

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 1.4 CREATING A TARGETED OUTREACH PLAN TO RECRUIT WOMEN

This planning tool guides training programs through critical steps in creating customized strategies and messages for recruiting women. The worksheet begins with strategic goal-setting on outreach to and enrollment of women. The worksheet also asks about creating and delivering a recruitment message that overcomes misconceptions about women in nontraditional roles. Finally, use this tool to map out next steps in implementing a new recruitment strategy.

WHO SHOULD USE THIS TOOL

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/pinktogether>

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

STRATEGIC PLANNING

1. Does your outreach and recruitment plan include a goal for reaching out to a specific number of women?

Yes

No

If yes, what is it?

2. Does your outreach and recruitment plan include a specific number or percentage of women participating in orientation and information sessions?

Yes

No

If yes, what is it?

3. Does your outreach and recruitment plan include a specific number or percentage of women enrolling in your training program?

Yes

No

If yes, what is it?

CREATING THE MESSAGE

4. Do your current outreach and recruitment materials target women specifically?

Yes

No

Create a headline message for a flyer targeted to women.

Remember: Be relational and specific!

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

> _____

> _____

> _____

DELIVERING THE MESSAGE

5. Do you conduct outreach in and through venues that specifically attract women?

Yes

No

Name two or three underutilized media outlets or places that you might use to reach out to women in your community.

6. Who is your best staff member or volunteer to deliver the message?

7. Name two gender-related myths or misconceptions that might make women hesitant to explore green job opportunities and provide facts that redress them.

Myth: _____

Fact: _____

Myth: _____

Fact: _____

NEXT STEPS

8. Outline four steps that you and your team can take to improve your outreach strategies and increase the number of women participating in your program.

> _____

> _____

> _____

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NOTES
