



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

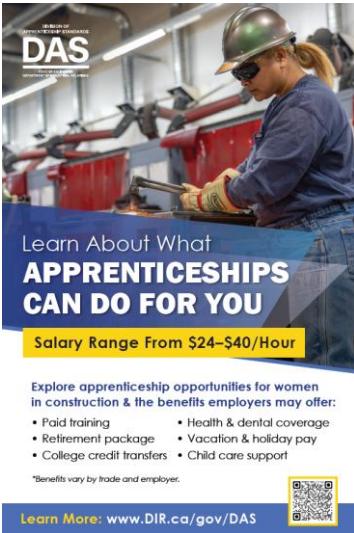
Messaging Needs	To know that other women have already done this To take control of their career				
Messaging Topics	To be shown possibilities	To be empowered	Narratives that feel relatable	Construction as lifelong career	To take control of their future
Message Needed	Show what the trades are and different 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



Billboards



Start your career in construction through apprenticeships.

www.DIR.ca.gov/DAS

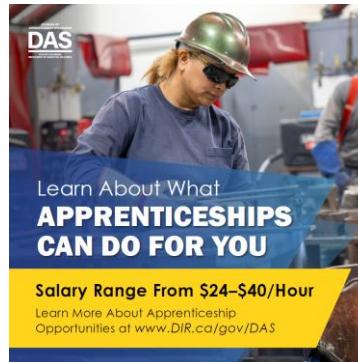
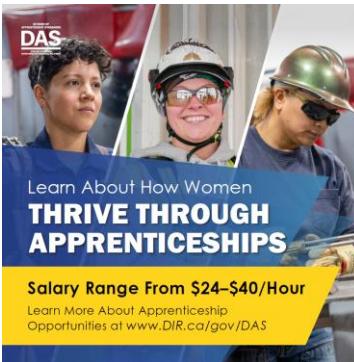
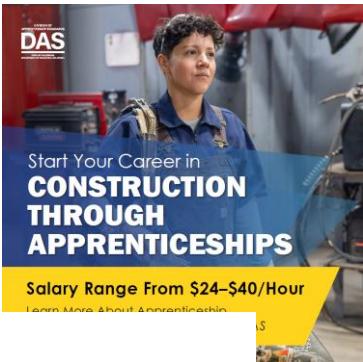


Learn more about how women thrive through apprenticeships.

www.DIR.ca.gov/DAS



Social Media



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.

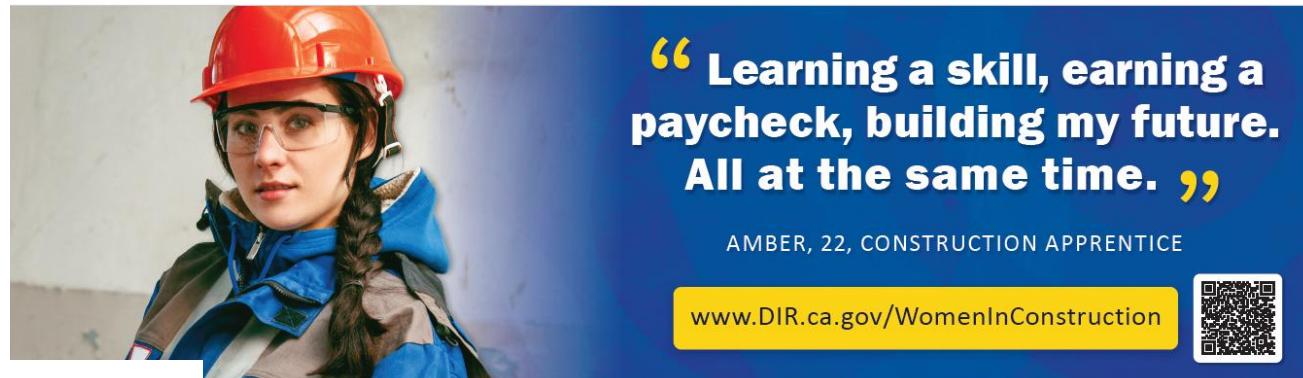
Common messaging thread:

- 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

Building Pathways: Women Veterans to Skilled Trades

Women in Construction

The Growing Need: Women Veteran Statistics

- Growing Demographic: Women are the fastest-growing group in the veteran population. In 2000, they comprised just 4% of all veterans; by 2010, they are projected to make up 18%.
- Education Attainment: Females are more likely than males 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 men (7.6%).
- 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 2018 and 2022, while the rate increased 8.2% among male veterans and vastly higher than the 2.6% increase among nonveteran women.

Why Women Excel in Skilled Trades

- Are well educated
- Know how to work with a team/player
- Are able to adapt to different challenges
- Have mental toughness
- Possess leadership and management skills
- Can get things done
- Have mastered perseverance
- 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

Women in Construction

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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
- Creating equal opportunities and
- Implementing equalities 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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Mentorship

The Power of Mentoring Through Apprenticeship

Women in Construction

- Mentoring programs attract women to the skilled trades
- Mentor provides 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 a mentor
- Mentoring can provide impact across all walks of life
- Mentoring improves worker engagement

Builds Confidence:

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

Benefits of Mentoring:

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

Additional Resources:

- MNTOE: 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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Committees

Women's Committee

Women in Construction

Being on an apprenticeship in a nontraditional occupation, such as in the construction trades, can be an isolating experience for women. While some require making progress and having mentors, others 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
2. Mentoring and Leadership Building
3. Skills Acquisition

- Women are often the only females on job sites, leading to high dropout rates
- Union women's committee support and provide guidance
- They connect women with mentors and provide guidance
- Events are organized to build community and provide guidance
- These efforts help women succeed in construction careers

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LGBTQ+

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 working together, they can accomplish more than you could on your own.” — AFL-CIO

“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

LGBTQ+ Population

Population of CA*	39.24 M
LGBTQ+ in CA self-reported	2.7 M

*2020 Census Bureau July 2021

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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Environment

How to Create An Atmosphere of Belonging

Women in Construction

Creating an atmosphere of belonging is crucial for recruitment because it fosters a sense of safety, respect, and inclusion for everyone. Women in construction trades 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.

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.

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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



Thank you

Questions email Lisa Harris
LDHarris@dir.ca.gov