



Diversity in the Building Trades: Recruitment and Retention
Using HAZWOPER for Workforce Development

2022 NIEHS WORKER TRAINING PROGRAM FALL WORKSHOP
OCTOBER 21, 2022

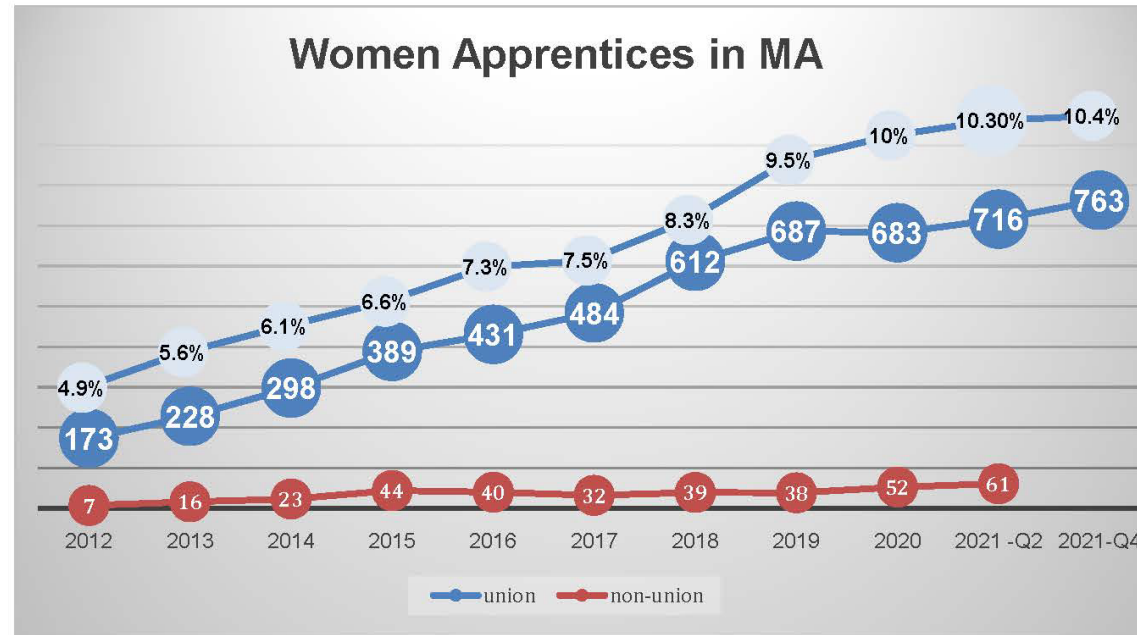
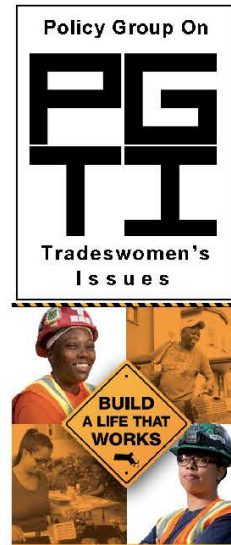
Our Mission

- ***Recruit, retain and advance*** diverse workers in the union building trades, including women, people of color, and other under-served groups.
- Integrated ***supply and demand*** strategy:
 - *Supply: Creating a Pipeline of diverse workers*
 - *Demand: Promoting policies and practices that create employment and advancement opportunities for diverse workers*

4 Pillars of Work

- Pre-Apprenticeship Training
- Outreach to Diverse Communities
- Respectful Workplaces
- Advocacy

Current demographics of women and people of color in Registered Apprenticeship Programs in Massachusetts- Q4 2021 Report



Active union apprentices	Women	Women's participation	People of color	People of color participation
7333	763	10.4%	2175	30%

*Data provided by the Division on Apprenticeship Standards, 04/22 <http://www.mass.gov/lwd/labor-standards/das>

**In previous apprenticeship data releases, PGTI has also included data on race and gender in non-union construction apprenticeship programs. Due to a recent change in the Division of Apprenticeship Standards system for the collection of apprentice data, we are unable to provide non-union construction program data at this time. The Division of Apprenticeship Standards is working to enable the new data system to report this information in the near future.

#20percentandbeyond

May 2022

Supply: Three ways to enter apprenticeship

Apply Directly



I know what trade.
I have some skills
and/or deep
commitment and
believe I will be
accepted.

Go to:
tiny.cc/tradeguide

Pipeline for Women



I think I can apply
and get in but
I want a little more
exposure to the
process and to meet
some women in the
trades.

Go to:
BuildALifeMA.org

Pre- Apprenticeship



I'm not sure which
trade.
I want to develop
some skills and get
some certifications
before applying.

