



**CONSTRUCTION  
APPRENTICESHIP AND  
EMPLOYMENT:  
WHAT WORKS FOR  
WOMEN'S INCLUSION,  
RETENTION AND SUCCESS**

# CHICAGO WOMEN IN TRADES

Building Careers and Sisterhood since 1981



- Tradeswomen Centered
- Preparatory Training
- Peer Networks
- Advocacy
- Technical Assistance for Industry Stakeholders, Education & Workforce System

[WWW.WOMENSEQUITYCENTER.ORG](http://WWW.WOMENSEQUITYCENTER.ORG)



## NATIONAL CENTER FOR WOMEN'S EQUITY IN APPRENTICESHIP AND EMPLOYMENT



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[TRADESWOMEN](#)

[BEST PRACTICES](#)

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# Women's Economic Inequity

1. Women today earn, on average, **83 cents** for \$1.00 earned by men
2. African-American women earn, on average, **64 cents** for \$1.00
3. Latina women earn, on average, **57 cents** for \$1.00 earned by men?
4. 42% of men earn over \$50,000. **9%** of women do?
5.  $\frac{1}{2}$  of all working women are clustered into **13** of 534 occupations. **44% in just 20 occupations**
6. The difference between men and women's wages at placement upon exiting the job training system ranges from **1.48 – \$4.64**
7. the percentage of new enrollments of women into apprenticeship in in 2006: **7.1** % 2022: **17.5%**
8. What is the % of female enrollments into construction RAPs? **4%**
9. Women account for **90** % of the enrollments in RAPs in the lowest paying occupations. **At \$22.99, hourly wages at completion for women apprentices 1/3 lower than any other group.**
10. Construction jobs account **38** % of blue-collar jobs paying wages above \$20/hour



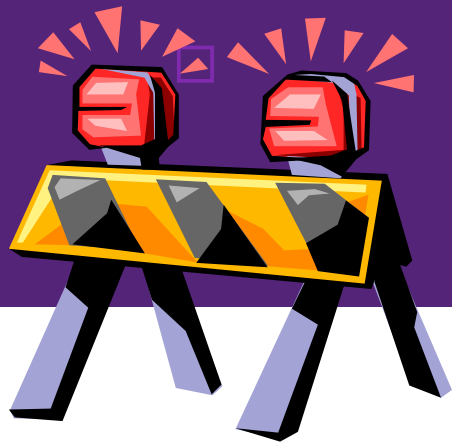
# Benefits for the Construction Industry of Women's Participation in Apprenticeship and Beyond



- Benefits of Diversity in Workforce
- Public Image
- Expanded Pool of Candidates
- Economic and Social Justice
- EEO and Affirmative Action Requirements
- Women's Economic Empowerment Improves Communities and the World!

# ROOTS OF INEQUALITY

## □ BARRIERS TO WOMEN'S PARTICIPATION IN NONTRADITIONAL OCCUPATIONS

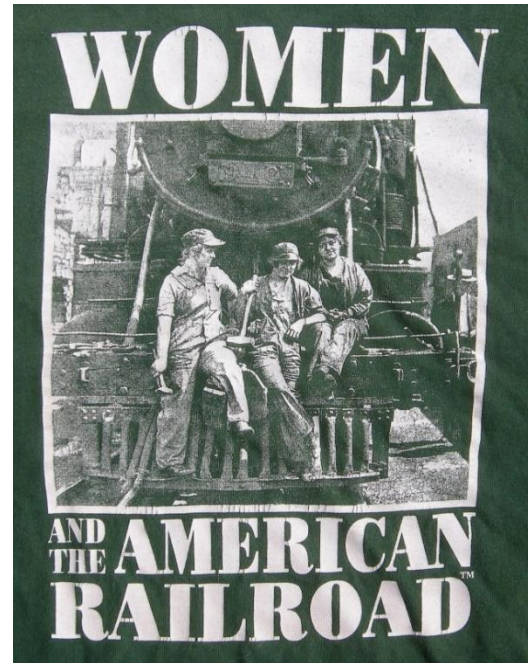


- Stereotypes about women's work
- Dimly-lit career pathways
- Lack of outreach targeted to women
- Lack of info about entry routes
- Sex segregated Voc-Education/Job training
- Disparate impact of selection criteria

