



Opening Doors to Opportunities in the
Green Economy:
*Recruitment and Retention of Women in
Green Jobs*

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Prepared for the
U.S. Department of Labor, Women's Bureau
by Public Policy Associates, Incorporated
and Wider Opportunities for Women



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Opening Remarks

Sara Manzano-Díaz, Director,
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Setting the Stage

Donna Addkison,
Family Economic Security Programs Director
and
Camille Cormier,
Local Programs Director
Wider Opportunities for Women



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Washington Area Women in the Trades: *WOW, YWCA, AFL-CIO*

- **Core construction**
 - Construction math
 - Blueprint reading
 - Industry awareness
 - Tool ID
- **First aid - CPR**
- **OSHA 10 safety**
- **Hands-on skills training** (40 hours at Union Apprenticeship Training Center)



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Washington Area Women in the Trades: *WOW, YWCA, AFL-CIO (continued)*

- **Fitness**
 - Two days of women-only weight training per week
- **Gender issues in construction**
- **Counseling/case management** (up to 18 months)
- **Individual job placement** (up to 18 months)
- **“Supporting Our Sisters”**
 - Monthly support groups



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Building Futures GSA: *WOW, local AFL-CIO, Covenant House*

- **ARRA-funded**
 - Transportation Department training set-aside for Federal building retrofits, construction
- **Oct. 09 – Sept. 10**
- **Low-income local women and men**
- **Pre-apprenticeship certifications**
- **Hourly training stipend**



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Building Futures GSA:

WOW, local AFL-CIO, Covenant House (continued)

- **Gender issues in construction**
- **Women's case manager, job developer**
- **12 months of post-graduation support**
- **Women-only weight training** (two days per week)



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D.C. Area Challenges

- **Economic downturn**
 - Many skilled workers “on the bench”
- **Reduced union market share**
 - 20% of area contractors are union
- **No major ports or industrial/manufacturing base**
- **Relatively small population from which to draw interested women base**
 - 582,000 in D.C.; 5.3 million in D.C. area



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D.C. Area Challenges *(continued)*

- **Suburban MD and VA recruitment/retention is problematic** (“bridge and tunnel” syndrome)
- **Lack of funding for training and work supports**
- **Broken or opaque workforce development systems**
- **High entrance requirements for urban women**
 - High school diploma/GED
 - Strong math skills
 - Driver’s license



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D.C. Area Opportunities

- **ARRA construction and green jobs funding**
 - Promises huge increase in training
 - Jobs for D.C. residents
- **Local/national synergy, proximity to power center**
- **D.C. Green Building Act of 2006, D.C. Energy Act of 2008**
 - Require retrofits
 - Green standards for new construction



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D.C. Area Opportunities *(continued)*

- **US Green Jobs Act of 2007**
 - Retrofit requirements apply to the many Federal buildings in D.C. area
- **Department of Homeland Security site in Ward 8**
 - Will create many new construction and environmental retrofit jobs



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Outreach & Recruitment

Kirk White,
Associate Dean for Continuing Education
Austin Community College



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Goals of the Project

- Increase the percentage of women in green-related courses and/or programs at ACC (both college credit and continuing education)
- Goal increasing women attendance 20% in one year
 - Traditionally, 10% of students are women
- Utilize a variety of recruiting methods
- “Institutionalize” best practices across the college



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What Has Worked

- **Project Brand**
 - “Rosie the Riveter” ACC style
- **Project Advisory Group**
 - Dissemination of project information
 - Guidance on reaching target populations
 - A source of women content experts and speakers



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What Has Worked *(continued)*

- **Project Web Site**
 - www.austincc.edu/green
- **College-Wide Web Site**
 - www.austincc.edu/ce/greentraining/
- **“Women Focused” Course Sections**
- **Information Sessions**
 - College Web site banners ads
 - Press releases
 - Paid advertising



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What Has Worked *(continued)*

- **Branded “Give-Aways”**
 - T-shirts
 - Green bags
 - Solar calculator
 - Refrigerator magnet
- **Speakers Bureau**
- **Focus Groups**
 - High school
 - College students
 - College advisors/recruiters



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Outreach & Recruitment (Part Two)

Alexandra Torres Galancid,
Executive Director
Women In Non-Traditional
Employment Roles (WINTER)



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What is WINTER?

WINTER is a *nonprofit organization that provides free training and retention services to committed women that want to enter a high-wage, non-traditional career.*



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Recruitment Strategies

- Collaborations with women serving organizations and other community partners
- Informational sessions out in the community



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Recruitment Strategies *(continued)*

- Job training orientations
- Application process
- Academic assessments
- Acceptance into program
- Continued retention services



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Retention Strategies

Ray Fleming Dinneen,
Executive Director
CLIMB Wyoming



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Mission

- CLIMB Wyoming: a nonprofit organization, trains and places low-income single mothers in careers that successfully support their families
 - CLIMB program founded in Cheyenne in 1986
 - CLIMB expanded statewide in 2004
 - Currently there are six CLIMB sites that reach out to serve families in 12+ Wyoming counties



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Wyoming Statistics

- Almost half of all Wyoming families in poverty are headed by single mothers
- Wyoming women earn only \$0.62 for every dollar earned by men, the largest wage disparity between genders in any state
- Almost 40% of babies born in Wyoming are born to mothers on Medicaid



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CLIMB Program Model

- **Phase 1: Research & Planning (2 Months)**
 - CLIMB staff identify local workforce needs and design training
- **Phase 2: Recruitment (2 Months)**
 - CLIMB staff locate low-income single mothers in need
- **Phase 3: Comprehensive Training (2-4 months)**
 - Employer-driven job skill training
 - Group and Individual Counseling
 - Life skills and parenting training



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CLIMB Program Model *(continued)*

- **Phase 4: Job Placement (2-3 months of work experience)**
 - Graduates are placed in a private-sector job tailored to their interests and skill level
- **Phase 5: Ongoing Support**



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CLIMB Program Outcomes

- 86% of the single mothers who enter a CLIMB program successfully graduate
- 46% of single mothers are employed before the program vs. 82% after the program
- Average wage of single mothers prior to the program is \$1,058/mo vs. \$2,422/mo after the program



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Question and Answer Period



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