



## **Tools for Orienting Women to Apprenticeship**

Orientation sessions held a few times a year are an ideal way to introduce people unfamiliar with apprenticeship to the opportunity. Orientation helps to clearly explain requirements of apprenticeship and provide basic information about apprenticeship opportunities in the region. They also provide a great opportunity to dispel myths about the work, counter negative stereotypes, and inspire women to see the great possibilities afforded by a career in the trades.

For training providers, orientation sessions are a good way to measure the effectiveness of outreach efforts. These sessions also help to filter out potential applicants that don't meet basic requirements to qualify. Orientation is also a helpful way to collect contact information from women that are interested in being notified when apprenticeships open. It also presents an opportunity to give women a clear understanding of the next steps they need to take in order to be a competitive applicant.