

## Women In Construction - MARKETING PLAN (Outreach and Education Plan)

### Strategy and Goal:

Develop and implement a comprehensive outreach and education plan to market careers in the building/construction industry for women, non-binary, and other underserved populations in California.

### **Audience:**

The primary audience is:

- Women, non-binary, and other underrepresented groups in the construction industry in California that may be interested and qualified to pursue an apprenticeship or pre-apprenticeship in the construction/building trades.

The secondary audience is:

- Employers that provide registered apprenticeship and pre-apprenticeship opportunities in the building/construction trades who can help improve construction worksite culture, reduce barriers to employment, and provide upward mobility opportunities for women in construction.

### **Strategies:**

- **Maintain website:** DIR will maintain the dedicated [Division of Apprenticeship Standards \(DAS\) Women in Construction \(WIC\) internet webpage](#) to promote careers in the construction industry for women, non-binary, and other underserved populations. The webpage will host career and workforce information for interested apprentices and employers, training materials, and resources to search for apprenticeship and pre-apprenticeship programs. DIR will also develop in-house the following resources to be posted on the DAS Women in Construction webpage:
  1. Informational publication with reporting flow for harassment and discrimination for primary audience.
  2. Fostering a safe and inclusive work environment for women in construction infographic for secondary audience.
- **Paid Research and Data-Driven Resources:** DIR will work with our contracted marketing firm Sensis to purchase paid research and resources targeted at our secondary audience for this campaign. Due to limited budget, tactics will focus on cost efficiency and effectiveness. Content focus may include:
  1. Recruitment and retention strategies for women, non-binary, and other underrepresented groups.
  2. Insights and recommendations from contractors on how to improve construction worksite culture and address barriers to employment for

women and nonbinary individuals in construction, and interagency training.

- **Earned media:** Earned media refers to unpaid efforts such as organizing news interviews/press conferences, publishing press releases, sending email engagements and newsletters, by promoting topics organically on DIR's social media accounts, and by inviting partners to share on their social media accounts.
- **Outreach:** DIR's robust outreach program assists the Division of Apprenticeship Standards with participating in community and educational events and speaking opportunities to connect with interested employers, apprentices, and pre-apprentices across the state.

## Timeline:

### Phase 1: Feedback on Plan

- A. DIR welcomes the committees' feedback on this marketing plan **by October 30, 2024.**
  - Please send responses to the following email: [vsoto@dir.ca.gov](mailto:vsoto@dir.ca.gov)

### Phase 2: DIR In-house Resource Development

- A. DIR will draft creative concepts tailored to program needs and goals.
- B. DIR will meet with internal stakeholders to review creative direction and feedback.
- C. DIR will revise creative materials based on internal stakeholder feedback.
- D. DIR will solicit one round of feedback from the designated subcommittee.
- E. DIR will consider the subcommittee's feedback and finalize the resources

### Phase 3: Paid Research and Data-Driven Resources

- A. DIR will meet with Sensis to walk through research concepts.
- B. Sensis will deliver a proposal to DIR.
- C. DIR will meet with internal stakeholders to review the proposal.
- D. Sensis will revise data-driven resources based on internal stakeholder feedback.
- E. DIR will solicit one round of feedback from the designated subcommittee.
- F. DIR will consider the subcommittee's feedback and finalize the resources.

### Phase 4: Implementation and Analysis

- A. DIR will establish resource usage metrics to measure the effectiveness of resources.
- B. DIR will post the resources live on the DAS Women in Construction Webpage.
- C. A dedicated email blast will be launched via the [DAS Newsletter](#) to promote the availability of resources.

- D. DAS will email finalized resources to [Equal Representation in Construction Apprenticeship \(ERiCA\) Grantees](#).
- E. DIR will report on resource usage metrics to the WIC Committee during scheduled public meetings.