# COUNTERING STEREOTYPES & MISPERCEPTIONS

**Women are not strong enough to do heavy labor.**

**Women's family responsibilities will interfere with working conditions and hours of nontraditional jobs**



**Women won't want to tolerate the working conditions in male-dominated blue-collar jobs.**

**Women aren't interested in non-traditional jobs.**

YOU CANT BE IT IF YOU DON'T SEE IT  
WE HEARD THE CALL



**Build a city.  
Build a future.**

Carpenter > Electrician > Plumber > Painter

We'll teach you how.

The average salary in the construction trades is \$53,000.  
Need we say more.

**Call 212-627-6252**

NEW, a nonprofit job-training organization, will prepare you for a rewarding career in the construction trades.  
For more information on our FREE training call or visit our web site [www.newgoodwomen.org](http://www.newgoodwomen.org)



**WE'RE LOOKING FOR  
A FEW GOOD WOMEN.**





# WHAT WORKS FOR WOMEN'S INCLUSION AND SUCCESS

- ❑ The Same Practices May Not Work
- ❑ The Same Policies May Not Work
- ❑ Knowledge Matters

- ❑ Adding a Race/Gender Lens
- ❑ Expanded & Targeted Outreach and Marketing
- ❑ Preparing Competitive Candidates for Entry into Apprenticeship
- ❑ How to Support and Retain Women
- ❑ Equal Opportunity and Affirmative Action regulations
- ❑ Inclusive Policy, Training, and Practices

❑ **INCLUSIVITY TARGETING SENSITIVITY**



# ADDING A GENDER LENS TO RECRUITMENT

- Design outreach materials that appeal specifically to women
- Feature women working
- Address women specifically in the headline
- Show images of the work
- Target by where it's seen or presented

## WOMEN: WE NEED YOU



**You can be part of the team that moves America!**

**Check out jobs and training at NWTA and help to keep the trains running**

# Adding a Gender Lens to Assessment Practices

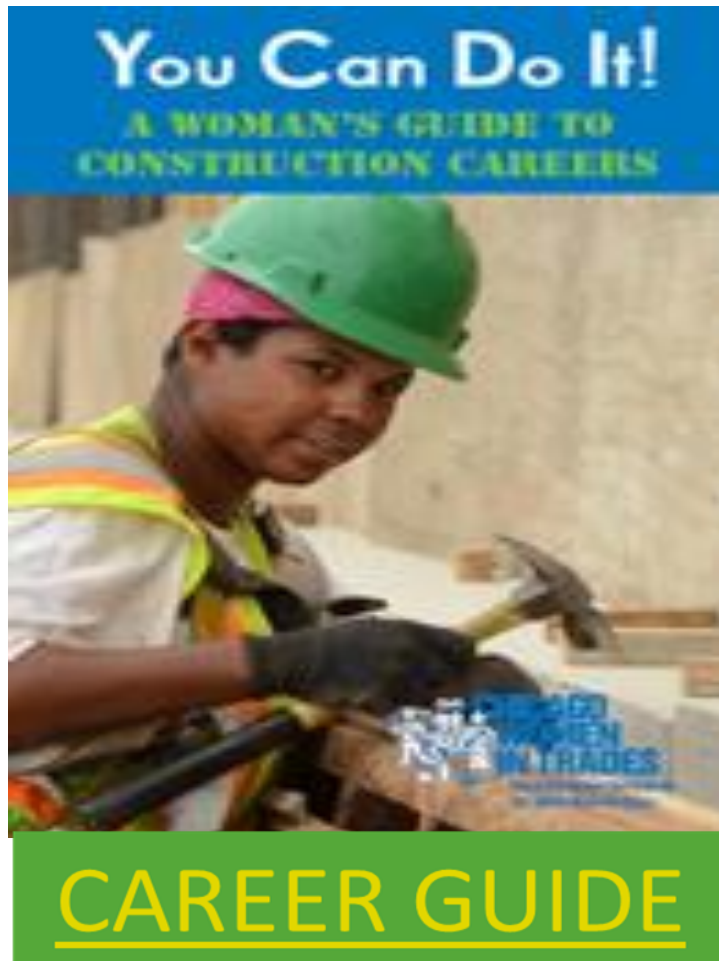
- ❑ What are some common instincts about good candidates that might prove to be judgmental/prejudicial to assessment of female candidates
- ❑ How strong a factor is enthusiasm in assessing someone's fit for your program? How do you rate enthusiasm?
- ❑ What is a good question to solicit information about previous experiences that might reveal transferable skills from paid and unpaid work
- ❑ What are ways your assessment process might work to exclude women because of their lack of experience or knowledge of the job?

