



A JOBS FOR THE FUTURE INITIATIVE

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

CREATED BY WIDER OPPORTUNITIES FOR WOMEN
FOR THE GREENWAYS INITIATIVE

JULY 2012

TOOL 1.2 TRANSFORMING PINK TO GREEN—RECRUITING WOMEN INTO THE GREEN JOBS ECONOMY

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

This presentation introduces the benefits of green, nontraditional jobs for women. Organizations that are considering an increased focus on recruiting women to their training programs can use this presentation as part of a training session to explore successful strategies to attract women. The presentation covers:

- > An overview of benefits, barriers, and myths for women in nontraditional green occupations;
- > Outreach and marketing to women—creating and delivering gender-targeted messages, including sample materials;
- > Conducting successful information and orientation sessions to inform women and attract them to training programs; and
- > Additional resources from organizations focused on connecting women to nontraditional jobs.

WHO SHOULD USE THIS TOOL

Trainers of staff responsible for outreach and recruitment; program leaders introducing a gender lens to a new organization

ACKNOWLEDGEMENTS: This presentation was originally presented as a webinar to GreenWays sites as part of the Pathways Out of Poverty grant in 2010. Special thanks to the original presenters, Geri Scott, JFF; Lauren Sugerman, WOW; Connie Ashbrook, Oregon Tradeswomen Inc.; Deanna Hodges, Chicago Women in Trades; Jessica Suarez and Marjorie Schulman, Nontraditional Employment for Women.

AGENDA

OVERVIEW OF GENDER EQUITY ISSUES

PROGRAM STRATEGIES

- > The Basics of Recruiting for Diversity
- > Creating a Targeted Message
- > Outreach that Connects to Women
- > Pairing Outreach with Education

RESOURCES

QUESTIONS AND DISCUSSION

OVERVIEW OF GENDER EQUITY ISSUES

GENDER EQUITY QUIZ

- > Women today earn, on average, how much for \$1.00 earned by men?
- > African-American women?
- > Latina women?
- > Of the 534 total occupations tracked by the U.S. Department of Labor's Bureau of Labor Statistics account for the majority of working women? How many account for two-thirds of working women?
- > 42% of all men earn over \$50,000. How many women do?
- > What percentage of workers earning at or below minimum wage are female?



GENDER EQUITY QUIZ ANSWERS

- > Women today earn, on average, how much for \$1.00 earned by men?
Women on average earn **77%** of men's wages.
- > African-American women?
African-American women earn only **68%**.
- > Latina women?
Latina women earn only **59%**.
- > Of the 534 total occupations tracked by the U.S. Department of Labor's Bureau of Labor Statistics account for the majority of working women? How many account for two-thirds of working women?
50% of all women work in just **28** of 534 occupations, and **66%** work in **54** of them.
- > 42% of all men earn over \$50,000. How many women do?
9%—and this is the ceiling, although it is the floor for male workers.
- > What percentage of workers earning at or below minimum wage are female?
69% of all workers 25 and older earning below minimum wage are women.

OCCUPATIONAL SEGREGATION BY GENDER

Nontraditional occupations are defined as those in which women comprise 25 percent or less of total employed.

TRADITIONAL JOBS FOR WOMEN

OCCUPATION	% FEMALE	AVERAGE WAGES
Secretary	96.1%	\$15.40
Receptionist	93.6%	\$12.57
Server	73.2%	\$9.77
Cashier	75.5%	\$9.00

NONTRADITIONAL JOBS FOR WOMEN

OCCUPATION	% FEMALE	AVERAGE WAGES
Truck Driver	8.9%	\$17.72
Mechanic	1.6%	\$19.07
Firefighter	4.8%	\$24.25
Construction Trades	3%	\$20.94

Nontraditional occupations are those in which women comprise 25 percent or less of total employed.
SOURCE: U.S. Department of Labor, Bureau of Labor Statistics, Annual Averages 2008.

