

What Works for Women's Inclusion and Success in Nontraditional Jobs in the Transit Sector

AGENDA: Adding a Gender Lens

- ❑ Outreach and Marketing to Women
- ❑ Putting a Gender Lens on Assessment Practices
- ❑ Elements of Effective Education for Women in Apprenticeship/NTO
- ❑ Gender Differences in Learning and Communication
- ❑ Gender Inclusive Policy and Practices



CHICAGO WOMEN IN TRADES

Celebrating 35 years of support, training and advocacy



TEST YOUR GENDER EQUITY IQ!

1. Women earn, on average, how much for \$1.00 earned by men?
2. African-American women earn how much for \$1.00 earned by men?
3. Latina women today earn how much for \$1.00 earned by men?
4. 42% of all men earn over \$50,000. What percent of women do?
5. One-half of all working women are clustered into just ____ of 534 occupations
6. What is the lifetime difference in earnings of a woman working as a bus mechanic vs. a woman in a job as a nurse assistant?



GENDER EQUITY IQ - ANSWERS

- 1) Women on average earn **81%** of men's wages
- 2) African-American women earn only **69%**
- 3) Latina women earn only **59%**
- 4) **9%**—and this was the ceiling, although it is the floor for male workers.
- 5) One-half of all working women are clustered into just 13 of 534 occupations

LIFETIME DIFFERENCE IN EARNINGS

Traditional

Certified Nurses Assistant

\$10.29 per hour

\$20,581 per year

\$617,430/30 years

Nontraditional

Bus Mechanic

\$37.50 per hour

\$ 75,000 per year

\$ **2,250,000**/30 yrs

Earnings DIFFERENCE: \$1,648,770

But wait:

What about Real Economic Security?!

Occupational Segregation by Gender: Accounts for as much as 30% of the wage gap

Non-Traditional Jobs for Women

Occupation	% Female	Avg. Wages
Truck Driver	8.9%	\$17.72
Bus Mechanic	0.5%	\$34.00
Firefighter	4.8%	\$24.25
Electrician	<3%	\$32.31

Traditional Jobs for Women

Occupation	% Female	Avg. Wages
Secretary	96.1%	\$15.40
Receptionist	93.6%	\$12.57
Waitress	73.2%	\$9.77
Bus Driver	48.5%	\$25.00

BENEFITS FOR INDUSTRY OF WOMEN'S PARTICIPATION IN THE TRANSPORTATION SECTOR

- Benefits of Diversity in Workforce
- Expanded Pool of Candidates
- Public Image
- Social Justice
- Equal Employment Opportunity
- Affirmative Action Regulations

ROOTS OF INEQUALITY

BARRIERS TO WOMEN'S INCLUSION



- ❑ Lack of outreach and information
- ❑ Stereotypes & sex segregated voc-ed/job training
- ❑ Limited training/experience
- ❑ Disparate impact of selection criteria
- ❑ Other?

Setting the Course



- Leadership:
 - Embraces the Vision
 - Establish Goals
 - Create a Blueprint
 - Engage All the Players
- Embed the Goals into the Strategic Action Plan
- Assess and Enhance Policy and Practice
- Educate to Advance the Vision, Policies and Practices
- Evaluate, Measure and Report Progress

Enhancement Matters

- The Same Practices May Not Work
- The Same Policies May Not Work
- Knowledge Matters
- Intentionality Matters



Become an Advocate for Women in Nontraditional Jobs

- Examine assumptions about women in the workplace
- Identify how to be strategic and intentional to ensure women's inclusion and success
- Conduct a scan/survey of your program's current policy, practices using a gender lens
- Apply a gender lens to all aspects of building your workforce
- Learn how to effectively to recruit and retain women

Countering Stereotypes & Perceptions

Women won't want to tolerate the working conditions in male-dominated blue-collar jobs.

