



JOBS FOR THE FUTURE

ADDING A GENDER LENS TO NONTRADITIONAL JOBS TRAINING

CREATED BY WIDER OPPORTUNITIES FOR WOMEN

APRIL 2017

TOOL 1.4 CREATING A TARGETED OUTREACH PLAN TO RECRUIT WOMEN

This planning tool guides training programs through critical steps in creating customized strategies and messages for recruiting women. The worksheet begins with strategic goal-setting on outreach to and enrollment of women. The worksheet also asks about creating and delivering a recruitment message that overcomes misconceptions about women in nontraditional roles. Finally, use this tool to map out next steps in implementing a new recruitment strategy.

WHO SHOULD USE THIS TOOL

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.

STRATEGIC PLANNING

1. Does your outreach and recruitment plan include a goal for reaching out to a specific number of women?

Yes

No

If yes, what is it?

2. Does your outreach and recruitment plan include a specific number or percentage of women participating in orientation and information sessions?

Yes

No

If yes, what is it?

3. Does your outreach and recruitment plan include a specific number or percentage of women enrolling in your training program?

Yes

No

If yes, what is it?

CREATING THE MESSAGE

4. Do your current outreach and recruitment materials target women specifically?

Yes

No

Create a headline message for a flyer targeted to women.

Remember: Be relational and specific!

Create a subtitle message (*short and/or bulleted*) that addresses women.

> _____

> _____

> _____

DELIVERING THE MESSAGE

5. Do you conduct outreach in and through venues that specifically attract women?

Yes

No

Name two or three underutilized media outlets or places that you might use to reach out to women in your community.

6. Who is your best staff member or volunteer to deliver the message?

7. Name two gender-related myths or misconceptions that might make women hesitant to explore nontraditional job opportunities and provide facts that redress them.

Myth: _____

Fact: _____

Myth: _____

Fact: _____

NEXT STEPS

8. Outline four steps that you and your team can take to improve your outreach strategies and increase the number of women participating in your program.

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NOTES