LIFETIME DIFFERENCE IN EARNINGS

TRADITIONAL

Nurses Assistant

\$10.29 per hour

\$20,581 per year

\$617,430 in 30 years

GREEN JOB

Journey-level Carpenter

\$37.77 per hour

\$75,540 per year

\$2,266,200 in 30 years

DIFFERENCE: \$2,266,200 - \$617,430 = \$1,648,770

BENEFITS OF GREEN JOBS FOR WOMEN

- > Increased Sense of Accomplishment
- > Self-esteem
- > Ownership and Control
- > Self-reliance

BENEFITS OF GREEN CONSTRUCTION JOBS

- > Wages that lead to family economic security
- > Nontraditional jobs often pay 150% more than traditional female jobs
- > Jobs with good benefits
- > On-the-job training
- > Portable skills



"We Can Do It!"
by artist J. Howard Miller, 1942



IMPACT OF GREEN JOB TRAINING FOR WOMEN

CASE STUDY "A"

Before training:

- > Leaves high school after the 10th grade, obtains GED
- > Has two children
- > Divorces, and because she was not financially secure, ex-husband gains custody of both children

After training:

- > Accepted into plumbers' apprenticeship program
- > Completes apprenticeship

Today:

- > Working as a plumber earning \$47.66/hour and facilitating workshops for other program graduates

CASE STUDY "B"

Before training:

- > Joins Navy Reserves

After training:

- > Accepted into operating engineers' apprenticeship program
- > Completes apprenticeship

Today:

- > Working as an operating engineer and as an instructor at the union hall

These women participated in training by Nontraditional Employment for Women (NEW)



BARRIERS TO WOMEN'S PARTICIPATION IN GREEN JOBS



- > Lack of awareness
- > Gender stereotypes
- > Limited training
- > Perception of work
- > Lack of outreach
- > Barriers to application
- > Disparate impact of selection criteria

MYTHS AND FACTS

MYTHS	FACTS
Blue-collar work is nontraditional for women.	Many jobs now thought to be nontraditional for women have been performed by women in the past.
Women are not strong enough to do heavy labor.	The strength requirements for nontraditional jobs are often exaggerated. Many nontraditional jobs are not much more physically demanding than housework, and many traditional women's jobs, such as nursing and waitressing, are just as physically demanding as some nontraditional jobs.
Women won't like trades work.	Many women enjoy working with their hands and working outdoors. They take great pride in knowing that they have helped build or create something. Many tradeswomen report a high level of job satisfaction.

THE BASICS OF RECRUITING FOR DIVERSITY

SIMPLE STEPS TO IMPROVE RECRUITMENT OF WOMEN

- > Inform and train staff on:
 - Women's economic status
 - Benefits and opportunities
 - Myths and stereotypes about women's work
 - Women's challenges to entry
 - Strategies to target women's recruitment
 - Disparate impact of assessment criteria
 - Gender neutral assessment techniques
- > Engage community groups and workforce agencies in education about the benefits of green jobs and outreach to underrepresented groups.
- > Engage/prepare industry partners in support of recruitment, hiring, and retention of underrepresented populations.

NURTURE YOUR FEMALE AND MINORITY APPLICANTS

- > Arrange a follow-up phone call from the industry to female and minority applicants.
- > Encourage those who do not score well to apply again through a letter or phone call; call or write again periodically or just before you have another opening available.

KEEP FEMALE AND MINORITY APPLICANTS CONNECTED TO INDUSTRY

- > Ask your employers to hire the best female and minority candidates in entry-level positions, such as material handler, warehouse, or yard helper, so they gain skills and remain interested.
- > If the industry has a women's group or minority caucus, send the applicant an invitation to its next meeting.

BUILD RELATIONSHIPS WITH THOSE YOUR AUDIENCE TRUSTS

- > Join organizations that represent various women and minority groups, such as the Urban League, Metropolitan Hispanic Chamber of Commerce, and Tribal organizations.
- > Send a representative to speak about your training program and career opportunities.
- > Attend and support events, such as dinners or pow-wows.

THREE PRINCIPLES OF EFFECTIVE RECRUITMENT



1. Repeated contact with your intended audience
2. Clear next step for them to take
3. Strong relationships for trust and word-of-mouth recruiting

CREATING A TARGETED MESSAGE

REACH YOUR DESIRED AUDIENCE WITH A TARGETED MESSAGE

- > Target with the image itself.
- > Target through where it is posted or sent or presented.
- > Target by who gives the message.
- > People need to hear/see the message more than once in order to respond.

DESIGN OUTREACH MATERIALS THAT APPEAL DIRECTLY TO WOMEN

- > Feature women working in green jobs.
- > Address women specifically in the headline.
- > Get their attention with information on the benefits and advantages of jobs in the green economy.



