



## Setting Recruitment Goals and Making an Outreach Plan

Effective outreach has a few key elements. Using realistic, inspiring images of women and girls working and learning in the trades is critical to making them feel welcome and confident that they can succeed. Marketing efforts should dispel myths about the value of trades careers and who can become a successful trades worker. The most effective outreach and recruitment plans will have clear next steps for women to take if they want to learn more or apply to a training program, job, or class. Patience and perseverance is key: Your desired audience needs to see the message multiple times in order to respond.

- 1) Set a recruitment goal. How many women or girls do you want to recruit for what positions or classes? Be specific about numbers. “We want 20% of our new Pipefitter apprentices to be female, so that means we need to accept 8 qualified women.”
- 2) Draft and approve a budget for outreach work. Your budget should provide for career fair booth fees, advertising costs, and if necessary, compensating female role models for their time spent doing outreach work. Include costs for printed materials, social media work, and creating promotional videos or photos of women or girls in your industry and classes.
- 3) Determine who else in needs to be involved
- 4) Design an outreach plan that includes creating outreach materials, describes how you will reach your audience, identifies key events to recruit women, and incorporates women from your industry, classes or training programs to represent you.
- 5) Plan the outreach materials featuring images of women will you use to recruit women and girls. What material and messages, either paper or web-based, would you design to promote your training or job opportunity to women?
- 6) Think about how and where women will view your outreach materials. Where will you send brochures and flyers? Which partners will share your social media messages and mailings? Where would women view your advertisements?
  - *Try schools, community colleges, public transit, libraries, Head Start centers, and churches or other faith communities. Make sure that One-Stop shops know you are looking to recruit women.*
  - *Follow up with your partner organizations to ask them to share your social media posts.*
- 7) Use recruitment events to target potential female applicants. Are there career fairs, school nights for high school students, lunch-time presentations, apprenticeship contests, assemblies, community events, parent nights or other activities that you could participate in?
- 8) Employ women from your classes and trades occupations in outreach roles – ask them to serve as role models for potential female applicants. Ask your female apprentices or tradeswomen to represent your program at recruitment events. Feature women working in your trade or participating in CTE classes in images, videos, and other visual outreach materials.
- 9) Create informational materials that describe the next steps a woman would take to apply to your class or training program. Share those materials at outreach events and women who respond to your advertisements. These materials should address the intermediate steps she should take if she is interested



in your program, for example: Who she should talk to, a recruitment or orientation event she should attend, a website to view, a short class to take or application to fill out.

- 10) Make visible to women the path they would take to develop their skills and/or qualify for desirable positions. Create an “FAQ” sheet for women who want to know more about how to be competitive for your program or other opportunity. It should address these questions:
- *What are the ways new people enter your industry or classes?*
  - *Are there entry-level positions?*
  - *Are there short classes women/girls could try out without making a huge time commitment?*
  - *What are the rung-by-rung career ladders to reach skilled technical (and highly paid) positions?*