

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 1.8 OUTREACH AND RECRUITMENT WORKPLAN TO ATTRACT AND ENGAGE WOMEN APPLICANTS

Use this tool to create a blueprint and timeline for your program's outreach, recruitment, and assessment strategy. The template provides a single resource to document and track multiple program goals and objectives, responsible staff, activities, measurable outcomes, and time spent on each activity. A blank tool to enter your own program priorities is followed by two examples with sample recommendations.

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

WORKSHEET: OUTREACH AND RECRUITMENT WORKPLAN TO ATTRACT AND ENGAGE WOMEN APPLICANTS

Fiscal Year _____ Quarter _____ Staff Responsible _____ Date Prepared _____ Program Area _____

Goal
> _____

Objectives
> _____
> _____

ACTIVITY	WORK WITH	OUTCOME	START DATE	COMPLETION DATE	HOURS/WEEK

SAMPLE OUTREACH AND RECRUITMENT WORKPLAN TO ATTRACT AND ENGAGE WOMEN APPLICANTS

Fiscal Year 2012 Quarter 3 Staff Responsible Recruiter Date Prepared 5/22/12 Program Area Recruitment

Goal

> Increase the number of women enrolled in program activities

Objectives

> Increase program visibility

> Increase the number of women attending weekly information sessions to an average of 10 women per session

ACTIVITY	WORK WITH	OUTCOME	START DATE	COMPLETION DATE	HOURS/WEEK
Create materials featuring women for flyers, postcards, and posters	Wider Opportunities for Women		6/1/12	8/1/12	2-4
Create presentation targeted to women	Program director	Presentation to use during weekly session	6/1/12	7/1/12	8
Solicit presentation opportunities with local service providers and entities		2 offsite presentations a month reaching 30-40 women monthly	7/1/12	Ongoing	3-6
Conduct targeted outreach to women (e.g., post flyer at schools, salons, and TANF/UI offices)		Dissemination of 100 flyers a week at 3-5 locations	8/1/12	Ongoing	3-6
Send bimonthly PSA to radio and television stations by fax and via email; target local cable		Increased organizational exposure through free media outlets	8/15/12	Ongoing	2 hours bimonthly
Work with local CBO and public agency staff to have information about program available and displayed and prepare them to promote program to female clients	One-Stop Career Center	More women are aware of info session dates	7/1/12	Ongoing	1-2

SAMPLE OUTREACH AND RECRUITMENT WORKPLAN TO ATTRACT AND ENGAGE WOMEN APPLICANTS

Fiscal Year 2012 Quarter 4 Staff Responsible Recruiter Date Prepared 5/23/12 Program Area Recruitment

Goal
 > Increase the number of women enrolled in program activities

Objectives
 > Host women-only orientation sessions/career fair on or about 3/1/13
 > _____

ACTIVITY	WORK WITH	OUTCOME	START DATE	COMPLETION DATE	HOURS/ WEEK
Identify viable locations to flyer (e.g., transit stops, groceries, schools, public service agencies)		Disseminate 2,500 flyers	2/8/13	2/22/13	4
Send PSAs to viable radio and television stations; advertise through media sources (e.g., newspapers, community bulletins); consider guest appearances on local cable and/or radio		Increase local publicity for fair	2/1/13	2/15/13	3
Create flyer and mail to all clients of CBOs and service providers	Case manager	Increase the number of women aware of orientation	2/1/13	2/15/13	4
Include flyer in school report cards, church newsletters, etc.		Increase the number of women aware of orientation	2/1/13	2/15/13	3
Gain support of industry partners for role models and hands-on activities	Job developer	Industry partners attend the career fair as presenters or with booths	1/4/13	2/8/13	6
Work with local CBO and public agency staff to have information about program available and displayed and prepare them to promote program to female clients	One-Stop Career Center	More women are aware of info session dates	7/1/12	Ongoing	1-2