

# Adding A Gender Lens To Nontraditional Jobs Training

Nontraditional jobs hold the promise of new and high-potential careers that could mean significant new opportunities for women who are currently underrepresented in manufacturing and other technical occupations. Industries such as manufacturing can provide access to well-paid, career-track jobs that provide economic security and enable women to support themselves and their families.

However, too often neither workers from underrepresented groups nor the workforce professionals who provide career guidance to them pursue training and employment in such nontraditional occupations. The reasons for this are myriad. Many from underrepresented groups have not been exposed to the tools and materials used in technical occupations, or think that there are extraordinary strength requirements, or have never met anyone who does that kind of work. Workforce professionals may use aptitude assessments that don't recognize women's transferable skills, or they may conduct screenings that are heavily weighted towards prior experience that track women into traditional occupations such as nursing assistant or clerical jobs, which often call upon similar strength and physical dexterity skills as higher paying jobs in manufacturing. As a result, both women themselves and the workforce professionals coaching them miss the opportunity to see women as competitive candidates for nontraditional occupations that are primarily dominated by men.

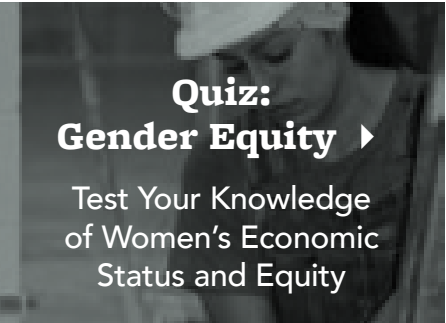
Ensuring that more underrepresented workers are supported in entering higher-paying nontraditional occupations is critical not only to achieving economic equity for workers and their families but also to building a competitive workforce. The materials provided in Adding a Gender Lens to Nontraditional Jobs Training Programs are designed to help training programs for nontraditional jobs break through patterns of occupational segregation.



**JOBS FOR THE FUTURE**

# Outreach and Recruitment

An outreach and recruitment process that is strategic and directly targets women will increase participation by women in nontraditional job training programs. These materials offer resources for assessing and developing intentional efforts to conduct successful outreach and recruitment with goal setting and activity planning.



## Quiz: Gender Equity ▶

Test Your Knowledge of Women's Economic Status and Equity



## Presentation ▶

Recruiting Women into Nontraditional Jobs and Industries



## Assessment Tool ▶

Assessing Your Organization's Capacity for Recruiting Women



## Worksheet ▶

Creating a Targeted Outreach Plan to Recruit Women



## Tip Sheet ▶

Planning an Information Session—Strategies for a Successful Information or Orientation Session



## Tip Sheet ▶

Planning a Career Fair for Improving Women's Access to Nontraditional Jobs



## Worksheet ▶

Self Assessment—Considering a Career in a Nontraditional Occupation



## Worksheet ▶

Outreach and Recruitment Work Plan to Attract and Engage Women Applicants

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# Curriculum

## BUILDING CRITICAL JOB-READINESS SKILLS

Gender inequity and gender differences create distinct job-readiness issues for workers and employers. While employers and administrators of job training programs cite varying levels of importance for “soft” and technical skills, it’s important for programs to build both participant work-readiness skills alongside vocational training. These materials offer suggestions for incorporating gender-related topics and a “gender lens” on work-readiness into a training program.



## TRAINING DESIGN TO FACILITATE SUCCESS IN BUILDING TRADE APPRENTICESHIPS

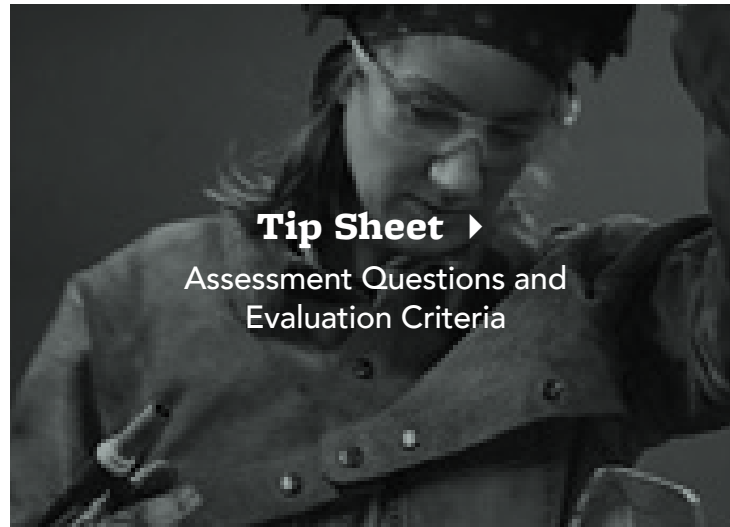
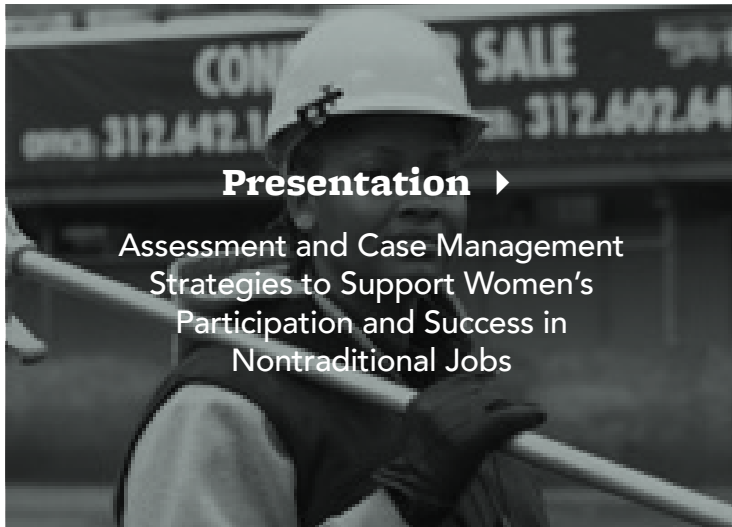
Apprenticeship programs provide a unique opportunity for employers to access untapped labor pools with a proven model to grow the skills of new and incumbent workers. These materials are designed to guide trainers and program providers in developing and delivering job training specifically developed to support and prepare women to be competitive candidates and participants in apprenticeships and jobs. They address why a curriculum focused on women and other underrepresented populations is necessary and how to ensure gender and racial inclusivity, sensitivity, and neutrality practices in teaching methods and program design.



Learn more, visit [jff.org/newlensonjobs](https://jff.org/newlensonjobs) ▶

# Assessment, Case Management, and Coaching

Proper assessment is critical for evaluating core competencies for work readiness. It sets the stage for good case management and coaching by identifying at the outset what supportive services beyond the classroom each new client will require in order to enroll in, persist in, and complete a training program—and get and succeed in a new job. These materials offer suggestions for reviewing assessment practices and ensuring that assessment helps to identify supportive case management, coaching, and service needs of clients.



Learn more, visit [jff.org/newlensonjobs ▶](https://jff.org/newlensonjobs)



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*Adding a Gender Lens to Nontraditional Jobs Training* is available online at: [jff.org/newlensonjobs](https://jff.org/newlensonjobs).