

TRADESWOMEN, INC

TWI ORGANIZATIONAL OVERVIEW

Tradeswomen, Inc. was California's first organization for women in the trades. It was founded in 1979 as a grassroots support organization to build community among the growing numbers of women in blue collar skilled craft jobs. TWI is a 501(c)3 non-profit community-based organization.

Tradeswomen, Inc. has three goals:

- Recruit more women into the building and construction trades
- Promote retention of women in the trades
- Develop tradeswomen's capacity for leadership and career growth, on the job and in their unions.

In the course of its first 25 years, TWI

- Published Tradeswomen magazine, the only national magazine written by and for blue collar women;
- Sponsored the first national conference for women in the trades in 1983 at Laney College in Oakland, California
- Designed and operated a pre-apprenticeship program for women;
- Implemented support groups and workshops for Bay Area tradeswomen.

TWI's history with labor unions stems from its founding mission to increase the number of women working in the building trades. Many of our active members hold elected and appointed leadership positions within their unions. Over the last five years, TWI has built a strong partnership with the State Building and Construction Trades Council, the statewide coalition of construction unions.

TWI partnerships put us in regular contact with local contractors as well, including the Port of Oakland's PLA Social Justice Committee and the Oakland Apprenticeship Workforce Development Partnership System, to name two.

TWI operated as a volunteer organization until June, 2002, when the Board of Directors hired an Executive Director to meet increased regional demand for services. With a dedicated core of tradeswomen who are articulate and passionate about issues affecting women in nontraditional jobs, TWI is broadening its scope of action.

Conferences and Events

TWI organized the November 1999, Northern California Regional Tradeswomen Conference, supported by the Department of Labor Women's Bureau, Region IX. 150 tradeswomen and supporters gathered in Oakland to learn from each other and plan for the future. A resolution developed by the conference was unanimously adopted at the State Building and Construction Trades Council's 2000 convention, pledging the Council to intensify its efforts to recruit and retain women in all affiliate unions.



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At the fall 2000 dedication of the Rosie the Riveter Memorial in Richmond, California TWI connected the "Rosies," tradeswomen of WWII, and today's tradeswomen by publishing *Tradeswomen: Pioneers Then and Now* (with support from the Women's Bureau, Region IX).

Following this event, TWI partnered with the Women's Bureau and California's Department of Industrial Relations to produce *Tradeswomen, Then and Again: The Tribute*, held in March 2001. This event brought together more than 500 high school students, 25 employers and unions, and 100 tradeswomen to the Rosie the Riveter Memorial for a career fair and trades demonstration with women showcasing their crafts, a tour of the memorial, and a tribute to "Rosies" of yesterday and today. TWI produced a video of this event that has since been shown widely to unions, apprentices, employers and schools.

Women Building California — Statewide Conferences for Women in the Trades

In May 2002, TWI developed and managed the agenda for the State Building and Construction Trades Council's (SBCTC) first statewide conference for women in the trades. *Women Building California 2002* brought more than 200 tradeswomen, many sent as representatives of their unions, to Sacramento to network and discuss strategies for increasing the numbers of women in the trades.

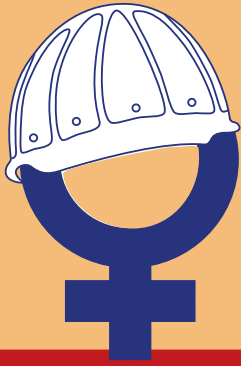
The success of this partnership with the SBCTC, led to TWI being asked to develop and manage the agenda for the Second Annual *Women Building California Conference*, held March 15-16, 2002 in Sacramento. This weekend drew 343 people—primarily women who work in the building trades (16 crafts and at least 54 Local Unions were represented), as well as advocates, educators, government personnel and legislators — to network, share stories, and develop strategies to recruit, retain and promote women's leadership in the unionized construction industry.

An important outcome of the conference was the launching of the California Tradeswomen Policy Committee. This committee, slated to meet three times a year, is charged with developing policy recommendations that promote recruitment, retention and leadership development of women in the building trades.

for a variety of institutions—employers, unions, apprenticeship programs, government agencies, legislators and schools.

CAC Blue Ribbon Committee on Women in Apprenticeship

In January, 2003, the California Apprenticeship Council, (CAC)—advisory council to the state's Division of Apprenticeship Services—formed a Blue Ribbon Committee on Women in Apprenticeship. This committee will make recommendations on recruiting and retaining women in the apprenticeable trades. The Council's Chairman was motivated to initiate this committee after a TWI presentation at a previous CAC meeting sounded the alarm that numbers of women in California apprenticeships are declining. TWI's executive director and treasurer were appointed to serve on the Blue Ribbon Committee.



