Building the Foundation for a Diverse Construction Workforce

Best Practices in Nontraditional Outreach and Recruitment

Women in Apprenticeship & Nontraditional Occupations
WELCOME

JOHN V. LADD
ADMINISTRATOR,
OFFICE OF APPRENTICESHIP
U.S. DEPARTMENT OF LABOR
The Women in Apprenticeship and Nontraditional Occupations (WANTO) Act of 1992 authorized the U.S. Department of Labor to award grants to Community-based Organizations to assist employers and labor unions in promoting the recruitment, training, employment and retention of women in apprenticeship and nontraditional occupations.

The U.S. Department of Labor funded a total of $1,938,182 in grants to help women through the WANTO program, an initiative designed to recruit, train and retain women in high-skill occupations in advanced manufacturing, transportation, energy, construction, information technology and other industries.
Western WANTO Consortium
Oregon Tradeswomen, Inc.
Tradeswomen, Inc. (CA)
Apprenticeship and Nontraditional Employment for Women (ANEW – WA)

Nontraditional Employment for Women (NEW NYC)

Chicago Women in Trades
U.S. DOL Women in Apprenticeship & Nontraditional Occupations Presentation

Oregon Tradeswomen Inc. Nontraditional Employment for Women Chicago Women in Trades

2015
Survey Question

What type of industry stakeholder are you?

- Registered Apprenticeship Program
- Employer
- WIOA / American Jobs Center
- Community College
- Community-based service program
- Government
- Other
Barriers & Challenges to Recruiting Women to Nontraditional Employment

Oregon Tradeswomen, Inc.

Connie Ashbrook, Executive Director
Leigh McIlvaine, WANTO Project Manager
Oregon Tradeswomen, Inc. Background

- Founded in 1989
- Dedicated to helping women and minorities be successful in the construction, mechanical and utility trades.
- Promotes economic, gender and racial justice.
- Graduates 80+ women annually from pre-apprenticeship program
**Our Mission: Overcoming Barriers**

<table>
<thead>
<tr>
<th>Occupation</th>
<th>% Female</th>
<th>Median Hourly Wage</th>
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</thead>
<tbody>
<tr>
<td>Secretary</td>
<td>94.4</td>
<td>$16.93</td>
</tr>
<tr>
<td>Receptionist</td>
<td>92.2</td>
<td>$13.18</td>
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<tr>
<td>Childcare Worker</td>
<td>94.8</td>
<td>$10.45</td>
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<tr>
<td>Hairstylist</td>
<td>94.8</td>
<td>$12.13</td>
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</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>% Female</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Hwy</td>
<td>1.1</td>
<td>$17.73</td>
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<tr>
<td>Maintenance</td>
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<td>Mechanic</td>
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<td>$21.68</td>
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<td>Firefighter</td>
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<td>$24.90</td>
</tr>
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<td>Construction Trade</td>
<td>3.0</td>
<td>$24.20*</td>
</tr>
</tbody>
</table>

*Portland MSA median wage
Our Mission: Overcoming Barriers
Our Mission: Overcoming Barriers

- Trades careers (through apprenticeship) offer meaningful, living wage jobs and a route out of poverty for women.
- With women representing only about 3% of the trades workforce, they face many barriers to entering the construction industry.
- If more women can access these jobs, they can earn enough to support themselves and their families.
What prevents women from entering the construction trades?

**Barrier 1:** Women are (typically) less prepared for trades jobs than men

- Girls less likely to benefit from fathers’ trades knowledge than boys
- Girls and women are less likely to receive CTE training in high school and community college
- Women’s work experiences tend to be less physical
What prevents women from entering the construction trades?

**Barrier 2:** Society’s stereotypes about construction trades careers

- The myth of physical strength requirements and gender
- Job quality and pay
What prevents women from entering the construction trades?

**Barrier 3:** Women aren’t told about job/apprenticeship opportunities

- Official sources (career counselors, advertisements)
- Unofficial sources (”F.B.I. network”)
What prevents women from entering the construction trades?