WHO IS BEING TARGETED HERE?



**SETTING THE STANDARD FOR
ELECTRIFYING CAREERS**

"Being part of a team environment is important to me. As an apprentice, I learn valuable skills from the journeymen every single day - tricks of the trade that add to my knowledge and make me a more confident electrician. Everyone looks out for each other because we're all working in conjunction to accomplish a common goal. I'm incredibly proud to be a union electrical apprentice."

Angelica R.
Portland, OR
NECA/IBEW 2-year Apprentice

NECA IBEW
Partners in Excellence

Take a tour of the training center to learn more about it. It's a couple hours that may be the answer to your future. An information orientation is held on the third Tuesday of each month at 4 p.m.

Visit www.MySpace.com/necaibew48 and NIETC.org to learn more.

Accepting Applications

*Quality Training
Great Wages
Superb Benefits*

The NECA-IBEW Local 48 Electrical Training Center is accepting applications for the **Inside Electrician and Limited Energy Apprenticeship Programs**:

When: July 11-15 and July 18-22
10 a.m.-4 p.m.
Orientations 9 a.m.-10 a.m.

Where: NECA-IBEW Local 48
Electrical Training Center
16021 NE Airport Way
Portland, OR 97230

**ELECTRICAL
TRAINING
CENTER**

For more information visit www.nietc.org
or call 503-262-9991

TARGET WITH THE IMAGE ITSELF. TARGET BY WHO GIVES THE MESSAGE.



Oregon Tradeswomen, Inc. Home Other Trades

Are you strong, tough and ready for a challenge? Do you love the idea of learning how to wire? Are you good at math? If so, you might be exactly who the industry is looking for.

There's two main types of electricians:
Inside Electricians do electrical installations and construction. They install conduits, wire lighting and more.
Limited Energy Class A technicians work with low voltage electrical systems and equipment like data lines, security systems and more.

Electricians earn up to \$34 an hour at the end of a three and a half to five year apprenticeship depending on the program.

Check out the video below to learn more.

Women Make Great Electricians

Electrician Apprenticeships **Watch Electrician Video** **Pre-Apprenticeships**



IMAGES ARE POWERFUL
IMAGES ARE POWERFUL

A woman wearing a white hard hat, safety glasses, and a high-visibility safety vest over a dark t-shirt. She is standing on a construction site with a blue sky and some structures in the background. The entire image has a light blue overlay.

Are you a Jill of All Trades?

