

HOW TO INCREASE THE NUMBER OF WOMEN IN THE SKILLED TRADES

WAYS TO RECRUIT	WAYS TO RETAIN
<p>1. Do Your Research: Outreach to women who currently work in the skilled construction trades for their assistance in recruitment.</p>	<p>1. Mentoring Program: Create a formal or informal mentoring network. Provide the tools or space to help encourage mentoring and union leadership.</p>
<p>2. Budget Time and Money for Targeted Advertisement: Social Media, Movie Theatres, Radio, T.V., Newspapers, Magazines. Brochures, videos and flyers should include women and minorities.</p>	<p>2. Women's Committee: Encourage members to form a women's peer support group. Coordinate with local union officers or JATC to create a recruitment subcommittee.</p>
<p>3. Approach Community Based Organizations: One-stop job centers, women-focused job placement, church, schools, colleges, state agencies. Prepare presentations and targeted handouts for these events.</p>	<p>3. Provide Diversity Awareness Training: Teach the membership the value of a diverse workforce, break down stereotypes and help build better working relationships. Teach professional work habits.</p>
<p>4. Provide Direct Entry for Pre-Apprenticeship: Using community based pre-apprenticeship or your local JATC to develop a program, create a pathway into your apprenticeship upon successful completion. Create an orientation or onboarding program.</p>	<p>4. Provide a Counselor or Ombudsman: For women and other apprentices having difficulty finding work and need help navigating the trades.</p>
<p>5. Create a Diversity Oversight Task Force: Include Industry, Government and Community. Use guidelines outlined in Chicago Women in the Trades "Drafting the Blueprint" goo.gl/yB63aQ</p>	<p>5. Add Apprentices to an Advisory Position: Allow their voices to be heard by added them to a Journeyman and Apprenticeship Training Center Advisory Board. Encourage leadership & accountability.</p>
<p>6. Create Relationships with High School Guidance Counselors: Get invited to career days and bring current apprentices to these events if possible. Hold counselors accountable for promoting trades to women.</p>	<p>6. Provide Advancement and Leadership Opportunities: When merited give women an opportunity to be leaders, foremen, and teachers. Encourage women to take leadership courses when offered.</p>
<p>7. Hire a Full-Time Recruitment Coordinator: Marketing the piping trades, attending job fairs, high school career days, and other activities can be a full-time job. Or, share the responsibility! Create a recruitment calendar of activities.</p>	<p>7. Conduct Exit Interviews: Create a questionnaire to distribute to women who leave the program or women who have left in the past 5 years. Determine and address the reasons people leave your program.</p>