

OUTREACH THAT CONNECTS TO WOMEN

GO WHERE WOMEN AND THEIR FAMILIES ARE



- > Community Parades
- > Health Fairs
- > Childcare Centers
- > Schools
- > Churches
- > Block Clubs
- > Women's Workout Gyms
- > TANF and One-Stop Career Centers

MAKE IT A PARTY!



- > Have fun.
- > Bring a loudspeaker and music. *"She Works Hard for the Money"*
- > Engage the whole family.
- > Join the industry in their outreach and family events.
- > Have giveaways.





MAKE IT A PARTY
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PAIRING OUTREACH WITH EDUCATION

EFFECTIVE ORIENTATION TO NONTRADITIONAL OCCUPATIONS

INFORMATION SESSION

Give prospective applicants and opportunity to get information in small groups in regularly occurring information sessions.

- > What is an apprenticeship?
- > What are the requirements for entry?
- > What are working conditions like?
- > Where will the work be?

HOST A LARGE, WIDELY PUBLICIZED CAREER FAIR/ORIENTATION

- > Plan far enough in advance to get ideal space and to give notice to industry partners.

PLAN A THREE PART AGENDA

1. Speakers
2. Sign-up for assessment
3. Industry booths and hands-on activities

ORIENTATION: FEATURE SPEAKERS

- > Describe industry and career opportunities: let tradeswomen and program graduates tell their stories.
- > BE REAL! the good, the bad, and the ugly.
- > Present benefits and requirements.
- > Explain entry routes and career paths.
- > Inform about barriers and strategies to overcome.
- > Include messages from industry partners.

SAMPLE SPEAKER

ROBYN BUSH: FROM SALES AT HOME DEPOT TO CLIMBING TO NEW HEIGHTS AS A UNION IRONWORKER ON A WINDFARM

Four years ago, Bush was anxious for a job that would provide more economic security for her family.

She read an article about a 12-week pre-apprenticeship training program offered by Chicago Women in Trades at the local community college. She signed up.

Through the program, Bush learned the skills she needed to apply and interview for jobs few women had held before her.

Ultimately, she landed a position with the ironworker's apprenticeship program—making her the first journey-level woman ironworker in the local union's history.

She credits her success in an overwhelmingly male-dominated industry to gaining confidence in her skills through the Chicago Women in Trades program and developing the toughness to overcome physical and mental barriers on the job.



"You have to think of yourself as one of the guys, while accepting that you may occasionally need to ask for help if you don't have the physical strength to do something," says Bush.



Today Bush is using her skills to power the new green Economy—working on a wind farm outside Chicago preparing blades for wind towers

ORIENTATION: DESCRIBE PROGRAM SERVICES

- > Assessment and next steps
- > Classroom and hands-on training
- > Case management
- > Support services and referrals
- > Job counseling
- > Job club
- > Job referrals
- > Retention services

INDUSTRY BOOTHS AND TABLES

- > Participation from industry partners
- > Hands-on activities
- > Applicants can sample materials, tools, application forms from different trades
- > Informal discussion with industry representatives
- > Ask tradeswomen and staff questions
- > Make a first impression
- > Former students can volunteer and network



ENGAGE INDUSTRY PARTNERS



- > Urge industry partners to inform applicants that women and minorities are welcome and successful in your industry during orientation or application.
- > Encourage industry partners to bring women working in the field to speak, demonstrate tools and materials, and answer questions

RESOURCES

OREGON TRADESWOMEN, INC.

Oregon Tradeswomen, Inc. is a nonprofit dedicated to promoting the success of women in the trades through education, leadership, and mentorship.

- > Started in 1989
- > Grew into a nine-person nonprofit
- > Created to help women and minorities succeed in the construction, mechanical, and utility trades
- > Promotes economic, gender, and racial justice



ANNUAL RECRUITMENT RESULTS OF OREGON TRADESWOMEN, INC.



- > 1,500 women and girls come to our Women in Trades Career Fair.
- > 900 women call us to find out about the trades.
- > 700 women come to our orientations.
- > 180 women apply to enter our program.
- > 96 women graduate.
- > 50 women enter trades jobs.



Nontraditional Employment for Women

Hard Hats. Strong Women. Building the Future.

NEW's Mission

Nontraditional Employment for Women (NEW) prepares, trains, and places women in careers in the skilled construction, utility, and maintenance trades, helping women achieve economic independence and a secure future.

