

## Outreach & Recruitment Ideas for Registered Apprenticeship Programs

1. Utilizing existing female apprentices and journeymen to become “champions” for the JATC/union and attend career fairs and other events with your staff – women and girls will feel more inclined to approach your table with a female present. This is really a great way for tradeswomen to give back, but also to attract new female recruits. We can help with a volunteer orientation session if you are interested - let us know or see our *Volunteer Training Workshop* presentation on the sidebar.
2. Make sure your materials (brochures, applications, signs, etc.) have pictures of women in them and gender inclusive or neutral language (see attached PowerPoint presentation from webinar with more suggestions and ideas here:  
<http://www.tradeswomen.net/wp-content/uploads/2015/04/WANTO-WEBINAR-OutreachRecruitment-Mar-25.pdf>
3. Expand your outreach to local women’s organizations such as the YWCA and National Association of Women in Construction – both of these organizations have great resources at the local level, including childcare centers, to help support women. Other places for outreach include local Career One Stop Employment Centers, and even placing flyers at grocery stores, the local YMCA, daycare centers and local women’s softball leagues are a great place to flyer as well. See links below to find resources near you:  
  
<http://www.nawic.org/nawic/Chapters.asp>  
[http://www.ywca.org/site/c.cuIRJ7NTKrLaG/b.7527667/k.C931/Local\\_Associations/apps/kb/cs/contactsearch.asp](http://www.ywca.org/site/c.cuIRJ7NTKrLaG/b.7527667/k.C931/Local_Associations/apps/kb/cs/contactsearch.asp)  
<http://www.servicelocator.org/onestopcenters.asp>
4. Use your website and social media (Facebook, Twitter, etc.) to promote opportunities for women. We can also help by posting on our site and others – just let us know! Visit our Facebook page to see examples <https://www.facebook.com/ChicagoWomenInTrades?ref=hl>
5. Consider trying to get local free media – invite the local news station or paper to career fair or see if they want to interview you and female apprentice/journeywoman before applications – a great way to get women interested in applying.
6. Email or send ALL your members a note about upcoming application period and include promoting women in the letter – word of mouth is a great way for women to learn about the skilled trades. Everyone has a mother and many have sisters, cousins, daughters, girlfriends and wives!
7. Consider hosting a “Dads & Daughters Day” to get tradesmen to bring their daughters to an event to show off what they do at work – this can be done in connection with your JATC Open House if you do one. If not, consider hosting an Open House to let women check out the program and learn more about the application process, apprenticeship, and the trade.