



Diversity in the Building Trades: Supply and Demand

WORLD PENSION ALLIANCE AND TRANSATLANTIC CONFERENCE

Our History – The Power of Collective Bargaining to Change the Face of Construction

- Created in 2011 pursuant to a Project Labor Agreement
- Have used PLAs since to expand our work and create greater diversity, inclusion and equity in the trades

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
- Respectful Workplaces
- Childcare for Nonstandard Hours
- Advocacy

Pre-Apprenticeship Training

- 5 union-affiliated programs in MA:
 - *Building Pathways Boston*
 - *Building Pathways South*
 - *Building Pathways Worcester*
 - *Community Works*
 - *SkillsBuild*
- Prepare diverse participants to enter into a registered apprenticeship program

Boston: 490 participants; 90% women and/or BIPOC; 84% placement

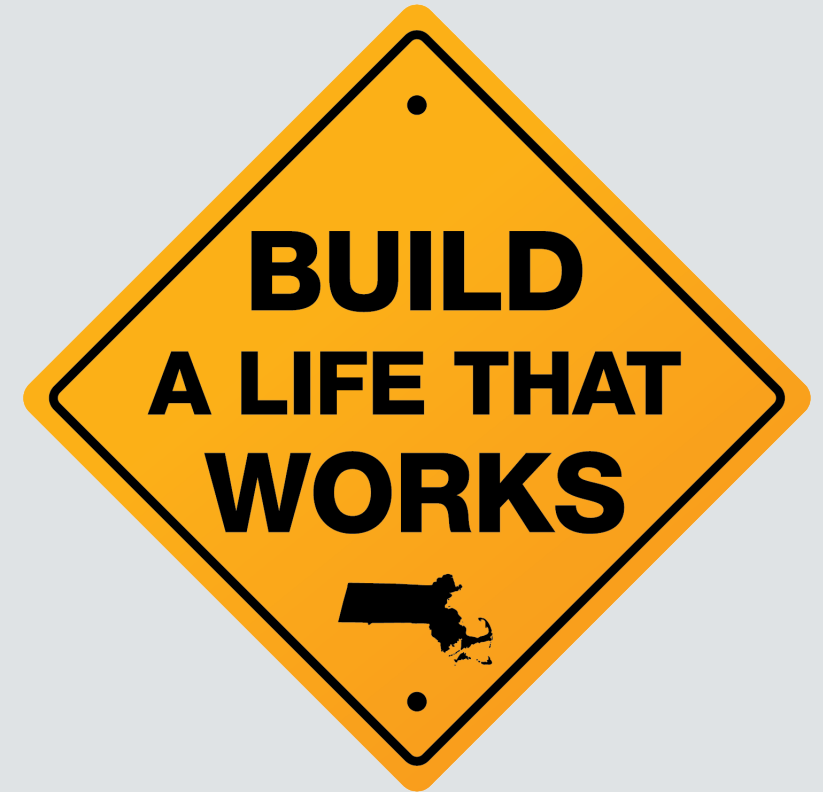
7 Key Elements

- 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

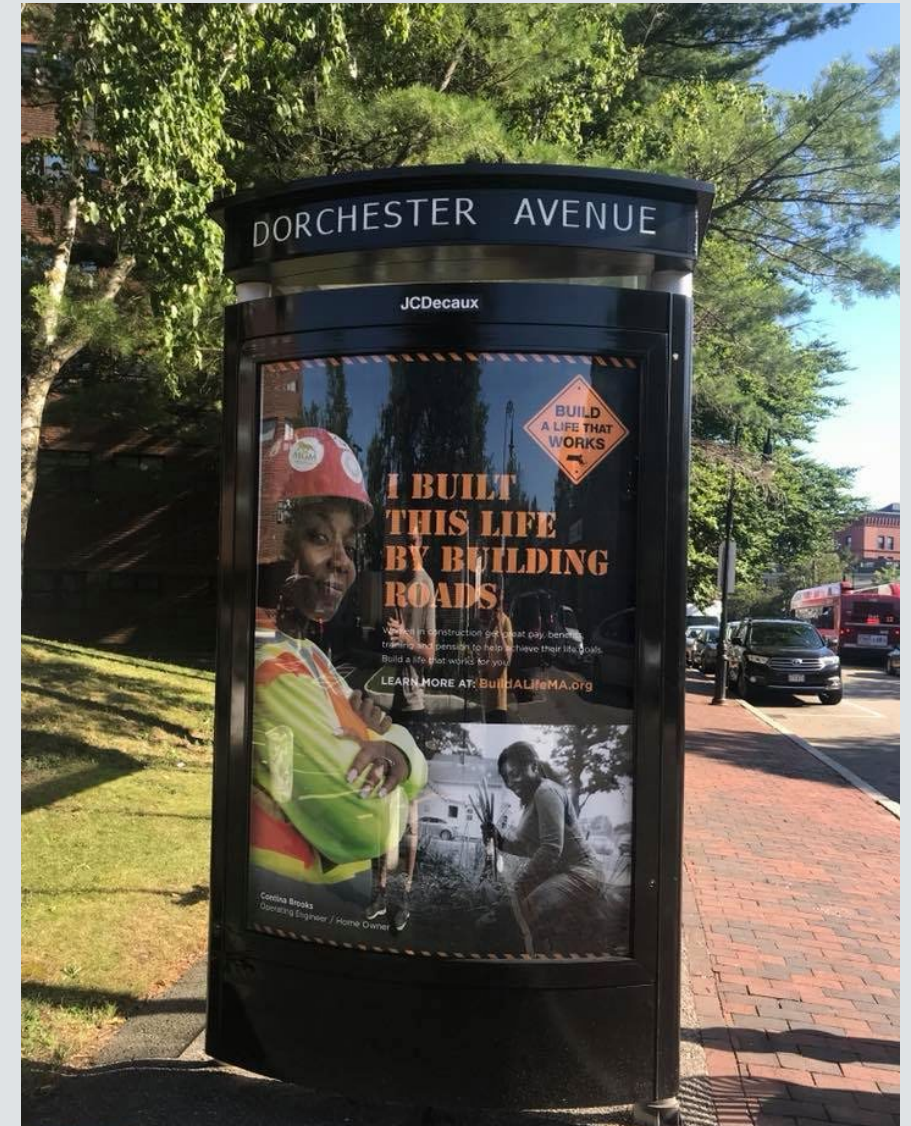


Outreach: Build A Life That Works

- 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





**BUILD
A LIFE THAT
WORKS**



**BUILD
A LIFE THAT
WORKS**

*Western
MA*

TRADESWOMEN TUESDAYS

for women interested in construction careers

Upcoming Dates

Jan 3 May 2
Feb 7 June 6
March 7 Aug 1
April 4 Sep 5



Join us to learn about opportunities for women in the union building trades the FIRST Tuesday of each month at 5PM. (Scan the QR code for more information)

