

Resources Subcommittee Recommended actions from 1/30/25 meeting

Recommendations to Department of Industrial Relations

- I. Recruit CDE/Comm college folks on advisory comm and propose to Director Hagen
- II. Create website on labor and civil rights laws uniquely focusing on women/girls and non-binary people in construction
- III. Create pamphlets and information to share with school districts about construction industry and salaries ... use materials from grantees or recommended by WIC advisory committee
- IV. Create "Mothers in Construction" campaign - produce a marketing campaign showing a mom waking up early, taking kids to daycare, then coming home early to do after-school curriculars. Just another demographic. For me, the beauty of working in construction is that you start early and come home early!
- V. Create toolkits and how-to information. Target is onsite leaders (foremen and leadmen). Goal is to answer question: How do we equip willing foremen to support women/non-binary people in construction (NOTE: Yuhi February 14 webinar on worksite culture) ... perhaps with a grantee on this project
- VI. Social marketing team follow career of successful person/people (from apprenticeship to journeyman to foreman) and create social media around this
- VII. Partner with women/non-binary people or programs who already have a presence online to promote social media on women/girls/non-binary people in construction. Perhaps coordinate with a grantee?
- VIII. Identify videos out on the internet and promote them
- IX. When evaluating proposals from July 2025 through June 2027 cycle, committee recommends folks scoring should make sure not just a picture of woman but real person/program.
- X. Partnering with a grantee, host contractor conferences on how to support women in construction trades. NOTE: Conference being hosted by State Building Trades March 29-30 in Los Angeles
- XI. Recommend that ERiCA grantees be held accountable for stated deliverables as stated in grant applications
- XII. Recommendation for future grants:
 - a. Ascertain there is labor side participation. A local union should participate more in outreach beyond recruiting non-union workers and should be in plan.
 - b. On non-union side should be written into the contract specifically how they are doing their outreach

Recommendations for Grantees

- I. Develop outreach plan to high school career counselors women in construction
- II. Create marketing plan to employers including:
 - a. Outreach videos for contractors
 - b. Other?
- III. Grantees staff public recruitment events with women and non-binary people (if you can't see yourself there you won't be interested)
- IV. Inform contractors about supportive services for women on the job site so they know it does not take away from their job site
- V. Focus on community college outreach in particular with more life/job experience ... community college students understand culture, and they are often not willing to put up with bullying and harassment
- VI. Funded grantees spread word on civil rights department complaint processes and DIR and Labor Commissioner roles/procedures
- VII. Mental & Physical Health Resources: Plan for success on how to navigate the culture of construction both on and off the job (self-care, how to keep body from deteriorating too soon)

Other suggestions

- I. Committee members should develop talking points/suggestions on how contractors can encourage women be sent to job sites and make clear they will be supported in being successful.
- II. Committee and other interested parties ask for reports on outreach from apprenticeship programs, monthly, at JATC meetings ... every month/quarter (Committees are labor and management. This is a good time for contractors to ask for more women/non-binary/underrepresented apprentices.)
- III. Data to collect to help inform approaches (perhaps UCB evaluation team):
 - a. Exit interviews from apprenticeships for women in particular
 - b. Tracking applications to apprenticeship programs ... who applied vs who accepted vs completed successfully who left early (60,000 apprenticeships in construction trades)
 - c. Majority of JATC's have software to track applications and what happens... how many applied, how many interviewed, how many on wait list, how many on cohort placed in apprenticeship ... DAS has data on graduation information
 - d. Can we ask JATC contact information for folks that applied, left, complete apprenticeship and there is follow-up with them?