

Agenda

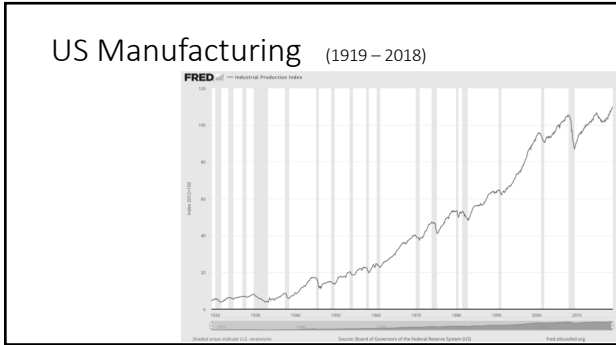
10:00 am	Welcome
10:20	Facts, Trends, Challenges
10:35	Case Study: "Recruiting Women into a College Trades Program"
11:00	Panel: "My Life as a Woman in the Manufacturing Skilled Trades"
Noon	LUNCH
1:00 pm	Panel: "How to Increase the Number of Women in Manufacturing"
2:00	Breakout: "Brainstorm on Approaches / Best Practices"
2:40	Wrap-Up
3:00	(Optional): Tour of Chabot Manufacturing Programs

- ### Welcome
- Mark Martin
 - BACC Regional Director, Mfg.
 - Dr. Kristin Lima
 - Chabot College, Dean of Applied Tech/Business

- ### Sponsors
- Bay Area Community Colleges
 - Special thanks to Chabot College
 - Association of Manufacturers Bay Area (AMBayArea)
 - Workforce Development Boards
 - Special thanks to Alameda County WDB

- ### Special Guests
- Marian Sousa, 94 Draftswoman
 - Tammy Brumley
 - Sarah Pritchard
 - Rosie the Riveter Trust, Exec. Dir.

Facts, Trends, & Challenges



California Manufacturing (2018)

• Total Manufacturing Output	\$317 B
• % share of total gross state product	11%
• CA Mfg Firms	35,500
• CA Employment	1.3 M
• Bay Area Mfg Firms	8,800 (25%)

Sources: U.S. Bureau of Economic Analysis and the U.S. Census Bureau
<https://www.nam.org>

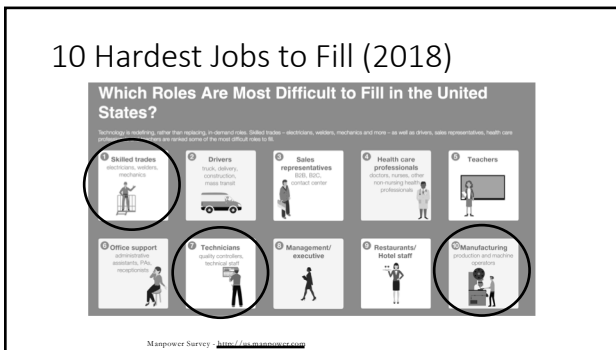
Bay Area Skilled Trades Jobs (12 counties, 2019)

• Total Bay Area Jobs	4.9 M (100%)
• Skilled Trades* (incl. auto/construct.)	470 k (10%)
• Skilled Trades (mfg, mfg-related)	180 k (4%)
• Engineers	38 k

*Hands-on technical skills, median pay >= \$16
 EMSI data (2017)

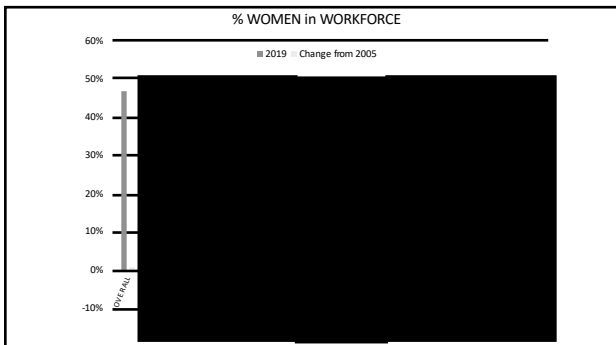


- ### 10 Hardest Jobs to Fill (2011)
1. Skilled Trades
 2. Sales Representatives
 3. Engineers
 4. Drivers
 5. Accounting and finance Staff
 6. IT Staff
 7. Management / Executives
 8. Teachers
 9. Administrative Staff
 10. Machinist
- Manpower Survey - <http://www.manpower.com>