MUST Register online at BuildALifeMA.org/news-and-events/

CONTACT US



✉ amyncte@buildingpathwaysma.org ☎ 857 800 8881 BuildALifeMA.org

TRADESWOMEN WEDNESDAY

for women interested in construction careers

**WEDNESDAY
MARCH 15th
5PM**



Join us in person or via Zoom to learn about opportunities for women in the union building trades on Wednesday 3/15/2023 at 5PM at Laborers Local 596 located at 345 Northampton St. Holyoke, MA. (Scan the QR code to register)

MUST Register Here: <https://tinyurl.com/xs2pdcv>

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Build A Life That Works Results



05/08/2023

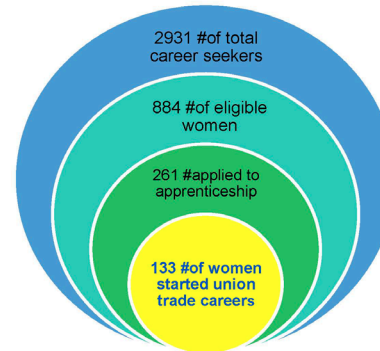
Build A Life That Works Tradeswomen Pipeline Campaign Report April 2023

Total Career seekers: 2931

Eligible women (tier 1): 884

Applied to 1 or more apprenticeship programs: 261

Accepted to apprenticeship and started work: 133



Percent women of color in database: 67%

Percent women of color attending TWT events: 73%

Percent of women of color whom applied to apprenticeship: 73%

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!



- 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 Unions Lead in Diversity

- Over 10% women in union apprenticeship programs
- 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*

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