WOMEN’S INCLUSION AND SUCCESS IN MALE-DOMINATED MANUFACTURING APPRENTICESHIPS

WHAT WORKS:

- Expanded Outreach and Marketing to Women
- Effective Education to Prepare Women for Apprenticeship in NTO
- Gender Inclusive Policy Training and Practices

INTENTIONALITY!!
- Inclusivity
- Targeting
- Sensitivity
BARRIERS TO WOMEN’S INCLUSION

ENTRY
- Stereotypes
- Lack of targeted outreach
- Dimly lit career pathways/entry routes
- Sex segregated CTE/WIOA
- Disparate impact of selection criteria
- Lack of preparation

RETENTION
- Isolation/lack of support
- Disparate OJT, job assignments
- Menial assignments
- Sexual harassment
- Lack of sanitary facilities
- Lack of advancement opportunities
- Micro-inequities over time
ADVANCING WOMEN’S EQUITY AND INCLUSION IN MANUFACTURING APPRENTICESHIPS

- Set goals for # of women applicants, hired and retained
- Provide guidance on effective and equitable recruitment, assessment, training and retention practices
- Review and revise recruitment, application and hiring process to ensure gender equity and inclusivity
- Support pre-apprenticeship/job readiness training
- Establish, promote and train on policy and practice for gender inclusive and sensitive HR practices and policy (Bathrooms/changing facilities, appropriate fit PPE, sexual harassment)
Does your AA/EEO plan include?
- Goals, strategies and measures for women’s enrollment and completion
- Specific policy, guidelines and practices to promote a diverse and inclusive environment in the apprenticeship program/workplace
- Timeframe for benchmarking and reporting on progress
- Practices and remedies to address shortfalls

How frequently do you review and update the plan?

Is the plan disseminated to all sponsors, stakeholders and apprentices?

Are there women and people of color in leadership roles in the JATC? In the company? In the union?
ENHANCEMENT MATTERS

- The Same Practices May Not Work
- The Same Policies May Not Work
- Knowledge Matters

Take into account:
- The impact of gender stereotypes and hidden biases,
- The need for gender and culturally sensitive employment and training practices
- How to support and retain underrepresented groups
OUTREACH AND RECRUITMENT

- Marketing to promote nontraditional career education awareness
- Training and guidance to improve effectiveness in outreach
- Strategic Planning tools
- Assessment materials to ensure gender neutrality and sensitivity
CREATE A TARGETED MESSAGE

□ Create a headline message for a flyer targeted to women.

______________________________________________
______________________________________________

□ Create a subtitle (short and/or bulleted) message that addresses women.

______________________________________________
______________________________________________

Name 2 underutilized media or places that you might use to reach women in your community.

______________________________________________
______________________________________________

You can be part of the team that manufactures in America! Check out jobs and training at
CREATING A TARGETED OUTREACH PLAN TO RECRUIT WOMEN

- Do you have an outreach/recruitment plan?
- Does it include a goal for:
  - Hosting orientation and information sessions for women only
  - Number of women receiving information
  - Engaging incumbent female employees working in traditional jobs
  - Number of women applying for jobs
- Are women working in nontraditional jobs prominently featured in recruitment materials?
- Do you reach out to venues and media that attract women?
- Are women working in nontraditional jobs featured speakers in information sessions and/or orientations to our program?
PREPARING WOMEN TO BE COMPETITIVE CANDIDATES

- Exposure to work & tools
- Spatial/Mechanical aptitude
- Physical fitness

- A safe and supportive place for:
  - breaking through stereotypes
  - overcoming fear of unknown
  - Trying and practicing new things
  - Peer networking and support

- Role models and mentors
- Self-esteem
- Balancing work/family
Putting a Gender Lens on Assessment

Use Gender Neutral/Inclusive Assessment Tools
Raise questions about fit without judging.
Ask probing questions that go beyond stereotypes.
Minimize yes or no questions

- Allow for applicant to get past unknown
- Experience aspects of work related tasks
- Identify transferable skills from paid/unpaid work experiences
- What are some common instincts about good candidates that might prove to be judgmental or prejudicial for female candidates?
- Who is conducting the assessment?
RETENTION

- What is your rate of completion for women? For apprentices overall? How do these statistics compare?
- Do you provide any training or technical assistance to employers to support the recruitment, retention, and advancement of women to journey-level?
- Micro-inequities or Micro-aggressions
ANTI-HARASSMENT OBLIGATIONS

- Provide anti-harassment training to all individuals connected with the administration and operation of the program, including apprentices and journeyworkers.
- The training must include participation by trainees in a training program, such as attending in-person training or completing an interactive, online training program.
- The training must, at a minimum, communicate:
  - That harassing conduct will not be tolerated;
  - A definition of harassment and examples of the types of conduct that would constitute unlawful harassment;
  - Notice of apprentice’s right to file a harassment complaint.
RESOURCES AND TRAININGS

- Monitoring and supporting OJT
- Cultural competency for supervisory and frontline workers
- Being an Ally
- Sexual harassment prevention policy/training
- Coaching, job shadowing, mentoring
- Establishing women’s committees
AFFIRMATIVE ACTION PROGRAM

More than mere passive nondiscrimination requires:

- affirmative steps to create an environment free from discrimination,
- to address any barriers to equal opportunity in apprenticeship
- More than a paperwork exercise: policies, practices, and procedures, including self-analyses
- Assignment of responsibility to person with resources, support of, and access to the sponsor leadership to ensure effective implementation
- Monitoring all registered apprenticeship activity
AFFIRMATIVE ACTION PROGRAM

- must include specific, practical steps designed to address any barriers to equal opportunity that may be contributing to this underutilization
- internal auditing/reporting systems to measure progress toward achieving an apprenticeship program that would be expected absent discrimination
- sponsor must monitor & examine employment practices, policies and decisions & evaluate the impact on recruitment/selection/advancement of apprentices
- REVISE if create a barrier to equal opportunity
Become an Advocate for Women in Nontraditional Jobs

- Examine assumptions about women in the workplace
- Identify how to be strategic and intentional to ensure women’s inclusion, retention, and success
- Conduct a scan/survey of your program’s current policy, practices using a gender lens
- Apply a gender lens to all aspects of building your workforce
Sponsor will take **affirmative action** to provide equal opportunity in apprenticeship

Conduct orientation and periodic info sessions for:

- individuals connected with the administration or operation of the apprenticeship program,
- all apprentices and journeyworkers who regularly work with apprentices, to inform, remind and to provide training
- Publish in appropriate publications, such as apprentice and employee handbooks, policy manuals, newsletters