



Diversity in the Building Trades: Supply and Demand

AMERICAN ROAD & TRANSPORTATION BUILDERS ASSOCIATION

Our History

- Created in 2011 to address the disparities in access to building trades apprenticeships for women and people of color

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*

5 Pillars of Work

- Pre-Apprenticeship Training
- Outreach to Women and Young Adults
- Respectful Workplaces
- Childcare for Nonstandard Hours
- Advocacy

Pre-Apprenticeship Training

- Prepare diverse participants to enter into a registered apprenticeship program
- >500 participants; > 90% women and/or BIPOC; 86% placement

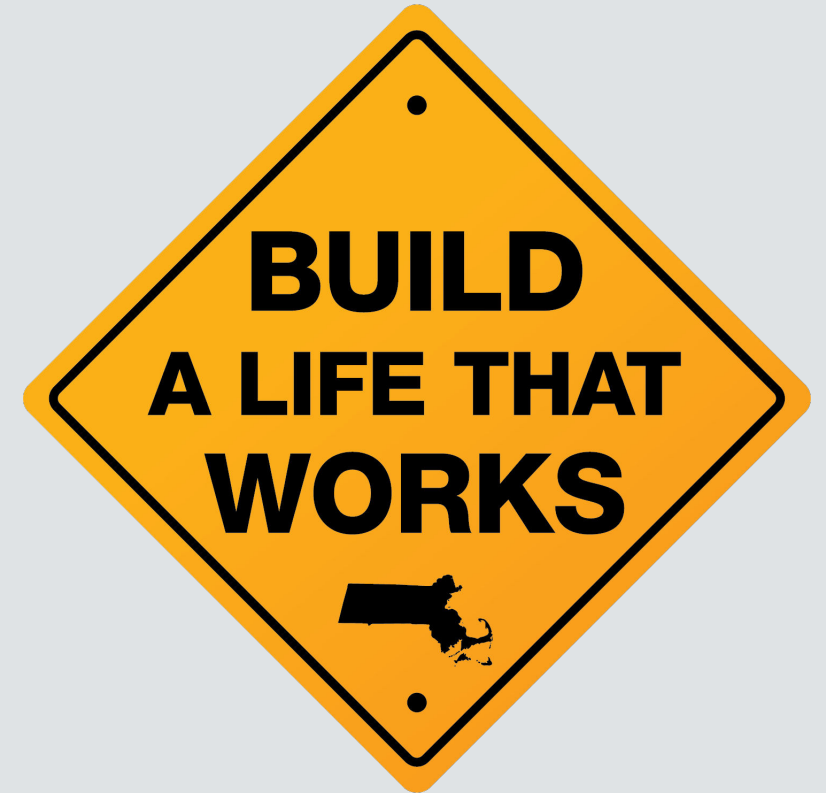
7 Key Elements

- 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*
- Created through PLA for 2 casino projects in MA



Make Tradeswomen Visible





IN PERSON ONLY
TRADESWOMEN
TUESDAY

OCTOBER 3, 5:00-6:30PM
BUILDING PATHWAYS
1705 COLUMBUS AVE
ROXBURY, MA 02121



Build A Life That Works Results



09/08/2023

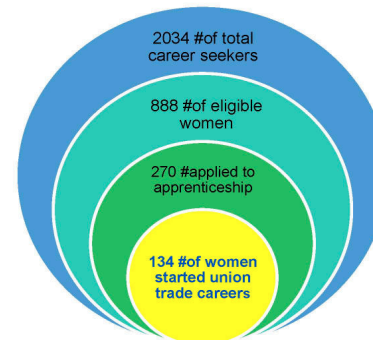
Build A Life That Works Tradeswomen Pipeline Campaign Report September, 2023

Total Career seekers: 2034

Eligible women (tier 1): 888

Applied to 1 or more apprenticeship programs: 270

Accepted to apprenticeship and started work: 134



Percent women of color in database: 68%

Percent women of color attending TWT events: 74%

Percent of women of color whom applied to apprenticeship: 72%

Percent of women of color who have started work: 74%

Outreach: High Schools

■ MA Girls in Trades

- *Collaboration of Career Tech Ed High Schools, Unions, Contractors*
- *Outgrowth of Encore Casino Project*
- *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

■ High School Road Show





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 14 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
- Pre-apprenticeship & apprenticeship utilization
- Crush barriers to success
 - *Respectful Workplace*
 - *Child Care*
 - *Ombuds services*

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.



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

Outcome: MA a Leader in Diversity

- Over 10% women in union apprenticeship programs; 400% increase since 2012
- Over 90% of women apprentices are enrolled in union programs
- 85% of apprentices of color are enrolled in union programs



Lead From Where You Are

- Set DEIA requirements as a condition of funding:
 - *Workforce participation goals*
 - *Pre-apprenticeship and apprenticeship utilization*
 - *Access & Opportunity Committees*
 - *Respectful Workplace training*
 - *Ombuds services*
 - *Supportive services such as child care & transportation*

Contact

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