

DEPARTMENT OF INDUSTRIAL RELATIONS

**Office of the Director**

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**Women in Construction Resources Subcommittee**

**MINUTES OF MEETING**

**Thursday, January 15, 2026**

Via Tele/Videoconference

In Attendance via tele/videoconference:

**DIR Staff**

Mark Chekal, Policy Advisor, Director's Office (OD)

Stacy Miller, OD

Cruz, Division of Apprenticeship Standards (DAS)

Jeanne-Mairie Duval, DAS

Romae Aquino, DAS

Lisa Harris, Office of External Affairs (OEA)

Alisa Xiong, OEA

Derek Moore, OEA

Frank Polizzi, OEA

Nicole Wehling, OEA

Vanessa Soto, Office of Legislative and Regulatory Affairs (OLRA)

**Subcommittee Members**

Maria Coronado, Southwest Regional Council of Carpenters

Sheri Learmonth, Marina Mechanical

**Committee Members**

Ashley Clark, Rising Sun Center for Opportunity

Meg Vasey, National Taskforce on Tradewomen's Issues

## **I. Welcome & Introductions/roll call**

- A. Introductory remarks and roll call from Mark Chekal
- B. Quorum reached

## **II. Review of recommendations from January 2025 meeting**

Mark Chekal provides summary of status updates

### **A. Recommendations to DIR:**

- DIR has not yet recruited someone from the community college system to join the advisory committee
- DIR has successfully created website on labor and civil rights laws
- OEA to present marketing materials and “Mothers in Construction” campaign status during today’s meeting
- DIR has created toolkits and marketed on social media
- DIR has adopted recommendations on scoring grant proposals
- Conferences were held last spring, will occur this spring as well
- Regarding accountability around grant applications, DAS has created good system for measuring WIC marketing & outreach objectives and started using new system California Outreach Rapid Deployment (CORD) for grantees reporting.
- DIR has adopted recommendations for future grants, unsure about local union participation on more outreach

### **B. Recommendations for Grantees:**

- Per grant applications, grantees have proposed to adopt recommendations

### **C. Other suggestions:**

- Committee members have not developed talking points or suggestions on how contractors can encourage women be sent to job sites.
- Unsure of reporting at meetings, can discuss today
- UC Berkeley evaluation team is working on data collection as part of evaluation plan.

### **D. Mark requests feedback and discussion on recommendations**

- Meg Vasey cannot find "Know Your Rights" part of website regarding a workplace free from harassment; Mark navigates to the Women in Construction page of DIR website and shows there are links w/ relevant information provided by Civil Rights Department. Meg clarifies that she is referring to Apprenticeship webpage and that Google search results do not link to the WIC page; Mark asks OEA to work w/ DAS on link pathing.

### **E. Mark shows page on WIC webpage w/ calendar of upcoming WIC events and encourages submissions of relevant events to this calendar.**

### **F. Mark mentions upcoming Workplan Subcommittee meeting and would like recommendations of folks from community college system who may be interested in**

joining the advisory committee and talking points on how to encourage girls and women to go into construction.

### **III. Summary of Women in Construction survey outcomes**

A. Frank Polizzi (OEA) presents summary of results from the Women in Construction survey conducted by contractor Sensis.

- Meg Vasey would like more information on the methodology used

### **IV. Messaging & materials**

A. Updated messaging reflecting survey outcomes

- Teen toolkit and fact sheet, mothers fact sheet to be added to website

B. Identification of priority target audiences and/or geographic areas

- Lisa Harris (OEA) presents existing outreach materials (billboards, posters, social media) as well as ideas for outreach materials in less-explored target audiences of young and mature women and non-binary individuals.

C. Proposed campaign for 2026

- Nicole Wehling says OEA is determining geographic areas, waiting for suggestions from vendor Sensis, seeking input on areas to focus on and marketing tactics on a limited budget; Sensis contract ends in May 2026.
- Mark mentions recommendation to give grantees access to existing outreach materials.
- Cruz suggests marketing in sports arenas, spaces of physical activity and teamwork, and boys clubs, and would like marketing material w/ imagery of people in normal attire in contrast to their construction workwear.
- Maria Coronado suggests putting QR codes on back of women's restroom stall doors, marketing at transit stops, and creating a DIR TikTok account.
- Nicole says vendor Dun & Bradstreet could also identify target audiences and that DIR does not have a TikTok account yet but is open to the possibility; Frank states that DIR does paid social media ads through Sensis, would like to amplify and follow existing content creators, and can target specific audiences w/ paid advertising.
- Meg Vasey says Tradeswomen, Inc. used to create "glam" calendars.
- Cruz mentions outreach to gay/lesbian community has been avoided because of stereotyping.
- Meg suggests Bay Area, Fresno, Stockton, San Diego as possible target markets.
- Nicole suggests partnering w/ grantees that have created video campaigns.
- Mark asks if there is anything this subcommittee wants to present to the full committee in February to help develop the agenda; Meg Vasey asks if there is anything this Resources Subcommittee would like to ask the Workplan Subcommittee. Mark wants ideas on how to reach out to (for example)

sports venues; Meg wonders if California WNBA teams would provide free marketing.

- Meg says community colleges may still have strong anti-union linkage to construction industry.
- Maria Coronado suggests tagging social media posts in spaces that already advertise to women.
- Cruz would like one designated representative from 3rd round of ERiCA grantees to contractually participate in committee meetings instead of representatives from multiple grantees.

**V. Public comment** (limited to three minutes per person)

- A. No public comments

**VI. Adjourn**

- A. WIC Workplan Subcommittee is Thursday, January 22<sup>nd</sup> 2026 at 11:00 a.m.  
B. Next WIC Advisory Committee meeting is Thursday, February 19<sup>th</sup>, 2026 at 9:00 a.m.  
C. Meeting adjourned