

THE PINK TO GREEN TOOLKIT: ADDING A GENDER LENS TO GREEN JOBS TRAINING PROGRAMS

CREATED BY WIDER OPPORTUNITIES FOR WOMEN
FOR THE GREENWAYS INITIATIVE

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TOOL 1.3 ASSESSING YOUR ORGANIZATION'S CAPACITY FOR RECRUITING WOMEN

Use this tool when considering engaging in or creating a training program that will increase the participation of women in green jobs. This assessment helps you gauge and understand your organization's readiness for that, with a strategic assessment of your current activities and capacity for recruiting women. Use this checklist to document your efforts and challenges, and use the space to add any notes that can help you in your next steps. Keep in mind these critical questions:

- > What are you doing now to recruit women into a green jobs training program?
- > What challenges to recruiting women have you faced?
- > What challenges to assessing women appropriately have you faced?
- > What challenges do you anticipate?
- > What technical assistance would improve your program's capacity to serve women?

WHO SHOULD USE THIS TOOL

Executive directors; training program directors; outreach and recruitment staff

THE PINK TO GREEN TOOLKIT

This tool is part of *The Pink to Green Toolkit: Adding a Gender Lens to Green Jobs Training Programs*, created by Wider Opportunities for Women for the GreenWays initiative. All tools are available online at: <http://greenways.jff.org/pinktogreen>

The GreenWays initiative provides high-quality workforce services to employers and to workers seeking to advance their careers in the green economy. The initiative invests in 20 workforce partnerships across six diverse industry sectors

in eight metropolitan labor markets. It builds on JFF's approach of organizing employers and workforce resources into sectoral workforce partnerships to promote career advancement for lower-skilled workers. GreenWays is supported by grants from the U.S. Department of Labor through Pathways Out of Poverty and the Green Jobs Innovation Fund.

greenways.jff.org

CURRENT PROGRAM STATISTICS AND GOALS

- 1.** Does our green jobs training program serve women?
 Yes No
- 2.** Our recruitment and orientation sessions attract:
 Less than 5% women Less than 40% women
 Less than 15% women More than 50% women
 Less than 25% women
- 3.** On average, women make up ____% of our enrollees.
- 4.** We have set the goal of ____% female enrollment in our program.
- 5.** Women make up on average ____% of our total completers and ____% of our total placements.
- 6.** We have set the goal of women making up ____% of our total completers and ____% of our total placements.
- 7.** The capacity of our program or workforce partnership to attract women is:
 Strong Needs improvement
 Somewhat strong Untested
 Limited Very weak

RECRUITMENT PRACTICES AND STRATEGIES

- 8.** Do our outreach and recruitment materials target women?
 Yes No
- 9.** Do our outreach and recruitment sessions target women?
 Yes No
- 10.** Do our recruitment materials prominently feature images of and references to women working in green jobs?
 Yes No
- 11.** Do our outreach and recruitment plans strategically reach out to venues and media that attract women?
 Yes No
- 12.** Do our information sessions or orientations to our program feature women working in nontraditional jobs as speakers?
 Yes No
- 13.** Can all prospective clients for our program take part in career exploration activities?
 Yes No

- 14.** Are our career counselors trained to promote nontraditional jobs to women?
 Yes No

- 15.** Do we help women identify jobs that lead to family economic self-sufficiency?
 Yes No

- 16.** Do our staff members have a strong understanding of the impact of gender wage inequity and gender segregation in the labor market?
 Yes No

ASSESSMENT PRACTICES

- 17.** Have we reviewed our assessment tools to ensure they are free of examples of gender disparity or discrimination?
 Yes No

- 18.** Is our program's assessment process gender neutral?
 Yes No

- 19.** Does our assessment process review a variety of factors in selecting participants?
 Yes No

- 20.** Are women workers in nontraditional fields engaged in the assessment process?
 Yes No

- 21.** Do we measure both aptitude and interest?
 Yes No

NOTES

Question Number	Next Steps