Go to:
buildingpathwaysma.org

Pre-Apprenticeship Training

- Pipeline for low to moderate income women, people of color, and urban youth to enter family-sustaining careers in the trades and address continued disparities
- Prepare participants to enter into a registered apprenticeship program

456 participants; 90% women and/or BIPOC; 86% placement

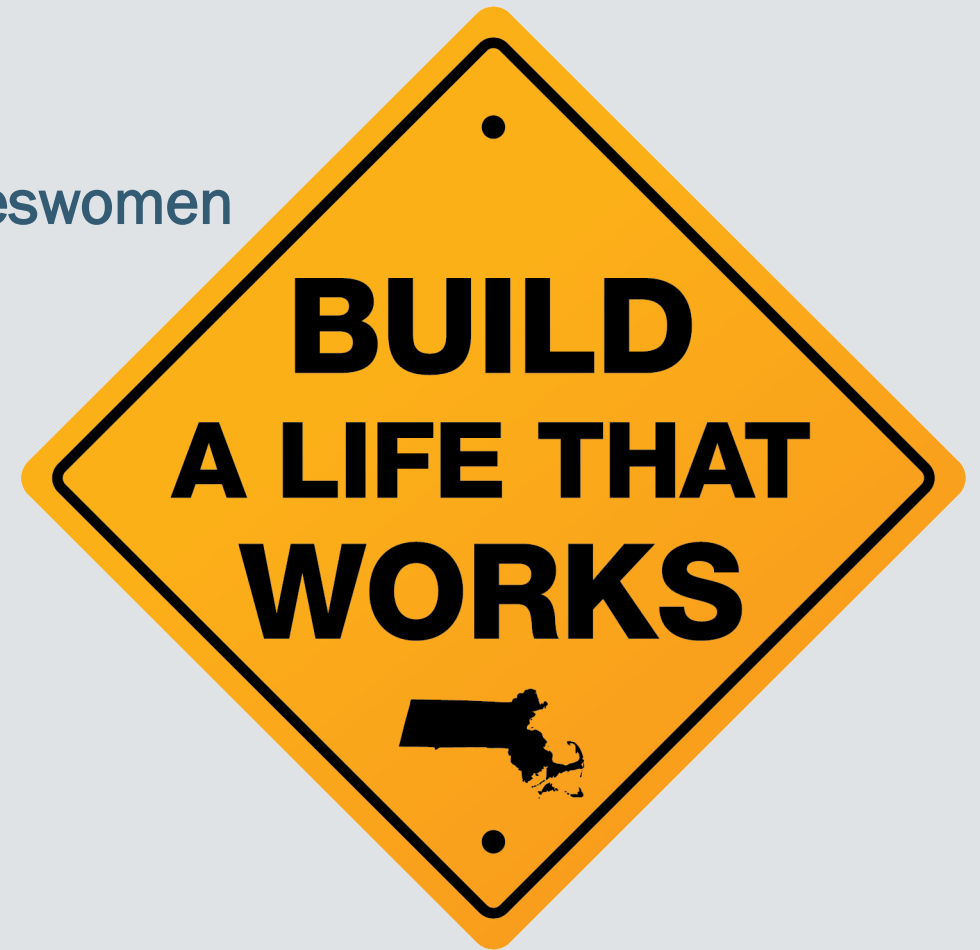
7 Key Elements

- Outreach & recruitment
- Applicant intake & assessment
- Case management/Support Services
- Employability and Occupational Skills training
- Employment/apprenticeship placement
- Retention
- Partnerships with industry stakeholders, CBOs and other allies



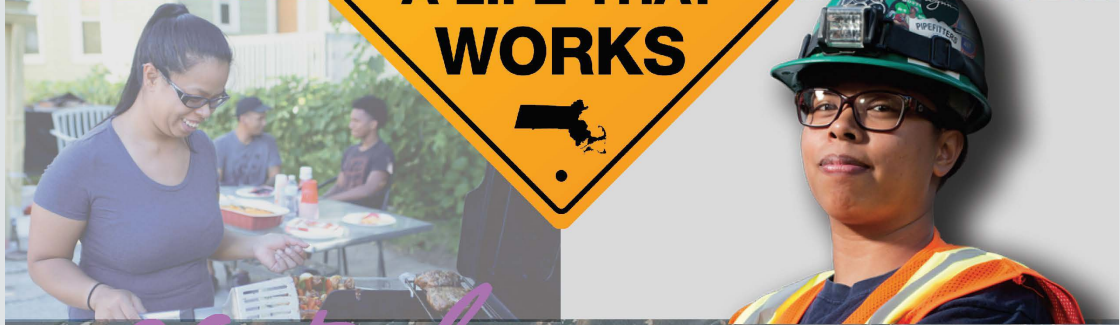
Outreach: Build A Life That Works

- Education campaign to expose women to careers in the building trades
 - *Heighten* the visibility of tradeswomen
 - *Connect* women career seekers to tradeswomen
 - *GPS not Uber*