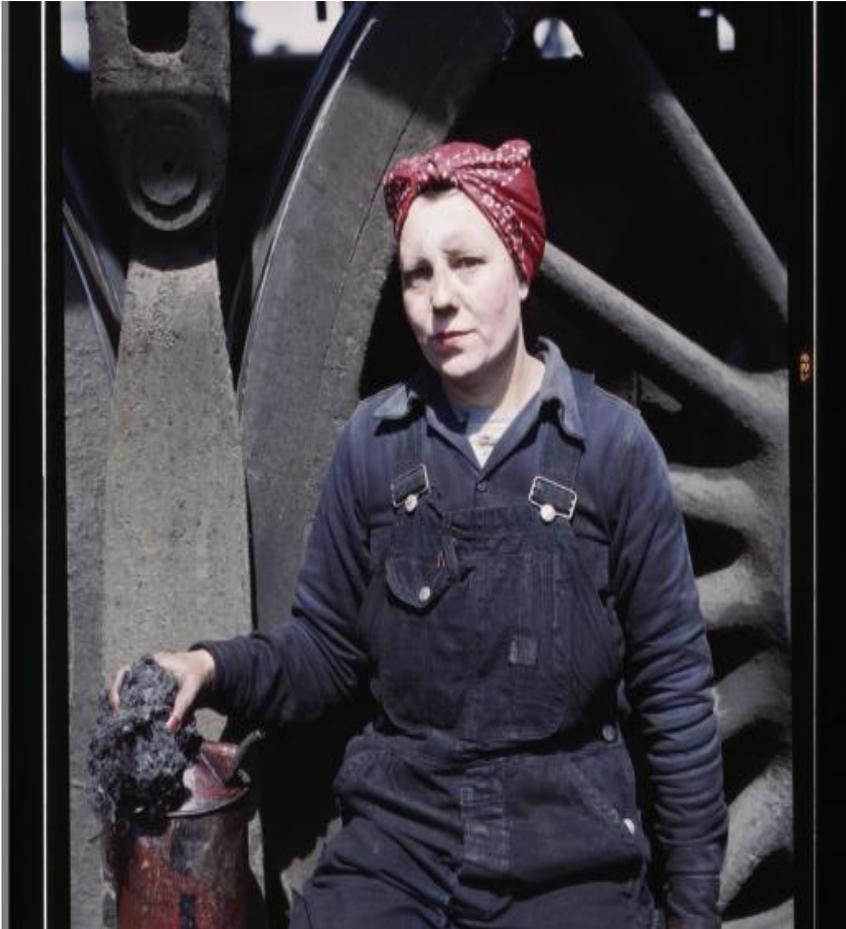
Women are not strong enough to do heavy labor.

Skilled trade jobs in the rail and transit sector are non-traditional for women

Women aren't interested in non-traditional jobs.

Women's family responsibilities will interfere with working conditions and hours of nontraditional jobs

Countering Stereotypes & Perceptions



Skilled trade jobs
in the rail and
transit sector are
non-traditional for
women

FACT: Women have a long history of working in jobs once thought to be nontraditional for women.

Countering Stereotypes & Perceptions

Women aren't interested in technical and trade jobs.

Often women haven't considered the possibility of these jobs but once they are introduced to the opportunities they are often quite interested in exploring more.

Countering Stereotypes & Perceptions

Women are
not strong
enough to do
heavy labor

Many jobs that women hold now require heavy lifting: childcare, nursing, food servers

Countering Stereotypes & Perceptions

Women won't want to tolerate the working conditions in male-dominated blue-collar jobs.

Many traditionally female jobs, like nursing, have dirty and sometimes dangerous working conditions.

Many women do not mind getting dirty when they are paid a good wage, and all workers benefit from proper safety instruction

Countering Stereotypes & Perceptions

Women's caregiving responsibilities will interfere with working conditions and hours of nontraditional jobs

Most working parents manage work and family responsibilities
Many traditionally female jobs have nontraditional hours

OUTREACH AND RECRUITMENT

GO OUT OF YOUR WAY TO CONNECT TO UNDERREPRESENTED APPLICANTS

- Cast a wide net
- Go to where women are
- Get their attention with information on benefits/advantages of jobs in transit sector
- Connect to activities, institutions and organizations serving women



IMAGES AND WORDS ARE POWERFUL

20

**We build projects.
We build careers.
Join our team!**



**Build a city.
Build a future.**

Carpenter > Electrician > Plumber > Painter

We'll teach you how.

