



- Graduated from Skyline's Auto Tech certificate program in 2007
- 6 ASE's
- EA smog license
- Independent repair shops
- Smog Referee program
- School 20 hrs/week
- Worked 30 hrs/week
- 4.0 GPA
- 9 scholarships
- 2 kids
- Began teaching my 2nd year in school

Who was I?

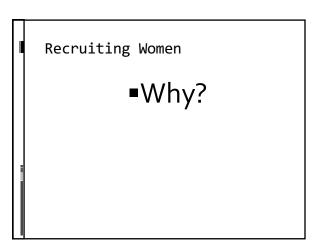
- No automotive experience
- Dyslexic
- 3rd grade math level
- Lacking confidence
- Fear of failure
- 38 year old mom

How did I get from there to here?

- A bridge
- My teachers
- Whole lot of support!







Who are your students?

- What percentage of your students are female?
- What kinds of classes do you offer?



Recruiting Women

- What do women bring to the industry?
- What do women bring to your school?
- Why should women consider the automotive industry?



Recruiting Women

- Answer these questions and you're halfway there
 - Industry wants women
 - Tech programs want women
 - Women want opportunities
 - Now answer this one –
 - What can I do to bring these women from THERE to HERE?

The Key Element

- Women won't go where they're not wanted
- What is the image of the auto industry?
- What should your message be?



Recruiting Women

- Your school is already open, available and inclusive
- So, where are they?

Key Elements

- An Invitation
- Specific recruiting materials
- "bridge" classes
- Support and resources

Recruiting Women

- Inclusive is not enough
- Presentations and recruiting material must be specific*
- Women on staff? Female students?





Recruiting Women

An invitation

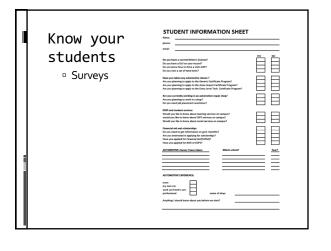


Barriers to Participation and Success

- Income status
- Lack of auto experience
- Insufficient Math and science background
- Family status
- Culture
- Gender

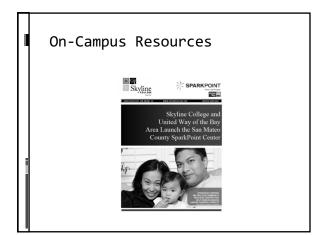
What can you do? What are your resources? On campus support?

- Local social services
- Financial aid
- Scholarships
- Tutoring
- Hands-on time



PRIOR NOTICE

- Require PRIOR NOTICE for absences email is best
 - Gives you more insight as to their situations
 - Gives you opportunities to ask in a non-face-to-face way if they'd like information about resources
 - Gives you documentation if needed court appearances, letters of reference, etc. – documentation tells the story that time cards don't





Resource Guides • Your county's social services Image: Construct the services Image: Construct the services Image: Construct the services • Local libraries

Workforce Investment Boards



