

Women in Construction Campaign

Campaign dates: March 27 – May 15

Media types:

Out of home

(digital billboards, digital bus shelters, print posters)

Digital display

(show to targeted users on websites)

Search

(show at the top of Google search results based on keyword)

Social media

(show to targeted users on Facebook, LinkedIn, Reddit)



DIR State of California Department of Industrial Relations · April 3 ·

California apprenticeships let you train on the job, earn a salary from day one, and build credentials without debt.



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1 4

Next Steps

- OEA will work with the vendor Dun & Bradstreet to target digital ads to employers with messages on the benefits of recruitment and retention of women in construction.
- Campaign concluded May 15 with campaign data report to follow.
- OEA is reviewing proposals from the RFP for the next campaign vendor. New agreement will begin in June 2026. The WIC campaign will be relaunched each year for the next three years.