**The average salary in the construction trades is \$53,000.
Need we say more.**

Call 212-627-6252

NEW, a nonprofit job-training organization, will prepare you for a rewarding career in the construction trades.
For more information on our FREE training call or visit our web site www.showgoodwomen.org



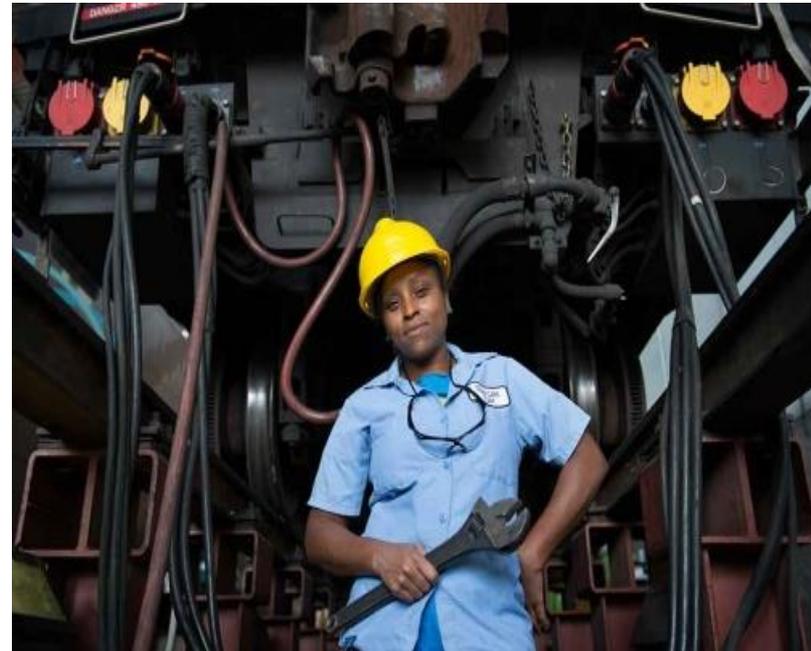
**WE'RE LOOKING FOR
A FEW GOOD WOMEN.**



CREATE A TARGETED MESSAGE

- Design outreach materials that appeal specifically to women and feature women working
- Address women specifically in the headline
- Target with images.
- Target by where it's seen or presented.

WOMEN: WE NEED YOU



You can be part of the team that moves America!

Check out jobs and training at NWTa and help to keep the trains running

IMAGES ARE POWERFUL

We Heard the Call



PAIR OUTREACH WITH EDUCATION

HOST INFORMATION AND ORIENTATION SESSIONS

Address a wide
range of topics and
concerns

- ❑ What is the economic benefit of these jobs
- ❑ What exactly is a signal maintainer
- ❑ What are the entry requirements
- ❑ Explain entry routes and career paths
- ❑ What are working conditions like?
- ❑ Where will the work be?
- ❑ Be open about barriers and but offer strategies to overcome