# Adding a Gender Lens to Assessment Practices

- Raise questions about fit without judging
- Ask probing questions that go beyond stereotypes.
- Minimize yes or no questions

- How could you tweak an assessment practice to make it more gender neutral or inclusive?
- Who is conducting the assessment?
- Assess if the applicant has strong suits that balance out weaker areas
- Experience aspects of working tasks and responsibilities
- Identify transferable skills from paid and unpaid work experiences

# OUTREACH AND RECRUITMENT



- ❑ **GO OUT OF YOUR WAY!**
  - Cast a wide net
  - Go to where women are
- ❑ **Include info on training/wages benefits/advantages of jobs**
- ❑ Target by **WHO** gives the message
- ❑ **GET WOMEN'S ATTENTION**
- ❑ Highlight benefits/advantages
- ❑ **PAIR OUTREACH WITH EDUCATION**

Feature women talking about why they love their work

# Pair Outreach with Education

## Host Information Sessions and Orientations



**EMPOWER  
YOURSELF**  
WITH THE TOOLS  
FOR SUCCESS!

JOIN US FOR OUR OPEN HOUSE!  
BUILD A CAREER IN THE  
**CONSTRUCTION INDUSTRY.**  
FREE 12-WEEK TRAINING PROGRAM

CONNECT WITH CHICAGO WOMEN IN TRADES:  
[Facebook.com/ChicagoWomenInTrades](https://www.facebook.com/ChicagoWomenInTrades)  
[ChicagoWomenInTrades2.org](http://ChicagoWomenInTrades2.org)

**CHICAGO  
WOMEN  
IN TRADES**

- ❑ **What is an apprenticeship?**
- ❑ What is the work like? How is it different from other jobs?
- ❑ How do wages/other benefits lead to family economic security
- ❑ What are the entry routes, requirements, and career paths
- ❑ What makes a competitive candidate? What are barriers and how to overcome?
- ❑ Role Models to show what work life looks like and construction culture
- ❑ Hands-On activities
- ❑ Industry terms and slang
- ❑ **BE REAL! Good, bad & the ugly**
- ❑ **Do Next Steps:**

Take Applications and Conduct Assessments



**We build projects.  
We build careers.  
Join our team!**



# DELIVERING THE MESSAGE

**The Carpenters union is actively seeking women applicants!**

Here's your chance to get comprehensive carpentry skill training, work with your hands, start at 3x the minimum wage (followed by regular raises) and get real health insurance and retirement benefits!

Visit [nercc.org/sib](http://nercc.org/sib) to watch an inspiring video of women doing what they love: working as union carpenters. Join us!  
Info sessions: 1st Monday every month  
9am & 5pm: 750 Dorchester Ave, 2nd Floor

Please contact me with any questions:

*Join Us!*  
**nercc.org/SIB**

## Sisters in the Brotherhood

<https://www.youtube.com/watch?v=FmlhVESVcyA>

## CWIT Outreach Video

<https://www.youtube.com/watch?v=7nVFjgdSVh0>

# PREPARING WOMEN TO BE COMPETITIVE AND CONFIDENT CANDIDATES



- ❑ Role models and mentors that are gender/race/ culture reflective
- ❑ A safe and supportive place for:
  - breaking through stereotypes
  - overcoming fear of the unknown and the foreign
  - Trying and practicing new things
  - Peer networking and support
- ❑ Effective communication and interviewing skills