Why We're Here

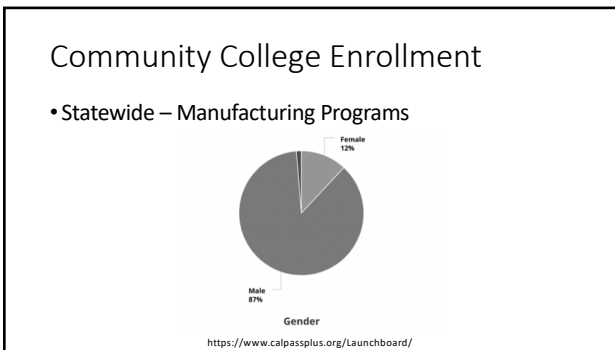
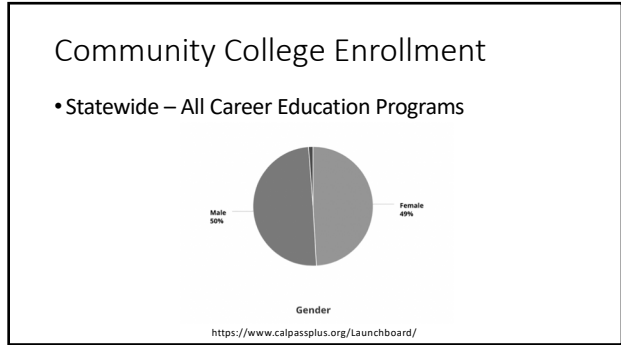
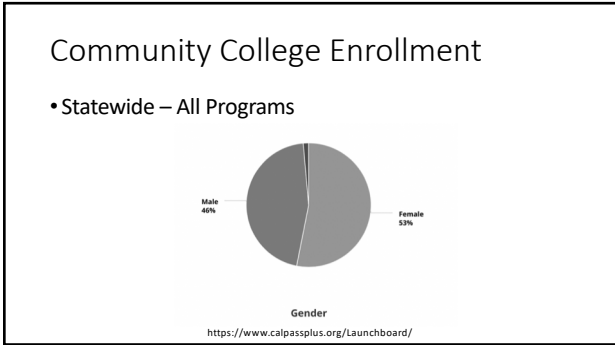
- Bay Area companies need more skilled workers
- We hear it all the time
- What can we do?



Community College Enrollments

The LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. [Find out more about the LaunchBoard dashboards here.](https://www.calpassplus.org/Launchboard/)

<https://www.calpassplus.org/Launchboard/>



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Recruiting Women into a College Trades Program

Julia Johnson
Automotive Faculty
Skyline College

[PPT File](#)

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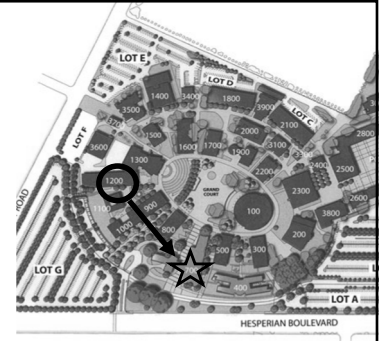
PANEL:

My Life as a Woman in the Manufacturing Skilled Trades

- Claudia Wentworth (MODERATOR)
- Carol Barry (Tesla, Tool & Die Apprentice)
- Erin Cuellar (Steris, Senior Operations Mgr)
- Dawn Hill (LLNL, Machining Apprentice)
- Diane Starr (Laney College, Machining Student)
- Julissa Ceratto (San Leandro HS alum, Machining Student)

Lunch Time

- Return by 1:00



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PANEL:

How to Increase the Number of Women in Manufacturing

- Michelle Acosta (MODERATOR)
- Sue Frieders (LLNL, Superintendent)
- Barbara Juarez (Eden HS ROP, Welding Faculty)
- Liisa Pine Schoonmaker (Chabot, Welding Faculty)
- Alyssa Stone (Crucible, Director of Programs)
- Meg Vasey (Tradeswomen, Inc., Exec Director)

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10 Approaches Any Business Can Do to Hire More Women

- Simplify job descriptions.
- Use gender-neutral language in job descriptions.
- Include a written commitment to diversity on your website.
- Check your website images.
- Offer as generous paid family leave as you can afford.
- Support groups dedicated to diversity.
- Speak out on issues you care about.
- Conduct "blind" interviews.
- Uncover bias by sending through false positives.
- Encourage mentorship.

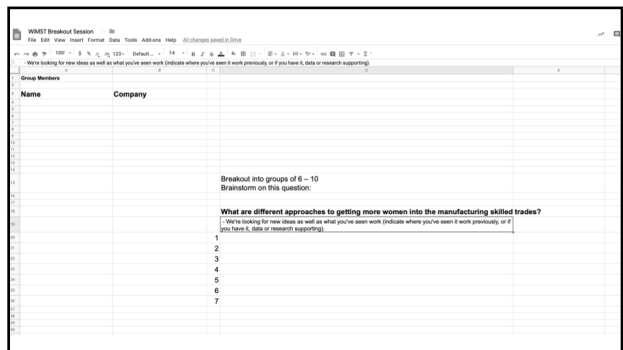
<https://www.inc.com/debbie-madden/10-simple-things-any-business-can-do-to-hire-more-women.html>



Brainstorm on Approaches / Best Practices



- Breakout into groups of 6 – 10
- Brainstorm on these questions:
 - **“What are different approaches to getting more women into the manufacturing skilled trades?”**
 - **“What can your company do differently?”**
 - We’re looking for new ideas as well as what you’ve seen work (indicate where you’ve seen it work previously, or if you have it, data or research supporting).
 - Put these in the Google document: <https://tinyurl.com/WIMSTDoc>
 - We’ll compile these and use for future sessions
 - Return here by 2:40



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Community College Enrollments



California Community Colleges

LaunchBoard

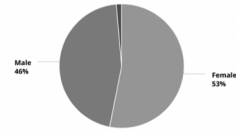
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<https://www.calpassplus.org/Launchboard/>



Community College Enrollment

• Statewide – All Programs



Gender

<https://www.calpassplus.org/Launchboard/>

Community College Enrollment

• Statewide – All Career Education Programs

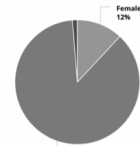


Gender

<https://www.calpassplus.org/Launchboard/>

Community College Enrollment

• Statewide – Manufacturing Programs



Gender

<https://www.calpassplus.org/Launchboard/>

APPENDIX

How is it made?



<http://manufacturing.stanford.edu>

How is it made?



How is it made?