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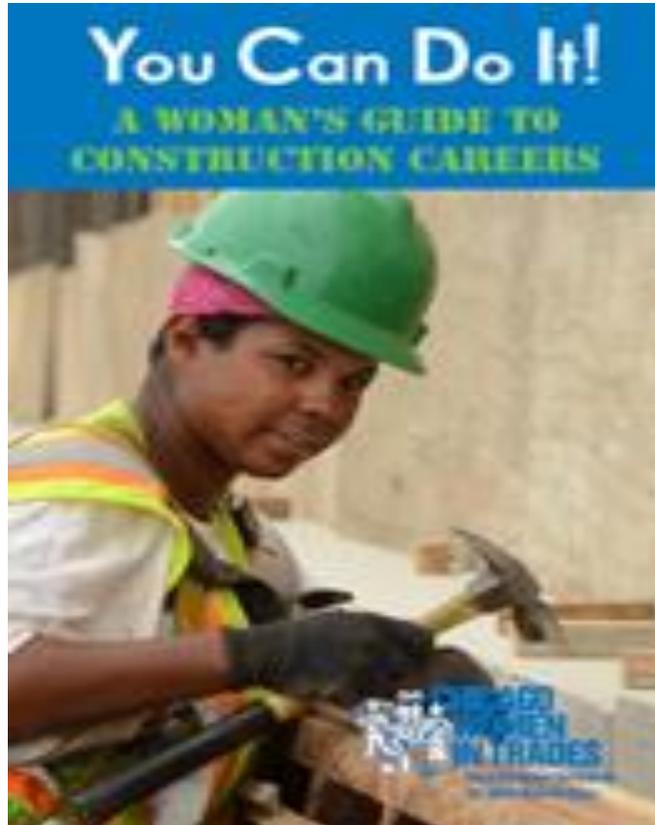
**Check out jobs and training at NWTa and help
to keep the trains running**



PEOPLE NEED TO HEAR/SEE THE MESSAGE MORE THAN ONCE IN ORDER TO RESPOND

- People need to hear/see the message more than once in order to respond.
- *People need to hear/see the message more than once in order to respond.*
- **People need to hear/see the message more than once in order to respond.**

HOST A CAREER FAIR/ORIENTATION FOR WOMEN AND GIRLS



- Description of career opportunities, training
- Hands- On Activities
- Role Models: women tell their stories
- BE REAL! THE GOOD, THE BAD
- Do Next Steps:
Take Applications, Conduct Assessments

[career guide](#)

GENDER SPECIFIC ASSESSMENT

- How might the assessment process exclude women?
- **How could you tweak an assessment practice to make it more gender neutral or inclusive?**
- What is a good question to solicit information about previous experiences that might reveal transferable skills from paid and unpaid work
- What are some common instincts about good candidates that might prove to be prejudicial in assessment of female candidates



GENDER DIFFERENCES IN COMMUNICATION STYLES

Female applicants are more likely than men to:

- use “I” statements (“I guess...” “I was wondering if...”)
- qualify their statements (“sort of” “I guess”)
- give their statements less loudly, and at less length
- apologize for their statements (“I may be wrong, but...”)
- ask questions rather than give statements

DOES IT MATTER??



RATE YOUR AGENCY'S CAPACITY TO ATTRACT WOMEN TO SKILLED TRADE JOBS.

Strong

**We could do
better**

Needs Work

**This is brand
new to us**

- ❑ We have set a goal for female applicants, employees, trainees and apprentices in the skilled trade positions
- ❑ Our outreach and recruitment materials and strategies are designed to target women
- ❑ We host outreach and recruitment sessions designed to target women
- ❑ We have strong policy to train and retain women in skilled trade jobs

CREATING A TARGETED OUTREACH PLAN TO RECRUIT WOMEN

Do you have an outreach/recruitment plan? Does it include a goal for:

- Hosting orientation and information sessions for women only
- Number of women receiving information
- Engaging incumbent female employees working in traditional jobs
- Number of women applying for jobs

Are women working in skilled trade transit jobs prominently featured in recruitment materials?

Do you reach out to venues and media that attract women.

Are women working in nontraditional jobs featured speakers in information sessions and /or orientations to our program.

CREATING AND DELIVERING THE MESSAGE

Create a headline message for a flyer targeted to women.

Create a subtitle (short and/or bulleted) message that addresses women.

Name 2 **underutilized** media or places that you might use to reach women in your community.