# WHAT WOMEN NEED IN THE CLASSROOM/WORKSHOP



- Exposure to Work
- Tool Identification
- Test-taking Anxiety Reduction
- Spatial and Mechanical Aptitude
- Building Physical Fitness: Aerobics, Strength training, Agility
- Self-esteem
- Balancing work/ family

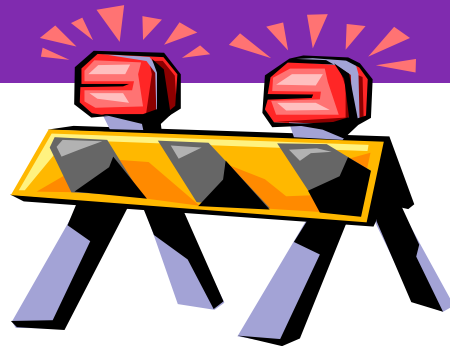
# EFFECTIVE EDUCATION FOR WOMEN IN THE CLASSROOM & IN O-J-T



- Gender inclusive policy and practices
- Addressing gender differences in learning & communication
- Teaching in an inclusive manner
- Training for program staff on how their beliefs & actions about women in the trades effect the program

# ROOTS OF INEQUALITY: RETENTION

## BARRIERS TO WOMEN'S RETENTION



- ❑ Lack of regular employment or being part of core crews
- ❑ Different on-the job training, job assignments, menial work
- ❑ Isolation/lack of support
- ❑ Discrimination in hiring/layoffs
- ❑ Sexual harassment
- ❑ Lack of sanitary facilities
- ❑ Working conditions not female/family friendly
- ❑ Lack of advancement opportunities
- ❑ **Micro-inequities over time**

# 2021 SURVEY OF 2,635 TRADESWOMEN\*

## MAIN REASONS FOR LEAVING OR THINKING ABOUT LEAVING THE TRADES?

**47%** Lack of respect/harassment

**39%** Problems raised weren't taken seriously

**36%** Lack of opportunity to build full skill set/low quality of training

**33%** Got tired of toxic culture and disrespect

**32%** of the tradeswomen reported unequal treatment in hiring

**27%** Isolation

**27%** Safety concerns

\*Study by IWPR 2021



# Micro-inequities or Micro-aggressions

- Behaviors, practices, statements, and/or actions that in many cases may be unintentional or taken without malice,
- Taken individually might seem slight or minor, but can cumulatively constitute severe or pervasive harassment when they are A consistent part of the work environment.
- May not rise to the level of overt discrimination or harassment, but can still have a deleterious impact over time on underrepresented groups,
- Cause non-dominant workers to feel excluded and unsupported in the apprenticeship and on the worksite



# SUPPORTIVE & RETENTION SERVICES



- ❑ Tradeswomen Ambassador
- ❑ Mentorship Program
- ❑ Tradeswomen Leadership Academy
- ❑ Career advancement
- ❑ Coaching, job shadowing

# RETENTION SOLUTIONS



- Monitoring and supporting OJT
- Creating equitable workplace environments
- Cultural competency training for supervisory and frontline workers
- Being an Ally
- Sexual harassment prevention policy/training
- Establishing tradeswomen's committees on the job and in the union



# EQUITY: WHAT THE UNION CAN DO

## Leadership:

- Embraces the Vision
- Engage All Players
- Assess and Enhance
- Establish Goals/Policy and Practices
- Educate to Advance the Vision, Policies and Practices
- Evaluate, Measure and Report Progress

- ❑ Gender inclusive, neutral policy in CBA's
- ❑ Fair and equitable job referral system
- ❑ Develop policy/Conduct anti-harassment prevention training
- ❑ Train union staff/stewards on Allyship
- ❑ Monitoring workplace conditions
  - ❑ Appropriate fit PPE and safety equipment
    - Bathrooms/changing facilities
    - Equitable distribution of assignments that support skill development and lead to advancement





# Images and Words are Powerful

Exercise: What we used to say (or still do)

Identify the Gender Neutral Replacement

Workmen's Compensation

Worker's Compensation

Manpower

Staffing

Fireman

Firefighter

Foreman  
Supervisor/Manager

Supervisor/Manager

Man Hours

Working Hours

# Thank you



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Thank you

