



# TRADESWOMEN, INC.

## **ABOUT TRADESWOMEN INC. 2019**

Tradeswomen Inc. is celebrating its 40th year in 2019 having been established in 1979 by advocates and women in the trades. Tradeswomen Inc. supports women in the skilled trades through outreach, recruitment, retention, and leadership development. Tradeswomen Inc. (TWI) provides direct services for women entering and moving through careers in the trades as well as technical assistance to contractors, unions and apprenticeship programs. TWI supports local, state and national policy to increase the success of women in these high wage blue-collar careers.

Since inception, TWI has been in the forefront of advocacy on these issues. In recent years, TWI has joined in national advocacy to promote strong harassment and discrimination prevention policies. This national effort helped result in new Office of Apprenticeship Equal Employment Opportunity (EEO) regulations as well as increased federal funding to implement these regulations and related gender equity in apprenticeship policies.

TWI and the Building and Construction Trades Council of California (SBCTC) have been working with California legislators to improve opportunities for women in construction. Successes include policies and funding for women in pre-apprenticeship and new California EEO policies for construction apprenticeship programs. TWI continues to work directly with contractors, apprenticeship programs and unions as well as with policy makers to improve construction worksite culture for men and women

## **MOVING TOWARDS CRITICAL MASS**

Whatever number industry advocates peg as critical mass, California tradeswomen are far from it. In the past 10 years, California women in construction apprenticeships have moved from a low of 1.98% to 2.94%. The number of women has increased three fold. TWI works to build tradeswomen numbers through direct service programs as well as advocacy. TWI staff counsel individual women to assess their apprenticeship readiness and provide application assistance and other appropriate resources. Here are some of the TWI programs to support California women in trades careers:

- **ENTRY to APPRENTICESHIP WORKSHOPS:** This regularly scheduled Entry to Apprenticeship for Women workshop is one of the ways that Tradeswomen, Inc. (TWI) works closely with union construction apprenticeship programs to recruit and retain quality women craft workers. TWI believes that apprenticeships with union contractors offer family-supporting wages and benefits as well as the training necessary to establish California women in a life-long career. TWI sponsors Entry Workshops and other programs to increase the pipeline of qualified female into high wage blue-collar skilled trades occupations.
- **WOMEN CAN BUILD HANDS ON CAREER FAIRS:** In November 2018, TWI co-hosted the 4<sup>th</sup> annual Women Can Build Hands-On Career Fair in Hayward with the Bay Area Apprenticeship Coordinators Association (BAACA). The Fair brings in 300 young women from area high schools, pre-apprenticeship programs, community colleges, and community-based-organizations. TWI and BAACA work closely with Oakland Schools and other Northern California school districts. BAACA staff and tradeswomen volunteers provide hands-on activities with their women apprenticeship training staff there to speak directly about careers for women in the trades. Some women have gone in apprenticeship directly through contacts made at the fair.

- **WOMEN in PRE-APPRENTICESHIP:** Pre-Apprenticeship programs have proven effective in the selection and success of entering apprentices. TWI considers increasing the numbers of women in pre-apprenticeship as an important component in opening the pipeline. TWI partners with programs to recruit women and to increase the capacity of pre-apprenticeship to train and place women successfully. Some programs include all-women's classes, notably Rising Sun Energy Center with whom we work closely particularly to recruit women ex-offenders. TWI supports recruitment for the Field Iron Workers national all-women's classes in Benicia. TWI partners with the Northern California Carpenters to recruit female apprentices with an aspiration to reach 20% women's participation in Carpenter pre-apprenticeship classes.
- **WOMEN in TRADES outside of CONSTRUCTION:** TWI is part of a new co-ed Automotive Mechanic pre-apprentice program with the City and County of San Francisco, Jewish Vocational Services, United Automotive Workers Local 1414 and San Francisco City College to bring women into this industry.
- **CENTRAL VALLEY PROJECT:** TWI is establishing a Tradeswomen Central Valley Apprenticeship Resource Network to provide technical assistance and recruitment services to Valley apprenticeship programs as well as career information, application support and mentoring for Valley women interested in the trades.

***WOMEN in CALIFORNIA  
APPRENTICESHIPS***  
10/1/18

**2018 total apprentices @85,000,**

- 6.2% women total
- 62,500 in construction only
- 2.9% construction women
- 2.8 % women apprentices in manufacturing
- 38% of all women apprentices are in low-wage service sector
- 8.8% women average excluding construction and services.

**MENTORING and LEADERSHIP TRAINING for TRADESWOMEN**

Retention of skilled trained workers through their apprenticeship and through the ups and downs of a construction career is another challenge. Tradeswomen are often isolated on the jobsite. This isolation impedes basic retention, overall training and career success. TWI partners in numerous networking, mentoring and support frameworks to help tradeswomen:

- **Tradeswomen Fall Celebration:** TWI's annual fall Celebration brings together over 300 tradeswomen. The event is an important social and networking event for women in the trades as well as providing critical funding for TWI programs. TWI provides complementary tickets for women pre-apprentices to attend and each year sponsors 30-40 young women on their way to a career in the trades.
- **Women Build Nations:** For 14 years beginning in 2002, TWI partnered with the State Building and Construction Trades Council of California to host the Women Building California Conference. This event grew in attendance and stature to become the Women Build Nations now sponsored by the North American Building Trades Unions. TWI continues to be a lead organization in several components of the WBN weekend including the Friday Tradeswomen Strategic Planning Day, the Sunday Tradeswomen Policy Workshop and the Monday Training Institute for Practitioners.
- **Tradeswomen Meetups:** TWI sponsors social and mentoring events for tradeswomen using Facebook Meetup and other tools to bring together Bay area tradeswomen.

**TOWARDS OUR 40<sup>th</sup> YEAR**

Women in non-traditional trades are still vastly underserved by our apprenticeship programs. As California grows the apprenticeship earn and learn pathway to the goal of 500,000, we need to focus on increasing women's access into sustaining careers. Tradeswomen Inc. will continue to build the dream of economic equality one apprentice at a time.