



Example: 5-Step Outreach Plan for Reaching Women Applicants for Trades Jobs and Apprenticeships

1. Ads featuring photos of women from your industry or with a message inviting women to apply – run 4-6 times a year.
2. Create a poster and brochure with photos of women from industry and mail 4-6 times a year to community groups, employment offices, libraries, community centers, etc.
3. Brochures and cover letter distributed to women in your industry/classes several times annually asking them to refer their family and friends – take advantage of word of mouth.
4. Post images of tradeswomen and a welcoming message on your website.
5. Staff your career fair booth and orientations with women from your industry or CTE classes.