**BARRIER 4:** Trades jobs aren’t marketed to women

- Advertisements rarely feature women
- Women are not invited to apply for jobs
What prevents women from entering the construction trades?

**Barrier 5:** Apprenticeship program requirements are not transparent to women

- Info on apprenticeship openings is limited
- Skills & experience prereqs often unclear
- Process is confusing
What prevents women from entering the construction trades?

**Barrier 6:** Female communication styles less valued by interviewers

❌ ♀ tendency to be more modest about accomplishments/experience than ♂ counterparts
Challenges for apprenticeship programs & trades employers

Get more women to apply for construction trades jobs & apprenticeships

↑ outreach to women

↑ targeting of women
Challenges for apprenticeship programs & trades employers

Help women successfully compete for opportunities

*Share* information about requirements

*Teach* women to successfully talk about their qualifications
Oregon Tradeswomen, Inc.

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Best Practices in Outreach and Recruitment

Nontraditional Employment for Women (NEW)

Kathleen Culhane, President
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Chelsea McGrath, Training Manager
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www.new-nyc.org
NEW is a sector-based workforce development program. NEW’s free training has been developed over the years in partnership with apprenticeship programs and employers. The comprehensive, innovative curriculum includes:

- job readiness
- basic hands-on shop classes in carpentry, electrical work, and painting
- lifting and carrying
- trades math
- health and safety training

Graduates earn:

- credential recognized by the NYC construction trades and the NYS Department of Labor
- opportunity for direct entry into apprenticeship programs
- 10-hour OSHA certificate

NEW Career placements:

- Since 2005, NEW has placed over 1,000 graduates in the construction unions and in over 1,000 positions in the construction, energy, transportation, and facilities maintenance industries.
Outreach Strategies

- Targeted Community Based Outreach
  ➔ Feet on the Street
- Attend Job Fairs
- Targeted Promotional Materials / Campaigns
- Word of Mouth
- Partnerships with City Officials and CBO’s
**Targeted Community-Based Outreach**

- Focus on recruiting in specific neighborhoods in conjunction with community partners
  - *Example: Community Specific Job Fairs*
- Large construction projects often advertise and recruit workers near the location of the project
- Social service agencies make direct referrals
Feet on the Street

- Outreach in specific neighborhoods!
- Talk to people!
- Hand out promotional materials!
- Bring a female apprentice to share her story
Attend Job Fairs

☑ Create an eye-catching, approachable job fair booth
  ➔ Have promotional materials and photographs on hand

☑ Staff job fair booth with a female apprentice to share her story

☑ Build long lasting partnerships with community based organizations, local technical high schools and colleges, government officials, and other nonprofits
  ➔ Most successful recruiting events come from connections to local elected officials and CBO’s
NEW Graduates at a Job Fair on Staten Island in partnership with New York City Council Member Debi Rose in January 2014.
Keep pitch short and sweet, highlighting the main incentives of joining an apprenticeship

- Are you interested in a high paying career with good benefits?
- Are you interested in free job training?

Talk about the program to everyone and anyone!

- You never know who might have a wife, sister, friend, or daughter who might be interested in joining an apprenticeship

Make signing up easy!

- Take all contact information and call or email participants to effectively follow up
Promotional Materials

- Highlight photos of women in promotional materials
  - Flyers, brochures, mailings
  - Subway/bus/TV ads
  - Ads in local newspapers and on social media outlets
- Be active on Social Media
WE'RE LOOKING FOR A FEW GOOD WOMEN

Carpenter
Electrician
Plumber
Painter

Call 212-627-6252

The average salary in the construction trades is $53,000. Need we say more?

NEW, a non-profit job-training organization, will prepare you for a rewarding career in the construction trades. For more information on our FREE training or to visit us on web site, www.newwrg.org
Include Images of Tradeswomen
Marketing

Build New York
Build Your Future

Nontraditional Employment for Women
HARD HATS. STRONG WOMEN. BUILDING THE FUTURE.

We Did It... So Can You!
FREE CAREER TRAINING FOR WOMEN
CALL 212-627-6252
www.new-nyc.org
Work with local and national media to run public interest stories on women working in nontraditional careers.
Targeted Social Media Outreach

Interested in working in the trades in NYC?

