



JOBS FOR THE FUTURE

ADDING A GENDER LENS TO NONTRADITIONAL JOBS TRAINING

CREATED BY WIDER OPPORTUNITIES FOR WOMEN

APRIL 2017

TOOL 1.3 **ASSESSING YOUR ORGANIZATION'S CAPACITY FOR RECRUITING WOMEN**

Use this tool when considering engaging in or creating a training program that will increase the participation of women in nontraditional jobs. This assessment helps you gauge and understand your organization's readiness for that, with a strategic assessment of your current activities and capacity for recruiting women. Use this checklist to document your efforts and challenges, and use the space to add any notes that can help you in your next steps. Keep in mind these critical questions:

- > What are you doing now to recruit women into a jobs training program?
- > What challenges to recruiting women have you faced?
- > What challenges to assessing women appropriately have you faced?
- > What challenges do you anticipate?
- > What technical assistance would improve your program's capacity to serve women?

WHO SHOULD USE THIS TOOL

Executive directors; training program directors; outreach and recruitment staff

This tool is part of Adding a Gender Lens to Nontraditional Jobs Training, created by Wider Opportunities for Women for the GreenWays initiative and revised by JFF as part of the Delivering the TDL Workforce initiative. All tools are available online at: <http://www.jff.org/newlensonjobs>.

Supported by the Walmart Foundation, Delivering the TDL Workforce expanded high-quality transportation, distribution, and logistics training programs in ten regions and promoted best practices in program design and delivery, employer engagement, and workforce partnership development. GreenWays was supported by grants from the U.S. Department of Labor through Pathways Out of Poverty and the Green Jobs Innovation Fund.

CURRENT PROGRAM STATISTICS AND GOALS

1. Does our jobs training program serve women?

- Yes No

2. Our recruitment and orientation sessions attract:

- Less than 5% women Less than 40% women
 Less than 15% women More than 50% women
 Less than 25% women

3. On average, women make up ____% of our enrollees.

4. We have set the goal of ____% female enrollment in our program.

5. Women make up on average ____% of our total completers and ____% of our total placements.

6. We have set the goal of women making up ____% of our total completers and ____% of our total placements.

7. The capacity of our program or workforce partnership to attract women is:

- Strong Needs improvement
 Somewhat strong Untested
 Limited Very weak

RECRUITMENT PRACTICES AND STRATEGIES

8. Do our outreach and recruitment materials target women?

- Yes No

9. Do our outreach and recruitment sessions target women?

- Yes No

10. Do our recruitment materials prominently feature images of and references to women working in **nontraditional** jobs?

- Yes No

11. Do our outreach and recruitment plans strategically reach out to venues and media that attract women?

- Yes No

12. Do our information sessions or orientations to our program feature women working in nontraditional jobs as speakers?

- Yes No

13. Can all prospective clients for our program take part in career exploration activities?

- Yes No

14. Are our career counselors trained to promote nontraditional jobs to women?

- Yes No

15. Do we help women identify jobs that lead to family economic self-sufficiency?

- Yes No

16. Do our staff members have a strong understanding of the impact of gender wage inequity and gender segregation in the labor market?

- Yes No

ASSESSMENT PRACTICES

17. Have we reviewed our assessment tools to ensure they are free of examples of gender disparity or discrimination?

- Yes No

18. Is our program's assessment process gender neutral?

- Yes No

19. Does our assessment process review a variety of factors in selecting participants?

- Yes No

20. Are women workers in nontraditional fields engaged in the assessment process?

- Yes No

21. Do we measure both aptitude and interest?

- Yes No

NOTES

Question Number	Next Steps