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Women Can Build California Marketing Materials

TWI partnered with the Women's Bureau and the State Building Trades Council's WIA program, Building California Construction Careers (BC3), to launch a recruitment/marketing campaign targeted at recruiting young women to the building trades to help fill the shortage of construction workers in the state. The campaign includes a 7-minute video featuring tradeswomen who attended the May 2001 conference and speak about their careers in the trades and what it takes to work successfully in construction, as well as brochures and posters in both English and Spanish.

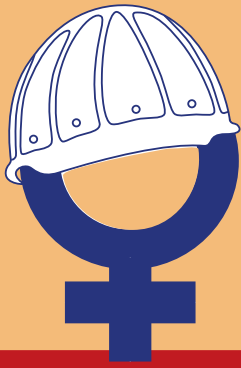
As of January 2003, more than 8,000 marketing packages were distributed to high schools and vocational schools, one stop centers, unions, apprenticeship programs, contractors and employers, and at conferences for school-to-career and vocational counselors.

2002/03 WANTO (Women in Apprenticeship and Nontraditional Occupations) Grant

TWI was the administrator and lead agency in this partnership with our Southern California sister organization, WINTER. WANTO enabled TWI to develop and strengthen connections with employers and labor unions throughout the state, as we help them recruit and retain women in the construction workforce.

Tradeswomen Inc. accomplishments under this WANTO grant include:

- Outreach to 1,893 women, oriented 141 women, trained 50 women, and provided supportive services to 103 women.
- Placed 27 women in construction pre-apprenticeship and apprenticeship programs.
- Made presentations on women and apprenticeship and non-traditional occupations to two local Employer/Labor Union (E/LU) partnerships, two local labor union organizations and two local contractor organizations.
- Completed and is distributing three brochures—on recruitment, retention and sexual harassment—directed at employers and unions.
- Presented a workshop to employers and labor unions on employment issues for deaf workers, offering strategies to recruit, train, and place deaf women in apprenticeships and nontraditional occupations (A/NTO).
- Provided mentoring services to the Bay Area Construction Sector Intervention Collaborative (BACSIC), a collaborative of pre-apprenticeship training and other social service providers which recruits, trains, tutors, case manages, and places Bay Area women and men into skilled trades apprenticeships and jobs. Under our guidance, BACSIC has utilized the bilingual Women CAN Build California materials to increase the number of women attending monthly orientations;



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increased the recruitment rate of women into pre-apprenticeships by using tradeswomen role models and by holding a post-orientation lunch where the women can learn about special resources available to them; and increased the knowledge of their case management staff on strategies that work to support female pre-apprentices and tradeswomen on the issues they face.

- Made presentations to Bay Area regional Building Trades Councils, the Bay Area Apprenticeship Coordinators Association, the California Apprenticeship Coordinators Association, the California Apprenticeship Council, and many individual apprenticeship programs and unions in Northern California and throughout the state.
- Working with the Department of Labor's Office of Federal Contract Compliance Programs (OFCCP) to establish the required Oversight Committees of industry and community partners for the two Bay Area "mega-projects," the rebuilding and retrofitting of the San Francisco Bay Bridge and the construction of the new San Francisco Federal Building. TWI initiated a subcommittee to discuss recruitment, mentoring and support for women recruited for these projects.

Other Ongoing and Developing Programs

TWI publishes an online Electronic Newsletter, sent to more than 600 tradeswomen and supporters, that provides information on job and apprenticeship openings, events and news of interest, and is used by employers and unions as an outreach tool and recruitment source for women.

TWI developed and presents Tools for Survival, a one-day workshop for apprentices and pre-apprentices about sexual harassment and strategies for success in nontraditional careers to numerous pre-apprentice and apprenticeship programs, and continues to present a modified version of this at monthly sessions of BACSIC trainees. TWI also developed the curriculum for a mentoring program and has successfully piloted the training by matching six apprentices and pre-apprentices with six veteran tradeswomen mentors.

TWI is a founding partner in Tradeswomen Now and Tomorrow (TNT), a national organization of tradeswomen and advocate organizations working to share best practices and impact national policy on tradeswomen issues. TWI sits on TNT's founding board and has contributed countless volunteer hours to its development.

TWI helped TNT organize a highly successful annual meeting and policy briefing on women and A/NTO issues in Washington in June that included addresses by several International Union presidents, as well as a congressional luncheon hosted by three female senators. TWI was responsible for writing the Labor Policy Briefing Paper for those meetings. TWI also spoke on TNT-organized panels at the National Building Trades Department's annual conferences (2002 and 2003) in Washington, D.C.