NEW holds information sessions at our Chelsea office every Tuesday at 10am and Wednesday at 6pm. Stop by to learn more about NEW's classes and how to join our next graduating class!

Call 212.627.6252 to register today!

#futuretradeswomen #tradeswomen #nyc
Never Underestimate Word of Mouth

- Talk about program to anyone who will listen!
  - You never know who will end up being a great contact to connect people to your program

- Host events to get people in the door
  - Open houses, graduations, career fairs, apprenticeship competitions, etc.

- Create incentives for apprentice referrals
  - Sweatshirt, t-shirt, coffee mug giveaways
Networking
Build Long-Lasting Relationships

- Target potential candidates for your program *as well as* organizations that can refer clients to you
- Partnerships with social service agencies and CBO’s
- Have an organizational direct contact point person
Next Steps

- Publish consistent information in materials and on website
- Hold formal Information Sessions open to the public
  ➔ *NEW holds info sessions twice a week*
- Clearly explain application process, programs, and employment referrals
- Give interested candidates an opportunity to ask questions
Best Practices

- Recruitment should be an ongoing
- Maintain relationships to keep a large pool of candidates in the pipeline
- Bring female apprentices to recruitment events to share their stories and encourage other women to apply
- Flyers and promotional materials featuring women are eye catching and show women where their careers could go
- Treat every partnership from training to employment, as a recruitment opportunity
NEW’s Contact Information

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Chelsea McGrath, Training Manager
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Nontraditional Employment for Women
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Partner Success Story

Chicago Regional Council of Carpenters

Kina McAfee, Assistant Coordinator Chicago Carpenters
Jayne Vellinga, Executive Director CWIT
Our History & Mission

• Established in 1981 by tradeswomen
• Potlucks to Picket lines to Policy & Programs
• Mission: Economic Equity for Women through access to high-wage, high-skilled jobs
• Pre-apprenticeship Training, welding, advocacy, and technical assistance
What We’ve Accomplished

• More applications from women – 89 in 2014
• Significant increases in:
  ➢ # of women enrolled in pre-apprenticeship – 27
  ➢ # of women accepted into the RAP - 22
  ➢ # of women remaining in apprenticeship: 89
  ➢ % of female apprentices - 7.5% - 3.5% since 2010
  ➢ % of women in pre-apprenticeship – 16%
Partnership with CWIT included:

- Hosting information tables & career fairs
- Hands-on field trips at the apprenticeship school for CWIT classes
- Fast track referral process for CWIT PAT graduates.
Reasons for Success – Objective Process

Objective assessment process:

• Everyone who passes the test accepted by lottery

• No interview, no ranking
Reasons for Success – Role Models

Visible women in the industry – Recruiters and Role Models

• Female staff and instructors

• Large number of women in program
Recommendations

1. Partner with a tradeswomen’s organization or other workforce Development provider.
2. Encourage members to recruit their female friends and family.
3. Make female members visible at recruitment events, on promotional materials and on apprenticeship program instructional and leadership staff.
4. Review and update standards to reflect real qualifications and the need for diversity.
5. Adopt a more objective assessment process or require diversity training for recruiters and interviewers.
6. Accept more than one woman per class and ensure that attention is paid to developing her mechanical and physical skills.
7. Provide extra opportunity for tutoring and mechanical skill development.
Chicago Women in Trades
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http://chicagowomenintradess2.org
Questions?
Survey Questions

What other topics would you like to see presented?

Mentoring
Tradeswomen Committees
Pre-apprenticeship Training
Gender Inclusive Curriculum
Sexual Harassment Prevention
EEO Compliance
Was this webinar helpful to you?

YES

NO

UNDECIDED/ NOT SURE
For More Information:

To receive information about upcoming WANTO webinars or workshops:

https://docs.google.com/forms/d/1Qxo6rfLDIxGYFCiXhXPvyFeFEOjYjXRiqcUSqS9nbgE/viewform
Thank you!

For more information on the WANTO grant, please contact the U.S. Department of Labor:

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Employment & Training Administration
202-693-3792
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