



DIVISION OF
APPRENTICESHIP STANDARDS

DAS

STATE OF CALIFORNIA
DEPARTMENT OF INDUSTRIAL RELATIONS

Women in Construction (WIC) Campaign

Creative Services
Office of External Affairs

Sensis Survey Results

RESEARCH METHODOLOGY

QUALITATIVE:

Sensis conducted **23 In-depth interviews**

- 45 minutes
- Via: Zoom
- 16 Employers, Mentors, and Career Coaches
- 10 Women in construction (no participants self-identified as non-binary)
- *Some individuals counted for both segments*

RECRUITMENT:

Sensis made **direct outreach** to target audience via:

- DIR's contact list from ERiCA Grant
- Sensis' own targeted outreach
- Referrals

Sensis Survey Results

Target Audience 1	Target Audience 2
<p>Women and non-binary individuals looking to start a career</p> <p>Core Attributes: Actively seeking non-college options, looking for career options that don't require debt</p> <p>Need: To know that other women have already done this</p>	<p>Women and non-binary individuals looking for a second career</p> <p>Core Attributes: Current situation isn't working, looking for a new path</p> <p>Need: To get unstuck, to feel safe</p>

Sensis Survey Results

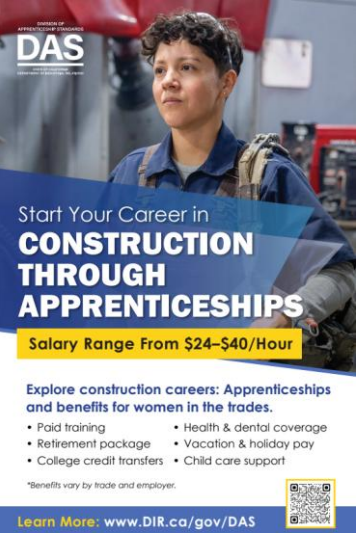
Messaging Needs	To know that other women have already done this To take control of their career				
Messaging Topics	To be shown possibilities	To be empowered	Narratives that feel relatable	Construction as lifelong career	To take control of their future
Message Needed	Show what the trades are and different career paths that are possible	There are women who are already in construction and are successful because of it	Showcasing women who came from similar situations and are on the other side because of construction	Showcasing benefits of working in construction (e.g. pensions, high salary)	A career in construction will give them freedom, autonomy, and safety

WIC Materials

Media Recap

Outreach Materials

Posters



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Start Your Career in
CONSTRUCTION THROUGH APPRENTICESHIPS

Salary Range From \$24-\$40/Hour

Explore construction careers: Apprenticeships and benefits for women in the trades.

- Paid training
- Retirement package
- College credit transfers
- Health & dental coverage
- Vacation & holiday pay
- Child care support

*Benefits vary by trade and employer.

Learn More: www.DIR.ca.gov/DAS



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Learn About What
APPRENTICESHIPS CAN DO FOR YOU

Salary Range From \$24-\$40/Hour

Explore apprenticeship opportunities for women in construction & the benefits employers may offer:

- Paid training
- Retirement package
- College credit transfers
- Health & dental coverage
- Vacation & holiday pay
- Child care support

*Benefits vary by trade and employer.

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Learn About How Women
THRIVE THROUGH APPRENTICESHIPS

Salary Range From \$24-\$40/Hour

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Social Media



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Salary Range From \$24-\$40/Hour

Learn More About Apprenticeships



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Billboards



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Start your career in
construction through apprenticeships.

www.DIR.ca.gov/DAS



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Learn more about how
women thrive through apprenticeships.

www.DIR.ca.gov/DAS



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Learn about what
apprenticeships can do for you.

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WIC Materials

2 Additional Target Audiences

Young Women & Non-Binary Individuals:

- Actively seeking opportunities and feel lost
- Looking for options that will lead them to their future.

Mature Women & Non-Binary Individuals:

- Not happy with their current situation who feel stuck.
- Looking for pathways to change their future.