Be
Strategic
and
Intentional

Remember: Be relational
and specific



WOMEN BENEFIT FROM PREPARATORY PROGRAMS



- Exposure to Work and Tool Identification
- Spatial and Mechanical Aptitude
- Building Physical Fitness
- A safe and supportive place for:
 - breaking through stereotypes
 - overcoming fear of the unknown and the foreign
 - Trying and practicing new things
 - Peer networking and support
- Strategies for surviving and thriving in a white, male-dominated environment

ASSESSMENT AND SELECTION PRACTICES FOR TRAINING AND APPRENTICESHIP

Raise questions
about fit without
judging

Ask probing
questions that go
beyond stereotypes

Minimize yes or no
questions

- Allow for applicant to get past the unknown
- Experience aspects of working tasks and responsibilities
- How can you assess if the applicant has strong suits that balance out weaker areas?
- How strong a factor is enthusiasm in assessing someone's fit for your program? How do you rate enthusiasm?

GENDER DIFFERENCES IN LEARNING

Females prefer learning experiences that:

- they help design
- structured opportunities for feedback
- focus on the process
- de-emphasize competition

Females may be impacted by effect of:

- imposteritis,
- lack of confidence
- low self-esteem

Counter by Emphasizing:

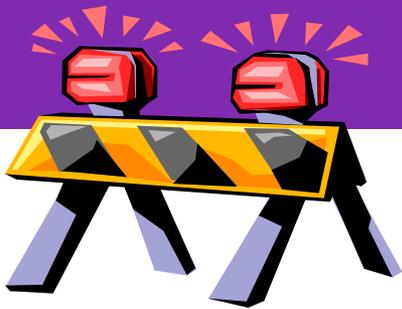
- ability is expandable
- effort and process matter and
- learning comes from mistakes

“Stereotype threat”

being at risk of confirming, as self-characteristic, a negative stereotype about one's group

ROOTS OF INEQUALITY: RETENTION

BARRIERS TO WOMEN'S RETENTION

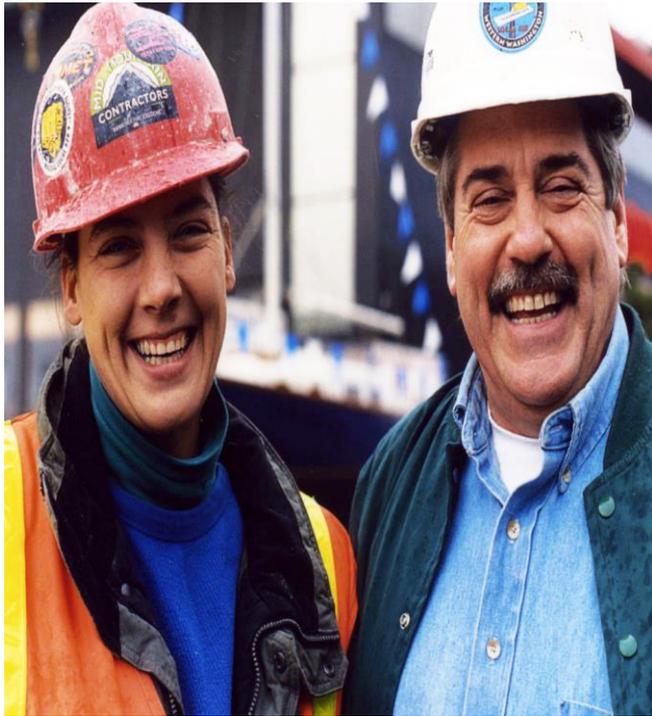


- ❑ Differentiated on-the job training, hiring, job assignments
- ❑ Isolation/Lack of Support
- ❑ Sexual Harassment
- ❑ Lack of Sanitary Facilities
- ❑ Working Conditions Not Female/Family Friendly
- ❑ Lack of Advancement Opportunities
- ❑ Micro-inequities – molehills that become mountains

EQUITY IN ON-THE-JOB TRAINING

- Gender inclusive, neutral and sensitive OJT practices to support women's learning styles
- Monitoring of work assignments, equal distribution of responsibility, training opportunities
- Fair amount of work on sequential projects
- Monitoring of equity within a teamwork or crew environment. Are there formal mentoring/coaching/evaluation practices?

