Presentation for Women in Infrastructure Workforce Initiative Convening --- September 21, 2022

Presenters:
Gwen Gibson, SEPTA train mechanic, WINC Steering Committee
Sue Hoffman, WINC Project Manager, Philadelphia Works
Lark Jackson, Program Director, Chicago Women in Trades National Center for Women’s Equity in Apprenticeship and Employment
WHAT IS WOMEN IN NONTRADITIONAL CAREERS (WINC)?

WINC helps more Philly-area girls and women choose and succeed in a career in the trades, in these industries:

- Construction
- Manufacturing
- Transit
- Utilities (added 2021)
WHY DID WINC FORM IN 2018?
WHAT IS DRIVING THE WORK?

- Difficult to recruit and retain tradeswomen, even in pre-apprenticeships
- SEPTA tradeswomen and advocates
- National TA partner (CWIT)
- 2 supportive unions (FTI, Insulators)
- US DOL WANTO grant available
- Workforce board focused on apprenticeship, equity and higher wages, willing to be backbone org
STEERING COMMITTEE 2018-2022

- Transit Agency (SEPTA) Tradeswomen
- SEPTA Training Manager
- Manufacturing Apprenticeship Intermediary (KDP)
- AFL-CIO Council Representative
- Insulator’s Union Apprenticeship Coordinator
- Workforce board staff (Philadelphia Works)
- Chicago Women in Trades staff (funder and technical assistance provider)
- In 2021 added: 2 union building tradeswomen; 1 manufacturing tradeswoman
- In 2022 added: mechanical contractor
WHAT IS A WORKFORCE DEVELOPMENT BOARD? HOW DO YOU FIND YOUR LOCAL WDB?

• **WDBs are part of the Public Workforce System**, a network of federal, state, and local offices that support economic expansion and develop the talent of the nation’s workforce.

• **WDBs serve as connectors between the U.S. Department of Labor and local American Job Centers** that deliver employment and training services to workers and employers.

• **WDBs facilitate partnerships between local businesses with similar training needs.** WDBs also rely on labor market information to develop sector strategies that focus resources on a particular high growth industry for their area, often involving skill training for local businesses.

• **WDBs’ role is to develop regional strategic plans and set funding priorities** for their area.

• **Each state has a WDB and designates local WDB areas** that can be one or more counties. The lead elected official in each area designates whether a city or a non-profit agency will lead the WDB.

https://www.careeronestop.org/BusinessCenter/TrainAndRetain/FundingEmployeeTraining/what-is-a-WDB.aspx
HOW DID WINC GROW – YEARS 1-2?

- Steering Committee – sets direction
- **Workforce board staffing (50% time)**
- Outreach and Education Team
- Logo, website, social media, Basecamp, email
- Stakeholder outreach and convenings – 4/yr
- Educational “Institute” – 1/yr
- Tradeswomen monthly meetups and training
- Today’s Rosie podcast and videos
- Presentations and TA to industry groups, apprenticeship coordinators, schools
- **Gender lens curriculum for co-ed manufacturing prep program sponsored by workforce board**
WHAT LED WINC TO LAUNCH A TRADESWOMEN READINESS PROGRAM IN YEAR 3?

- Co-ed pipeline programs enrolled only handful of women; unions and manufacturers asked for help recruiting
- CWIT offered TA and WANTO grant funds
- Credential attainment (WIOA funding)
- Unions had experimented with NABTU MC3 pre-apprenticeship
- Woman instructor at FTI, received training from CWIT on gender lens
- Proven models in other cities
TRADESWOMEN READINESS PROGRAM—summers 2021 and 2022

- 23 trainees (8 in 2021; 15 in 2022)
- 6 weeks, Tues-Thurs 8-4:30
- Delivered by union apprenticeship (Finishing Trades)
- MC3 curriculum: construction math, trades awareness, interviewing, health and safety
- **Add-ons:** fitness, site visits, mentorship
- Paid for transportation, ipads, tools, boots
- Outreach/recruitment by FTI, workforce system, WINC stakeholders
- WIOA funding from workforce system
WHY WORKFORCE DEVELOPMENT BOARDS (WDBs) MAKE GOOD PARTNERS

Benefits to Women’s Groups

• WDBs have funding, if pre-apprenticeship results in an industry-recognized credential (not OSHA)

• WDBs can help recruit candidates through their American Jobs Centers

• WDBs Workforce boards and their senior staff have city, statewide and national relationships with public funding agencies and workforce advocacy orgs

• WDBs may be willing to assign staff to assist with organizing stakeholders

Benefits to Workforce Boards

• Access to high-paying jobs for those most affected by COVID and poverty (core mission)

• Helps employers meet talent needs and diversity goals (core mission)

• Access to additional/flexible funding

• Access to tradeswomen who can recruit, inform, advocate, mentor

• Public recognition and reputation
QUESTIONS?
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