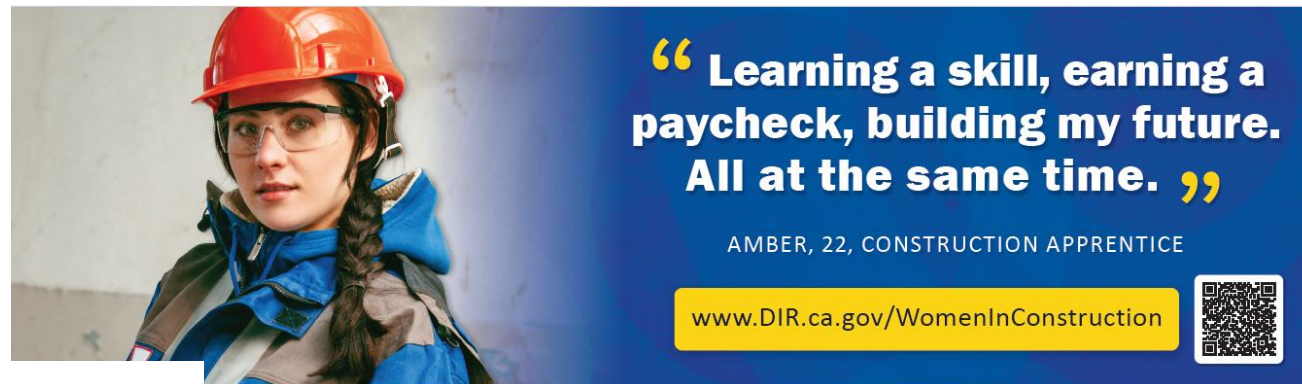
Common messaging thread:

- Relatability

Young Women/Non-binary

- Actively seeking opportunities and feel lost.
- They are looking for options that will lead them to their future.

Billboards,
Posters,
Social Media



Mature Women/Non-binary

- Not happy with their current situation who feel stuck.
- Looking for pathways to change their future.

Billboards,
Posters,
Social Media



Outreach Toolkits

- Online Resource Webpage
- Hardcopy Handouts

Veterans

Committees

Environment

Mentorship

LGBTQ+

How to Create An Atmosphere of Belonging

Women In Construction

Creating an atmosphere of belonging is crucial for recruitment and retention because it fosters a sense of safety, respect, and inclusion for women and marginalized groups. These individuals often face systemic barriers in male-dominated trades or unionized environments, which can manifest as feelings of isolation, bias, or discrimination.

An atmosphere of belonging counters these challenges by making them feel valued and supported, which increases both engagement and long-term retention.

When people feel that they are genuinely part of the community, they are more likely to stay, contribute, and recommend the training programs to others.

What is Belonging?

Belonging is about more than just diversity—it is about creating an inclusive culture where everyone feels like they are part of the team and where their unique contributions are recognized.

A culture of belonging can include:

- celebrating differences
- offering mentorship opportunities and implementing equitable policies.

Specific actions could range from the visible, such as inclusive language in communications, to the structural, such as providing equal access to training opportunities and promoting women and marginalized groups into leadership roles.

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Building Pathways: Women Veterans to Skilled Trades

Women In Construction

Veterans from military service to civilian life can be a challenging period for numerous veterans.

However, veterans can excel in skilled trades by applying the abilities they acquired in the military.

Many of them already hold essential certifications and have practical experience in a trade from their military service, in addition to possessing the necessary interpersonal skills for success in these trades.

Attracting women veterans to your apprenticeship program is a strategy to ensure that you have high-quality candidates entering the program.

The Growing Need: Women Veteran Statistics

- **Growing Demographic:** Women are the fastest-growing group in the veteran population. In 2020, they comprised just 4% of all veterans, by 2040, they are projected to make up 18%.
- **Educational Attainment:** Female veterans are more likely to have a college degree compared to their male counterparts.
- **Unemployment Rates:** Despite seeking higher education at higher rates, women veterans have a higher unemployment rate (10%) than male veterans (6%).
- **Homelessness Risk:** Female veterans are more than twice as likely to experience homelessness compared to women who did not serve in the military.
- **Suicide Rates:** According to data released by the VA in November 2023, the suicide rate among women veterans jumped 24.1% between 2020 and 2021—nearly four times higher than the 6.3% increase among male veterans and vastly higher than the 2.6% increase among nonveteran women.

