

**TIL YOU PUT A GIRL IN IT**

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# INTRODUCTION

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# PURPOSE OF PRESENTATION

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- ✘ Focus on the success of non-traditional students in career technical programs.
- ✘ Provide information on the roles of women in industry and the workforce and promote CTE programs that have traditionally attracted male students.
- ✘ Give tips and strategies on recruiting and retention.

# WHY SHOULD WE PUT A GIRL IN IT ?

- Diversity is expected.
- Mirror the demographic area.
- Women leaders view contractor qualification differently
- Society judges contractors on environmental and hiring practices
- Construction and trades professions are growing, women must be included.
- Equal Opportunity

# BENEFITS

- Higher Entry-level and Latter Pay
  - Opportunity for Advancement
  - Better Benefits Packages
  - Expanding Job Availability
  - Job Satisfaction
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# CHALLENGES

- Discrimination or Harassment
- Hazardous Environments
- Family and Friends May Not Be Supportive
- Isolation
- Transportation and Child Care Difficulties.

# WORKING WOMEN

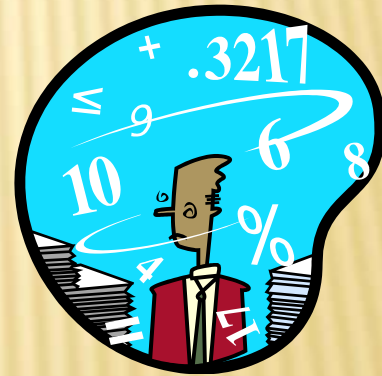
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- ✘ Women comprise 47% of the workforce
- ✘ 63% of all women work
- ✘ Half of working women provide 50% or more of their household income
- ✘ Nearly 75% of all mothers are in the labor force

# OF THE MISSISSIPPI'S WORKFORCE IN 2007 WOMEN MADE UP THE FOLLOWING

Occupation title	Percentage
Civil Engineers	5.0 %
Surveying and Mapping Tech.	4.0 %
Heating and Air	2.0 %
Automotive Body Repair	3.0 %
Automotive Service Tech.	3.0 %
Tool and Die Makers	9.0 %
Welding	7.0 %
Electricians	3.0 %
Truck and Tractor Operators	8.0 %
Avionics Technicians	9.0 %
Construction Laborers	4.0 %

# MYTHS AND FACTS ABOUT WOMEN IN NONTRADITIONAL OCCUPATIONS



# TECHNIQUES OR STRATEGIES TO DISMISS MYTHS AND STIGMAS

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- ✘ Educate Students
- ✘ Educate Recruiters and Counselors
- ✘ Educate Future Employees

# RECRUITING AND RETENTION

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# POSSIBLE REASONS FOR LOW RECRUITMENT OF NONTRADITIONAL STUDENTS

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- ✘ Not approaching potential nontraditional students
- ✘ No incentives for recruiting nontraditional students
- ✘ No incentives for potential nontraditional students

# RECRUITING STRATEGIES

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- ✘ Educate Counselors and Recruiters (give incentives)
- ✘ Give incentives to students choosing NTCs.
- ✘ Describe potential jobs in detail
- ✘ Explain the apprenticeship system
- ✘ Put student in touch with role models
- ✘ Assist student in over coming academic fears
- ✘ Inform student that NTC students receive more attention

# POSSIBLE REASONS FOR LOW RETENTION

- ✘ Lack of support from family, friends classmates and even instructors
- ✘ Isolation
- ✘ Sexual harassment
- ✘ Lack of support services such as child care or transportation

# RETENTION STRATEGIES

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- ✘ Support groups
- ✘ Identify successful nontraditional career role models
- ✘ Educate about sexual harassment
- ✘ Insure nontraditional students participate
- ✘ Create lesson plans that involve everyone
- ✘ Help with childcare transportation

**MR. GOODWRENCH ISN'T ALWAYS A MR.**

# THREE STEPS TO FINDING A NON-TRADITIONAL JOB

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1. Identify your Interest
2. Find A Training Program
3. Getting a Non-Traditional Job

# SOMENONTRADITIONAL CAREERS FOR WOMEN IN 1986 ARE NO LONGER NONTRADITIONAL IN 2006

- ✘ Physicians and Surgeons
- ✘ Chemists
- ✘ Judges and Magistrates
- ✘ Announcers
- ✘ Lawyers
- ✘ Athletes
- ✘ Coaches
- ✘ Umpires
- ✘ Postal Service Mail Carriers

# FINAL WORD

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Sherwood (2008) I believe it was Martin Luther King, Jr. who said: Excellence is the best antidote for racism. “I think the same is true for chauvinism, so let’s all go out and be excellent”!