

RESEARCH METHODOLOGY

QUALITATIVE:

We conducted **23 In-depth Interviews (IDIs)**

- LOI: 45 minutes
- Via: Zoom
- 16 Employers, Mentors, and Career Coaches
- 10 Women & Non-binary individuals in construction
- **Some individuals counted for both segments*

RECRUITMENT:

We made **DIRECT OUTREACH** to target audience via:

- DIR's contact list from Erica Grant
- Our own targeted outreach
- Referrals

Target Audience 1	Target Audience 2
<p>Women and non-binary individuals looking to start a career</p> <p>Core Attributes: Actively seeking non-college options, looking for career options that don't require debt</p> <p>Need: To know that other women have already done this</p>	<p>Women and non-binary individuals looking for a second career</p> <p>Core Attributes: Current situation isn't working, looking for a new path</p> <p>Need: To get unstuck, to feel safe</p>

Messaging

Messaging Needs	To know that other women have already done this To take control of their career				
Messaging Topics	To be shown possibilities	To be empowered	Narratives that feel relatable	Construction as lifelong career	To take control of their future
Message Needed	Show what the trades are and different career paths that are possible	There are women who are already in construction and are successful because of it	Showcasing women who came from similar situations and are on the other side because of construction	Showcasing benefits of working in construction (e.g. pensions, high salary)	A career in construction will give them freedom, autonomy, and safety

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