BEYOND HIRING: SUPPORT FOR WOMEN'S RETENTION



- Workplace practices that promote women's success in a male-dominated environment
- Gender equity training for supervisory and frontline workers
- Critical mass – more than one
- Goals/strategies for retaining female workers
- Site based support activities
- Monitor for micro-inequities
- Mentorship and Allyship

HEALTH AND SAFETY OF WOMEN IN TRANSIT

- Personal Protective Equipment
- Sanitary facilities
- Workplace culture
- Ergonomics
- Health and Safety Training & Data

- “fitting into” macho culture
- less training to do job correctly due to protectiveness, isolation or hostility
- Lack of job security, or desire for inclusion in male camaraderie limits hazard reporting or requesting safety equipment or practices

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NEXT STEPS

Outline 2 new steps that you and your team can take to improve to increase the number of women in skilled trade jobs in your agency.

1.

2.

Making it Work at Your Agency

- Be intentional about gender inclusivity, neutrality and sensitivity
- Assess your own biases, practices and cultural competency
- Go out of your way to support women and other underrepresented groups
- Be an advocate for diversity and equity



Lauren Sugerman
National Policy Director
lsugerman@cwit2.org
Chicago Women in Trades
2444 W.16th Street Suite 3E
Chicago, IL 60608
312-942-1444
www.cwit2.org



MULTICULTURAL DYNAMICS IN THE WORKPLACE

Check out you own experience and understanding of gender differences

What do you bring to your job as a co-worker, supervisor?

- What are the “messages” that you learned about women’s roles, capacity or “nature” or “place” when you were a child?
- Have your views changed considerably since then? Why or why not?
- When did you first became aware of differences in the ways male and females were treated. What was your reaction?

ONE STEP FORWARD. ONE STEP BACKWARD

- If you work in a job where the leadership is the same gender as you - step forward
- If you ever been apologized to for someone swearing - step back.
- If you have never been told you got your job because of "affirmative action" or "quotas" - step forward.
- If you ever been told only a man can do this job - step back.
- If you have a family member who works in the same occupation as you do - step forward



ONE STEP FORWARD. ONE STEP BACKWARD

- If you can be confident that your coworkers won't assume you were hired because of your gender - step forward.
- If you have ever been told you can't do your job because of your gender - step back.
- If you make a mistake at work and know that won't be seen as evidence against your entire gender in the workplace - step forward.
- If you never had to look at naked pictures of your gender at work - step forward

ONE STEP FORWARD. ONE STEP BACKWARD

- If as a child, you saw people of your gender doing your job (in person or in media) -move 1 step forward.
- If you ever decided to wear a ring on your left ring finger at work even though you're not married -move 1 step back.
- If your collective agreement uses pronouns that exclude you – step backward
- If you are far less likely to face sexual harassment at work than your female coworkers are - move 1 step forward.

ONE STEP FORWARD. ONE STEP BACKWARD

- If you can be confident that the ordinary language of the workplace will always include your sex. “Man-hours,” foreman, etc. move 1 step forward.
- If you have you ever been told to "work down here, it's too dangerous for you up there" when you're just as capable and have the same safety gear move 1 step back.
- If you have ever been told or forced to wear safety gear that is too big because it's all the company has move 1 step back.
- If you never have to worry about how going to lunch with the same person two days in a row might be perceived - step forward

TECHNICAL ASSISTANCE TOOLKITS AND TRAININGS

Outreach and Recruitment

- Marketing to promote nontraditional career education and awareness
- Assessment materials to ensure gender neutrality and sensitivity

Preparatory Training/Apprenticeship Training

- Best Practices for Work Readiness or Pre-Apprenticeship Training
- What Works for Women in Apprenticeship Guides
- Curriculum modules to address gender specific issues such as Health and Safety for Women in Construction, Sexual Harassment Prevention

Supportive & Retention Services

- Establishing tradeswomen's support groups and committees
- Tradeswomen Mentorship Program
- Tradeswomen Leadership Academy

- <http://womensequitycenter.org/>
- <https://www.youtube.com/watch?v=NwRbRTnRY-M>