Why Women Veterans Excel in Skilled Trades

- Are well educated
- Have mastered perseverance
- Are able to adapt to different challenges
- Have mental toughness
- Possess leadership and management skills
- Can get things done
- Expect and display professionalism
- Possess great work ethic and discipline
- Understand chain of command

Discover Apprenticeship Opportunities at:
DIR.ca.gov/DAS/Women_In_Apprenticeship.html

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The Power of Mentoring Through Apprenticeship

Women In Construction

- Mentoring programs attract women to the skilled trades
- Mentors provide support and encouragement
- Mentoring can improve both retention and satisfaction
- Mentoring fosters a sense of belonging and promotes inclusion
- 41% of women learned of skilled trades apprenticeship through family or friends
- Mentoring programs can positively impact connections and provide a boost in morale
- Mentoring improves worker engagement

Builds Confidence:

- Women who are leaders and excel in public speaking make the most effective recruiters. Mentors can inspire their mentees to become more engaged, assume leadership roles, and embrace public speaking opportunities as a means to recruit others.
- Mentors play a crucial role in not only fostering deeper engagement but also in nurturing skill development among their mentees. They may actively encourage their mentees to embrace challenging roles and responsibilities.
- Mentors can unite women from diverse backgrounds and work to break down gender barriers.

Benefits of Mentoring:

- ✓ Foster acquisition of skills
- ✓ Increased safety and productivity
- ✓ Improved job satisfaction
- ✓ Better retention
- ✓ Intergenerational communication

Additional Resources:

MENTOR: The National Mentoring Partnership
mentoring.org

The National Mentoring Resource Center
nationalmentoringresourcecenter.org

Jobs for the Future: Reports on Best Practices and Workplace Equity
jff.org

Workforce GPS
workforcegps.org

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Women's Committee

Women In Construction

Being an apprentice in a nontraditional occupation, such as in the construction trades, can be an isolating experience for women.

While some regions are making progress and have more than one woman in an apprenticeship class, on the job site it is often still rare for women to meet other women—particularly in their own trade.

Some women have used the structures provided by their union membership to support each other, provide mentoring, and help with the recruitment of new women into the trades.

What Women's Committees Do:

- 1. Recruitment and Retention**
 - Women are often the only females on job sites, leading to high dropout rates
 - Apprentices are offered guidance and practical support
 - They connect women with mentors and provide guidance
 - Events are organized to build community and reduce isolation
 - These efforts help women succeed in construction careers
- 2. Mentoring and Leadership Building**
 - Provide support through career guidance, mentoring, and assistance in navigating challenges in male-dominated trades
 - Encourage women to take leadership roles, leading to members being elected as union officers
 - Train women to become spokespeople
 - Foster connections through regular meetings, events, and volunteer activities
- 3. Skills Acquisition**
 - Apprentices can learn from experienced journeymen
 - Apprentices are offered guidance and practical support
 - Women's committees host events and volunteer activities, allowing apprentices to learn alongside seasoned professionals enhancing their skills
 - Women's committees organize hands-on seminars to help members stay updated with the latest industry materials and techniques. These skills can improve apprentice viability and their appeal to contractors

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Welcoming the LGBTQ+ Community

Working In Construction

Why Focus on the LGBTQ+ Community?

“When working people come together, they make things better for everyone. Joining together in unions enables workers to negotiate for higher wages and benefits and improve conditions in the workplace. There are millions of union members in America from all walks of life. These individuals know that by speaking up together, you can accomplish more than you could on your own.”

— AFL-CIO

“Unions have a proud track record of standing up for civil, human, and women's rights, and union organizing continues to be one of the most effective ways for the LGBTQ+ community and all workers to fight discrimination, poverty, and income inequality.”

— Pride at Work

Legislation can set the rules, but changing attitudes is a more complex process. Obstacles still exist for LGBTQ+ individuals seeking full inclusion in the construction sector.

LGBTQ+ in California

Obtaining an exact count of LGBTQ+ individuals in construction skilled trades in the United States is challenging because sexual orientation and gender identity are personal and may not be reported in employment records. Furthermore, privacy and confidentiality issues must be considered when collecting such data. In addition, fear of being targeted may drive down the number when self-reporting.

Percentage of California that identify as LGBTQ+

LGBTQ+ Population

Category	Value
Population of CA*	39.24 M
LGBTQ+ in CA (self-reported)	2.7 M

*U.S. Census Bureau, July 2023

Creating safe and inclusive workplaces will require intentional effort.

This challenge is particularly relevant for those in the construction industry who work on job sites, where inclusivity can be more complex to achieve.

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Media Plan

Geotargeting

1. Looking for suggestions for geographic areas to focus on
2. Input welcome regarding priority tactics such as radio, social media, billboards, etc.
3. Limited budget



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Thank you

Questions email Lisa Harris
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