Make Tradeswomen Visible





Virtual TRADESWOMEN TUESDAYS

for women interested in construction careers



Upcoming Dates
Sept 6th
Oct 4th
Nov 1st
Dec 6th



Tradeswomen Tuesdays are on Zoom! Join us to learn about opportunities for women in the union building trades the FIRST Tuesday of each month at 5PM . (Scan the QR code to register)

Register online at BuildALifeMA.org/news-and-events/

CONTACT US

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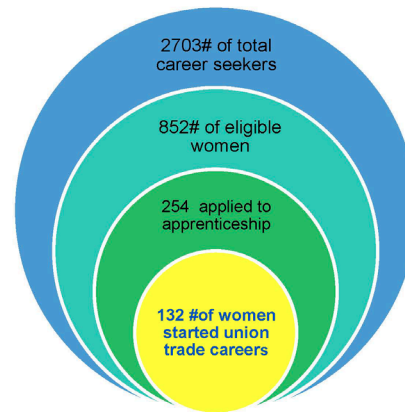
Build A Life That Works Results



Build A Life That Works Tradeswomen Pipeline

Campaign Report
September, 2022

Total Career seekers: 2703
Eligible women (tier 1): 852
Applied to 1 or more apprenticeship programs: 254
Accepted to apprenticeship and started work: 132



Percent women of color in database: 67%
Percent women of color attending TWT events: 73%
Percent of women who applied to apprenticeship who are women of color: 73%
Percent of women who have started work who are women of color: 74%

Outreach: High Schools

- High School Road Show
- MA Girls in Trades
 - *Collaboration of Career Tech Ed High Schools, Unions, Contractors*
 - *Encourage young women in Vocational High Schools to pursue careers in the union building trades*
 - Conference & Career Fair
 - Equity in the Trades Student Leadership Councils
 - Engagement with guidance counselors and educators





Best Practices to Create *Demand* for Diverse Workers - Policy Group on Tradeswomen's Issues

- An ongoing regional collaboration of construction industry stakeholders crushing the barriers to good jobs for women in the construction trades.
- Meeting for the past 13 years.

Revised and released October 2018

Finishing the Job

Best Practices for a Diverse Workforce in the Construction Industry

A HOW-TO MANUAL FOR CONSTRUCTION OWNERS, DEVELOPERS,
MANAGERS, CONTRACTORS, SUBCONTRACTORS, BUILDING TRADE
UNIONS, TRAINING AND APPRENTICESHIP PROGRAMS AND
COMMUNITY-BASED ORGANIZATIONS

Best Practices to Create *Demand* for Diverse Workers

- Set workforce participation goals – set high targets
- Count and report - implement internal compliance infrastructure to monitor and adjust course
- Access and Opportunity Committees – multi-stakeholder group led by GC/CM
 - *REVIEW: diversity compliance across the project and for every subcontractor, focusing on high impact, poor performers.*
 - *CORRECTIVE ACTION: plans and other best practices to ensure the project meets or exceeds goals for a diverse workforce, including frequent meetings with non-compliant subcontractors.*
 - *LEARNING COMMUNITY: members develop strong working relationships, recognize that they are in a unique learning environment and grow to share a commitment to making real change in an important industry*
- Diverse core crews
- Crush barriers to success
 - *Respectful Workplace*
 - *Child Care*

Retention of Diverse Workers

- 2021 Institute for Women's Policy Research - "A Future Worth Building – What Tradeswomen Say about the Change They Need in the Construction Industry."
- Survey of over 2600 tradeswomen and non-binary tradespeople reflecting on their experience in the industry.
- Over 44% of IWPR respondents reported that they left or seriously considered leaving the trades. Although there are a number of reasons, lack of respect or discrimination was the most cited reason.
- Recent incident on Turner Volpe site is a testament to the need to address racial and gender harassment head on



Knowledge, Tools And Skills For Creating a Respectful Workplace

Respect, Inclusion, Safety and Equity

Construction-hours child care now available!

CARE THAT WORKS
Families And Providers United For Child Care



- Pilot program in Boston area working with licensed family child care providers to offer child care starting at 5 or 5:30am
- Child care providers all accept childcare vouchers, their weekly rates vary
- Scholarships for families without vouchers of \$100/week for 6 months paid to provider for tuition discount

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