talking about why about why they love their work
- Detail the benefits, such as training, wages, and more
- Design outreach materials that appeal specifically to women "actively seeking women"
- Feature images/videos of women working (womeinapprenticeship.org)
- Cast a wide net gyms, social media
- Women are excellent recruiters!
- Set outreach equity goals and create a strategic plan with a timeline

ROLE PLAY EXERCISE

A middle aged, Latina woman stops at your table at the career fair (or at the grocery store while you are in your work clothes). She is curious about your trade/union/company and asks you a series of questions. How would you respond?

- Hey, tell me about your job. Is it hard work, do you have to lift a lot?
- Do women do this work?
- Can I keep my nails and hair?
- What about childcare?

STRATEGIC PLANNING	6. Who is your best staff member or volunteer to deliver the
Does your outreach and recruitment plan include a goal for reaching out to a specific number of women?	message?
Yes No	
If yes, what is it?	7. Name two gender-related myths or misconceptions that might make women hesitant to explore green job opportunities and provide facts that redress them.
2. Does your outreach and recruitment plan include a specific number or percentage of women participating in orientation and information sessions?	Myth: Fact: Myth:
Yes No	
If yes, what is it?	Fact:
	NEXT STEPS
3. Does your outreach and recruitment plan include a specific number or percentage of women enrolling in your training program?	8. Outline four steps that you and your team can take to improve your outreach strategies and increase the number of women participating in your program.
Yes No	>
If yes, what is it?	>
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CREATING THE MESSAGE	
4.5	>
4. Do your current outreach and recruitment materials target women specifically?	NOTES
Yes No	11112
Create a headline message for a flyer targeted to women.	
Remember: Be relational and specific!	
Create a subtitle message (short and/or bulleted) that addresses women.	
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DELIVERING THE MESSAGE	
5. Do you conduct outreach in and through venues that specifically attract women?	
Yes No	
Name two or three underutilized media outlets or places that you might use to reach out to women in your community.	
ase to reach out to women in your community.	

STRATEGIC RECRUITMENT TEMPLATE

ACTIVITIES	KEY PARTNERS NEEDED	OUTCOME	TIMELINE	HRS/WK WORKED ON
Community career fair	Employers, CBOs	Engage 50 women	Nov - Dec	20 HRS
Posting jobs on social media	Internal HR staff, comms. Team	Engage est. 100 applicants	Jan - March	I0 HRS
H.S. Guidance Counselor Contact	High schools, guidance counselors, local school board	Engage 100 H.S. students	Sept - June	3 HRS

BEST PRACTICES: STRATEGIC RECRUITMENT TEMPLATE

ACTIVITIES	KEY PARTNERS NEEDED	OUTCOME (This should include specific numerical goals)	START DATE	COMPLETION DATE	HRS/WK WORKED ON