



WELCOME!



Outreach and Recruitment for Women in the Trades

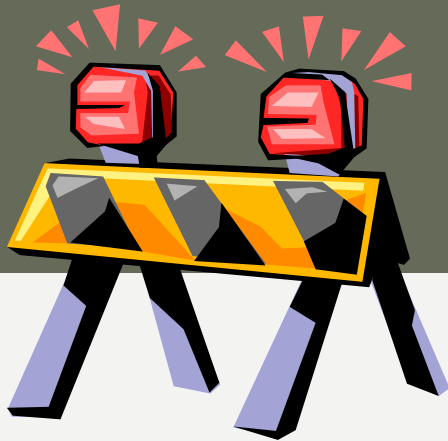
WINC Summit, Sept 14, 2024

AGENDA

- 1. 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!

BARRIERS TO WOMEN'S PARTICIPATION IN NONTRADITIONAL OCCUPATIONS



- 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 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 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	10 HRS
H.S. Guidance Counselor Contact	High schools, guidance counselors, local school board	Engage 100 H.S. students	Sept - June	3 HRS