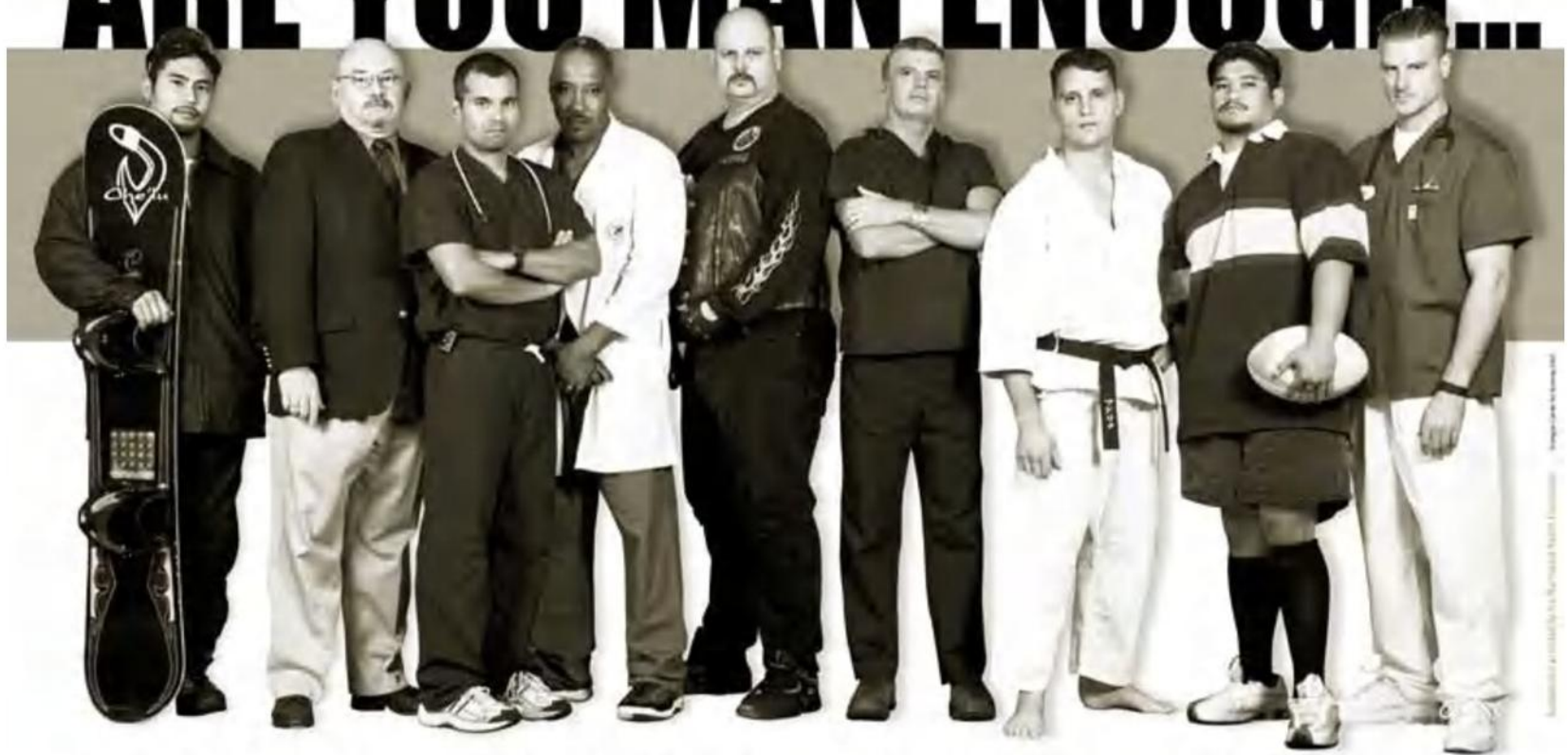
**You Can
Do It!**

**Learn the skills
to pay the bills!**

**Did you know that a skilled tradeswomen can earn
more than \$35/hour?**

WORDS ARE POWERFUL
MOBDS ABE BOMEFLOF

ARE YOU MAN ENOUGH...



Sung Kim RN
Cardiac Telemetry
Nurse
Snowboarder

Terry Misenner RN, PhD
Dean, School
of Nursing
Retired LTC
U.S. Army

Yuri Chavez RN, CRNA
Nurse Anesthetist
2154 LA Marathon

Roland Jensen RN
Post Anesthesia
Recovery Nurse
Decorated Vietnam
Combat Medic &
Retired Major,
U.S. Army

Don Muccigrosso RN
Poison Specialist
Nurse
Harley Rider

Walter Moore, Jr RN
Intensive Care
Unit Nurse
U.S. Navy Seal
Team One

Bill Maddalena SN
Student Nurse
3rd Degree Black
Belt Karate

E. Ray Ariola RN
Cardiology Nurse
Rugby Right Prop

Jason Scott Carrick SN
Student Nurse
Basketball Power
Forward

...TO BE A NURSE?

If you want a **career** that demands **intelligence, courage, and skill**, and offers **W**
For information about careers in nursing, and educational and financial resources visit www.nursingworld.org

WORDS ARE POWERFUL
WORDS ARE POWERFUL

GREEN JOBS FOR WOMEN VIDEO

Green Jobs for Women video on YouTube: <http://www.youtube.com/watch?v=g-v66FILf-I>



LINEWORKERS VIDEO

<http://www.tradeswomen.net/lineworkers.html>



Oregon Tradeswomen, Inc.

Home
Other Trades



Are you strong, tough and ready for a challenge? Do you like to climb up in the air? Are you a team player who can hang out with "the guys"? If so, you might be exactly who the industry is looking for.

Electrical lineworkers build electric transmission and distribution lines and facilities that send electricity out to customers. Apprentices work for various contractors and utility companies on all types of power line construction, both underground and overhead.

And you can earn a real living wage. Lineworkers earn around \$34 an hour at the end of about a three year apprenticeship depending on the program.

Women Make Great Lineworkers



Lineworker Apprenticeships



Watch Lineworker Video



Pre-Apprenticeships

