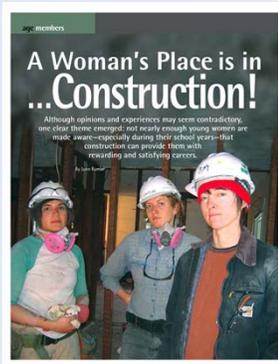




Amy James Neel
Construction Manager, Job Developer
Oregon Tradeswomen, Inc.
Portland, Oregon





Oregon Tradeswomen, Inc. Portland, Oregon



Trades and Apprenticeship Career Class: Classroom



- Construction Math and Measurement
- Industry Expectations
- Pathways into Construction
- Construction Culture
- Life Skills/Career Planning
- Basic Plan Reading
- Trades Resume and Interview practice

Hands On Training



Field Trips to Industry



Construction-Relevant Fitness Training



Youth Component to our Work



WHY Do Women Want to be Construction Workers?



For the EXACT same reason men do:

- Living Wages
- Personal Satisfaction
- Pride of Craft
- Apprenticeship is a living wage career without college degree/debt; retirement and benefits.

The mean hourly wage of \$21/hr in construction is more than 3x minimum wage.



Occupational Segregation

“Traditional” Jobs for Women

Occupation	% Female	Median Hourly Wage
Secretary	94.4	\$16.93
Receptionist	92.2	\$13.18
Childcare Worker	94.8	\$10.45
Hairstylist	94.8	\$12.13

“Nontraditional” Jobs for Women

Occupation	% Female	Median Hourly Wage
Hwy Maintenance	1.1	\$17.73
Mechanic	0.6	\$21.68
Firefighter	3.5	\$24.90
Construction Trade	3.0	\$24.20*

Source: May 2013 Bureau of Labor Statistics Occupation Employment Survey Data
 *Portland MSA median wage

How do Contractors Benefit from Having Women in the Field as Workers and As Leads?



The industry is changing and new populations will be needed to fill labor shortages.

How do Contractors Benefit from Having Women in the Field as Workers and As Leads?

- Diversity brings client connectivity, a larger base of solutions and tremendously valuable perspective. That means Prosperity.
- Clients like having women in their homes. Especially Leads.
- Exceptional customer service. Kids/pets/surfaces/problem solving
- Brings a level of sophistication to a crew and a firm. Evolved. Modern. Next generation of construction firms are diverse.
- Attention to detail. Notice how things integrate and how one thing impacts another. Good at anticipating consequences.
- Communication style effective with homeowners
- Collaborative style is good for building team mentality

Over **170,000 women are construction workers**
A greater number than the number of women pharmacists, women dental hygienists, women veterinarians or women occupational therapists.



What Percentage of Construction Workers are Women?

2.9% Nationally.

7% in Portland because of the work of Oregon Tradeswomen, Inc.

(If you invite and train women, they become tradeswomen)

If Women Want These Jobs, Why Aren't More Women Working in the Trades?

Barrier #1

Occupational Segregation. Gendered implications for work readiness

- Girls are less likely to be steered toward careers in technical education or apprenticeship by guidance counselors
- Girls are less likely to benefit from fathers' trades knowledge than boys
- Women's work experiences tend to be less physical



If Women Want these Jobs, Why Aren't More Women working in the Trades?

Barrier #2

Construction jobs are not marketed to women. Outreach is to men.

- Ads rarely feature women
- Women not invited to apply for jobs
- Media features trades workers as men. Few images of tradeswomen



**The not so subtle message is that these jobs are for men.*

If Women Want these Jobs, Why Aren't More Women working in the Trades?

Barrier #3

The myth that women are not strong enough for trades work.

- Very few trades require extreme physical strength.
- Strength, like skills, develops with practice



If Women Want these Jobs, Why Aren't More Women working in the Trades?

Barrier #4

- Female communication styles are less valued by interviewers.
- Women tend to be modest about their accomplishments and experience than men
- Taught not to brag or be loud
- Leaves interviewer believing two equally qualified workers are not equal.



If Women Want these Jobs, Why Aren't More Women working in the Trades?

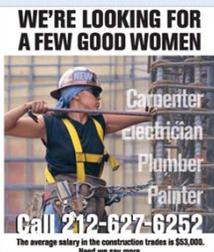
Other Barriers

- Inadequate training. Menial assignments
- Jobsite Hostility and disrespect
- Childcare hours
- Lack of dedicated support and mentorship (both male and female)
- Inadequate enforcement of sexual harassment policies
- "checker-boarding". Compliance 'goals'
- Working hard is not always enough
- Racism. Sexism. Homophobia.



Strategies for Recruiting and Supporting Tradeswomen

- You may need to 'build your own'
- Your job postings should use gender-neutral language and directly invite women and minorities to apply. Your message: "you belong in this field"
- Interview and manage women with a 'gender lens'



Strategies for Recruiting and Supporting Tradeswomen

- Intentionally grow your tradeswomen into Leads. Invest in them. Train them.
- Create implementation plan for workforce diversity. Don't expect it to happen by setting goals. Barriers are too complex.
- Develop a mentorship program
- Develop and enforce sexual harassment policy. Zero tolerance.



Strategies for Recruiting and Supporting Tradeswomen

- One tradeswoman does not represent every single tradeswoman. Resist the urge to assume we are all the same. That one story you heard about that one lousy tradeswoman is one story. Men don't always work out either.



Strategies for Recruiting and Supporting Tradeswomen

- Support pre-apprenticeship
- Connect with Tradeswomen organizations
- Diversity training for Leads, recruiters, interviewers.
- Reach women where they are