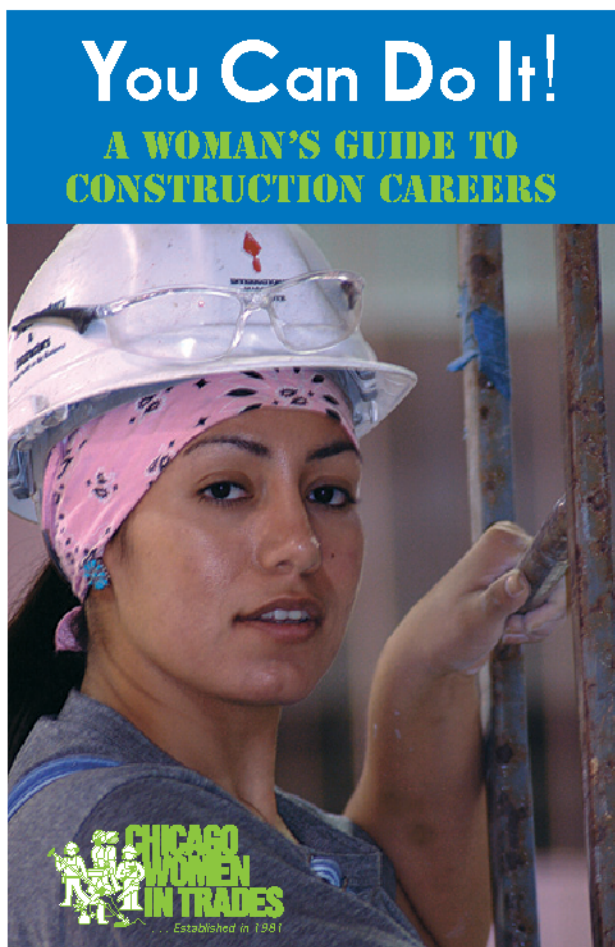
- > In 1978, less than 2 percent of all construction workers were women. By 2005, the number had risen to 3 percent.
- > NEW graduates from the 1980s and 1990s are leaders in the field and in their unions—instructors, organizers, delegates, foremen, shop stewards.
- > In 2005, the building and construction trades committed to placing women in 10 percent of all apprenticeship openings.
- > In January 2010, NEW launched ReNEW, a green training program and opened a second training facility in Sunset Park, Brooklyn
- > NEW launched the NEW Signature Projects Program in June 2010. Industry leaders committed large scale New York City construction projects to stated goals for tradeswomen hours participation.



KEY RESULTS OF NEW

- > In March 2004, 700 women attended Opportunity Downtown–Women Working event to learn about construction opportunities for women.
- > The City and NEW launched ad campaign, We're Looking for a Few Good Women, in November 2005. Over 2,000 women contacted NEW within three months.
- > MTA and NEW start subway and bus ad campaign in July 2006. NEW applications increased by 250 percent.
- > NEW placed 175 women in nontraditional jobs in 2006. NEW has placed over **625 women** in the construction trades since 2005.
- > In 2009, NEW places graduates with 17 unions—an 88 percent increase over three years. NEW graduates started apprenticeships in **20 building trade unions** this year.

ADDITIONAL TOOLS ARE AVAILABLE FROM CHICAGO WOMEN IN THE TRADES AND NEW:



- > Chicago Women in the Trades- Online Manual for the Women in Skilled Trades Program:
http://www.chicagowomenintrades.org/top/program_overview.html
- > Breaking New Ground: Guidelines for Equitable Worksites
- > Tools for Success: Handbook for Tradeswomen
- > Train the Trainer Guide for Sexual Harassment Prevention
- > Health and Safety of Women in Construction (HASWIC) Report
- > Building Equal Opportunity: Affirmative Action on Construction Worksites
- > Drafting the Blueprint: Establishing a Worksite Equity Initiative
- > You Can Do It: A Handbook for Aspiring Tradeswomen
- > NEW: Strategies and Best Practices for Recruiting and Assessing Women for Nontraditional Occupations (December 9, 2010)

QUESTIONS AND DISCUSSION





A JOBS FOR THE FUTURE INITIATIVE

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



JOBS FOR THE FUTURE

Jobs for the Future aligns education with today's high-demand careers. With its partners, JFF develops policy solutions and new pathways leading from college readiness to career advancement for struggling and low-income populations in America.

WWW.JFF.ORG



Wider Opportunities for Women

Wider Opportunities for Women's (WOW)

intergenerational vision and mission of economic independence for women and girls is met by working nationally and in its home community of Washington, DC, on policies and programs which promote equality of opportunity for low-income women. For more than 45 years, WOW has helped women learn to earn, with programs emphasizing literacy, technical and nontraditional skills, the welfare-to-work transition, career development, and retirement security. Nationally, WOW engages in organizing, research, and advocacy—using the common framework—to design, implement, and advocate for programs and policies that move low-income families toward economic independence.

WWW.WOWONLINE.ORG