

# LOGIC MODEL – WOMEN IN THE TRADES

	WOMEN	EXPECTATIONS & PERCEPTION	APPRENTICESHIPS	EMPLOYERS	EDUCATION	PARENTS	GOVERNMENT MINISTRIES & OCT
PROCESS OBJECTIVES	<ul style="list-style-type: none"> <li>- develop contact list of women who are certified journeypersons;</li> <li>-survey these women to determine: why they entered the trades, experiences, recommendations, interest in being a mentor, &amp; need for an inter-trade dialogue support group</li> <li>- develop targeted campaigns to promote trades for: girls (grade 6 +); young women; and second career women (based on survey response);</li> <li>- develop a strategy to acknowledge and celebrate women in the trades</li> <li>- provide and support participation in experiential learning opportunities such as: career fairs, skills' camps, modern mining &amp; technology week, etc;</li> </ul>	<ul style="list-style-type: none"> <li>- modernize language and images used to portray trades;</li> <li>-conduct a poll or survey to see what perceptions exist about the trades (with students, parents and others)</li> <li>-develop strategy* to: promote the range of trades' options available that includes realistic expectations (education &amp; experiential training required; salary potential; responsibilities; not easy to find employment; transferability of skills) &amp; ability to start/own a business or teach</li> <li>- identify where info exists; available funding sources (to help students) &amp; location of trades' courses in Ontario;</li> </ul> <p style="font-size: small; color: #0070C0;"><i>*could include PSAs similar to current National Defence ads to glamorize the trades</i></p>	<ul style="list-style-type: none"> <li>- identify ways to enhance apprenticeship support systems: for students in high school &amp; college (mentors, apprentice contact point-person) and employers (go-to person);</li> <li>- create a database of employers who are interested in providing apprenticeship opportunities (similar to employer registry database);</li> </ul>	<ul style="list-style-type: none"> <li>- develop an employer resource (and dissemination plan) that: illustrates benefits of hiring women; emphasizes importance of investing in apprenticeship opportunities (contribute to their bottom line), meaningful summer jobs and workplace mentors &amp; advocates; explains realistic expectations re: apprentices; identifies HR requirements (accommodating women, safe &amp; harassment-free workplace); and provides info on employer incentives;</li> <li>- start new award program to recognize exemplary employers (who hire women and apprentices)</li> <li>- ask these employers to be role models &amp; champions;</li> <li>- organize networking event for employers (re: benefits of training apprentices and hiring women);</li> </ul>	<ul style="list-style-type: none"> <li>- examine current school strategies used to create interest &amp; promote the trades with students;</li> <li>- develop a resource &amp; conduct in-service for teachers &amp; guidance on: range &amp; value of trades' jobs (viable career path); jobs in demand; apprenticeship opportunities that exist; skills needed (i.e. math); where trades' courses are offered; etc.</li> <li>- develop a resource for parents (see: parents) that can be sent home with students, shared at open houses and other venues;</li> <li>- explore use of new IPP (Individual Personal Plan) requirements for all students as a potential tool to discuss a career in the trades;</li> <li>- consider all women classes (entry level courses)</li> </ul>	<ul style="list-style-type: none"> <li>- develop resource and marketing campaign aimed at parents re: benefits of a career in the trades for their child and opportunities for apprenticeship;</li> <li>- recruit employers (utility, mining sector, city, hospital) to send out notices to parents re: viability of a career in the trades for their child;</li> <li>- actively engage parents once a student signs up for an apprenticeship;</li> </ul>	<p>These recommendations to be provided to relevant government bodies:</p> <ul style="list-style-type: none"> <li>- revamp workplace incentives and support systems for apprentices;</li> <li>- revisit experiential trades' training/exposure in school</li> <li>- increase collaborations between: gov't, education, OCT &amp; industry/employers;</li> <li>- offer experiential summer jobs for women in trades, &amp; entrepreneurs;</li> <li>- revisit former Institute for Women (promote trades);</li> <li>- revise apprenticeship to journey-person ratios;</li> <li>- develop tracking system (education to employment) &amp; revise funding models for post-secondary</li> <li>-revisit industry and union policies to increase minimum # of apprentices in their workplace</li> </ul>
OUTCOME OBJECTIVES	<ul style="list-style-type: none"> <li>- increased understanding of why women enter trades and their experiences</li> <li>- a mentor database &amp; support system</li> <li>- increased awareness and enrolment in trades' programs</li> <li>- better understanding of home/life balance</li> </ul>	<ul style="list-style-type: none"> <li>-create a realistic, improved image of the trades and range of opportunities</li> <li>- counterbalance negative image of a career in the trades</li> <li>-reduced stigma</li> <li>-easy to access resource re: program offerings in Ontario, requirements and funding sources</li> </ul>	<ul style="list-style-type: none"> <li>-a clearly articulated support system for both the apprentice and the employer</li> <li>-an employer database for apprenticeship opportunities</li> </ul>	<ul style="list-style-type: none"> <li>-increased employer buy-in &amp; commitment to train apprentices and hire women;</li> <li>- network of exemplary employers to champion and mentor other employers</li> <li>- potential contact point for other employers</li> </ul>	<ul style="list-style-type: none"> <li>-increased understanding by educators and guidance re: the range of trades opportunities for all students</li> <li>-reduced stigma and increased support</li> <li>-increased communication between school and parents</li> <li>-better in-school system for supporting career pathways</li> </ul>	<ul style="list-style-type: none"> <li>- increased understanding re: opportunities and viability of a career in the trades for their children</li> <li>- reduced stigma</li> <li>-increased multi-media messages to parents</li> <li>-increased parent involvement &amp; support</li> </ul>	<ul style="list-style-type: none"> <li>-increased government &amp; education accountability for apprentice success (to achieve certificate of qualification, experience needed and a job)</li> <li>-decreased ratios</li> <li>-increased # of student apprenticeship opportunities</li> </ul>
GOALS - LONG TERM OBJECTIVES	-increased number of women in trades    - a modernized realistic image of the trades    - increased number of employers hiring women - increased political will and demonstrated commitment towards women and apprentices						

VISION

Where increased numbers of women enter the trades and hiring practices and opportunities are equitable