



FOA-WB-21-01 PROJECT ABSTRACT

APPLICANT: Tradeswomen Inc.

PROJECT: California WANTO Project

AREA SERVED: Project will serve all 58 counties of California including several high impact areas of the Central Valley, LA/Orange and the 9 Bay Area Counties.

NUMBER OF PARTICIPANTS TO BE SERVED: Over 900 women to receive direct services; impacts described in outcomes and outputs.

FUNDING LEVEL REQUESTED: \$749,942.80

TOTAL COST PER PARTICIPANT: \$833 per person

OTHER ETA GRANTS: None

BRIEF SUMMARY of the PROPOSED PROJECT:

The CA Project WANTO Consortium partners will collaboratively improve and enhance A/NTTO training for women through strategic information, outreach, recruitment and curriculum support, providing TA through presentations and resources to create successful A/NTTO environments, and facilitating networks, groups and support services to improve retention in order to increase the employment and retention of women in A/NTTO. Pre-Apprenticeship Consortium Partners for this grant include Working Partnerships USA, The Apprenticeship Fund and Rising Sun Center for Opportunity, community-based organizations with histories and commitment serving women in apprenticeships. The Project will facilitate new and expanded services to support employers, unions and the



women in their programs with Convenings and Webinars on the challenges of A/NTO and trainings on improving worksite culture.

The CA WANTO Project will feature 3 distinct approaches to Mentoring to support and retain women through all stages of the Apprenticeship Pathway from applying to pre-apprenticeships to surviving the first year of A/NTO. Pilot #1: Project Lead Tradeswomen Inc. will sponsor an Elevator Constructors recruitment campaign with the mentoring group will be led by a group of committed Elevator tradeswomen. Pilot #2: WPUSA will hire and provide a mentoring training program for tradeswomen mentors to paid connect with pre-apprenticeship students and graduates while they begin their A/NTO careers. Pilot #3: A structured set of 10 mentoring and networking events bringing together women from area pre-apprenticeship programs to build mutual support and exposure to tradeswomen leaders. Each event will include a workshop with an informational presentation on subjects from surviving apprenticeship, clean slate services, and domestic violence. TWI will work with the Institute of Women's Policy Research to assess each model and report out on best practices.

A second focus of the CA WANTO Project will feature new and data-based media messaging to reach young women in the LA/Orange County area to spread information and interest about apprenticeship to increase applicants into the multiple pre-apprenticeship partners of the LA/Orange County Building Trades. Tradeswomen Inc. will also employ new regional approaches with regular Entry to Apprenticeship Workshops and leverage its new website with area specific resources to increase the numbers of women in A/NTO.