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| |  |  | | --- | --- | | |  | | --- | | A picture containing person, text, book, person  Description automatically generatedDuring World War II women in the United States helped solve the manufacturing crisis by responding to the government’s call to work in the factories, while men were away fighting the War. The **Rosie the Riveter Campaign** – created by the US Government - ran newsreel footage of women working in the factories to show that women could do this kind of dirty heavy work and were proud of it. The We Can Do It! poster seen in this email to this day is a symbol of women’s empowerment.  Fast forward to July 5, 2019 – the date a **Gallup Report was released, "Women Could Solve Manufacturing’s Labor Crisis.**" The Report said there are 2 million jobs that remain unfilled in Manufacturing in the U.S. and went onto describe changes that should be made to make the industry more appealing to prospective female talent.  And here we are in August of 2020 and COVID-19 has made the entire world painfully aware of the importance of manufacturing and local supply chain as countries scramble for PPE essentials and medical testing kits and struggle to maintain food supply chain. **Post-pandemic there is likely to be a new respect for the importance of manufacturing and its role in saving lives and increased domestic opportunities. There will be an opportunity for a reset – including participation of women in all aspects of this industry.**  **Yet how do you recruit modern day Rosies?** **Join Donna Milgram for her Webinar on Tuesday September 8 at 10 am PT on Recruiting Women to Manufacturing in which she'll be sharing how 2 community colleges did so after developing Recruitment and Retention Plans in her WomenTech Educators Online Training Program.**She'll also be sharing how the programs dramatically improved retention of both female and male students in one semester.[Register for the Webinar Here.](https://iwitts.acemlnb.com/lt.php?notrack=1&notrack=1&s=bad97c655476f96a390a72c05a742011&i=1613A4184A84A26228) It’s free and on Zoom and there will be plenty of time for your questions.  IWITTS is hosting a **Manufacturing focused** [WomenTech Educators Online Recruitment Bootcamp](https://iwitts.acemlnb.com/lt.php?notrack=1&notrack=1&s=bad97c655476f96a390a72c05a742011&i=1613A4184A84A26227" \t "_blank) October 22 and 23 from 8 am to 12 pm PT. Come with a School Team (recommended) or participate on your own (popularly requested), [Register Now.](https://iwitts.acemlnb.com/lt.php?notrack=1&notrack=1&s=bad97c655476f96a390a72c05a742011&i=1613A4184A84A26227)  I hope you are well and safe.  Warmly, | | |
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| |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | |  |   Before the WomenTech Educators Training, I felt like I was just spinning my wheels trying to get more women into our Automotive Manufacturing Technology program. **After the training, Lawson State went from only 2 female students in Automotive Manufacturing Technology to 11 in just over a year.**  **If you’re tired of spinning your wheels attempting to get more women in your program, then the WomenTech Educators Training is the way to do it.**  **I think the team was the biggest difference.** We were able to get all kinds of perspectives. I think it worked much better because we had buy-in from the instructors and the staff—if you're working on it and you're part of it, you own it. **Our team owned the Recruitment and Retention Plans**. We were able to hear what strategies had been tried in the past that didn’t work, so we could leave those out of our plan."  *~ Nancy Wilson,****Assistant Dean, Career Technical Education, Lawson State Community College, Bessemer, AL****brought a team to a 2017 WomenTech Educators Online Training* | | |