

# Women in Manufacturing Skilled Trades

February 21, 2020



# 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

## Women in MFG Skilled Trades Symposium

<b>GOALS:</b>		<p><b>GOALS:</b> This is an event for manufacturing companies &amp; educators to come together to learn techniques and approaches to recruiting more women into the manufacturing skilled trades.</p> <p>At the end of this event, companies will</p> <ol style="list-style-type: none"> <li>1) have examples of techniques and approaches that have been successful at recruiting women,</li> <li>2) learn what hasn't worked and the barriers to hiring and keeping women in a manufacturing setting, and</li> <li>3) hear directly from women in manufacturing on what attracted them and motivated them to go into manufacturing.</li> </ol>			
<b>Date:</b>	Feb 21, 2020 (Friday)				
<b>Location:</b>	Chabot College (Stage One & Event Center)				
<b>FRIDAY</b>					
<b>Start</b>	<b>End</b>	<b>Event</b>	<b>Speaker</b>	<b>Room #</b>	<b>Description</b>
9:00	10:00 AM	Check-in, Breakfast & Networking		Stage One (Building 1200)	
10:00 AM	10:20 AM	Opening Remarks / Welcome	Mark Martin (BACCC, Regional Director - Mfg Administrator (Chabot College, ) Kristin Lima (Chabot College, Dean) Sarah Pritchard (Rosie the Riveter Trust, Exec. Director)	Stage One	
10:20 AM	10:35 AM	The Facts, Trends & Challenges	Mark Martin	Stage One	Numbers around manufacturing employment, demand, employment gap, skills gap, women in mfg, etc.
10:35 AM	11:00 AM	Presentation "Case Study of Recruiting Women into a College Trades Program"	Julia Johnson (Skyline College, Automotive Faculty)	Stage One	
11:00 AM	12:00 PM	Panel Session (Skilled Tradeswomen) "My Life as a Woman in the Manufacturing Skilled Trades"	Moderator (Claudia Wentworth, Mfg Executive) - Carol Barry (Tesla, Tool & Die Apprentice) - Erin Cuellar (Steris, Senior Operations Mgr / Women in Mfg rep) - Dawn Hill (LLNL, Machining Apprentice) - Diane Starr (Laney College, Machining Student) - Julissa Cerrato (San Leandro HS Alum, Machining Student)	Stage One	POSSIBLE QUESTIONS: - What got you interested in skilled trades and mfg? - What has kept you interested in pursuing this career? - What attracted you to your current job, what attracts you in general to a company? - What have been the challenges you've faced in your career? - Where do you look for information about mfg and skilled trades? Where should companies go to find women to hire? - What things do companies need to do to hire and retain women in the skilled trades / mfg? - Can you share an on-the-job story where your gender was especially an asset? (not sure if this is a good question or not, it was suggested to me by a woman engineer)
12:00 PM	1:00 PM	LUNCH & NETWORKING		Event Center (Building 700)	
1:00 PM	2:00 PM	Panel Session (Manufacturers / Educators) "How to Increase the Number of Women in Manufacturing"	Moderator (Michelle Acosta, Acosta Sheet Metal) - Sue Frieders (LLNL, Superintendent of Technical Staff) - Barbara Juarez (Eden HS ROP, Welding Faculty) - Liisa Pine Schoonmaker (Chabot College, Welding Faculty) - Alyssa Stone (Crucible, Director of Programs) - Meg Vasey (Tradeswomen, Inc., Exec Director)	Stage One	POSSIBLE QUESTIONS: - What are some of the approaches that you've seen that work well with attracting women to a manufacturing career? - Are there companies or organizations that you can point to that do a good job (they don't have to be in the manufacturing space)? - From your experience, what do we need to do to get more girls and young women interested in these careers? - If you could wave a magic wand, and change one thing to get more women into the manufacturing skilled trades, what would you change? - Describe what an ideal company would look like that would attract women into a career there.  Organizations who are working to recruit / retain women in the skilled trades. Perspective on what they've seen, how do they approach, issues they've seen. Values, goals, objective to help recruit more women.
2:00 PM	2:10 PM	Approaches to Recruiting Women into MFG	Instructions on what to do during breakout	Stage One	BREAKOUT SESSIONS
2:10 PM	2:40 PM	Breakout Discussion: Brainstorm on Approaches / Best Practices	Breakout into groups of 6-10.	Stage One	Brainstorm: - What are 2 things your company and/or you can do in the next 60 days to help improve conditions for getting more women into the MST? Next 6 months? Next 2 years?  What are the ACTION ITEMS that this group, companies, and individuals should list coming out of this meeting?
2:40 PM	3:00 PM	Report Out and Action Items		Stage One	
3:00 PM	3:00 PM	Tour of Chabot Facilities		Stage One	Next steps

# Welcome

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

# Sponsors

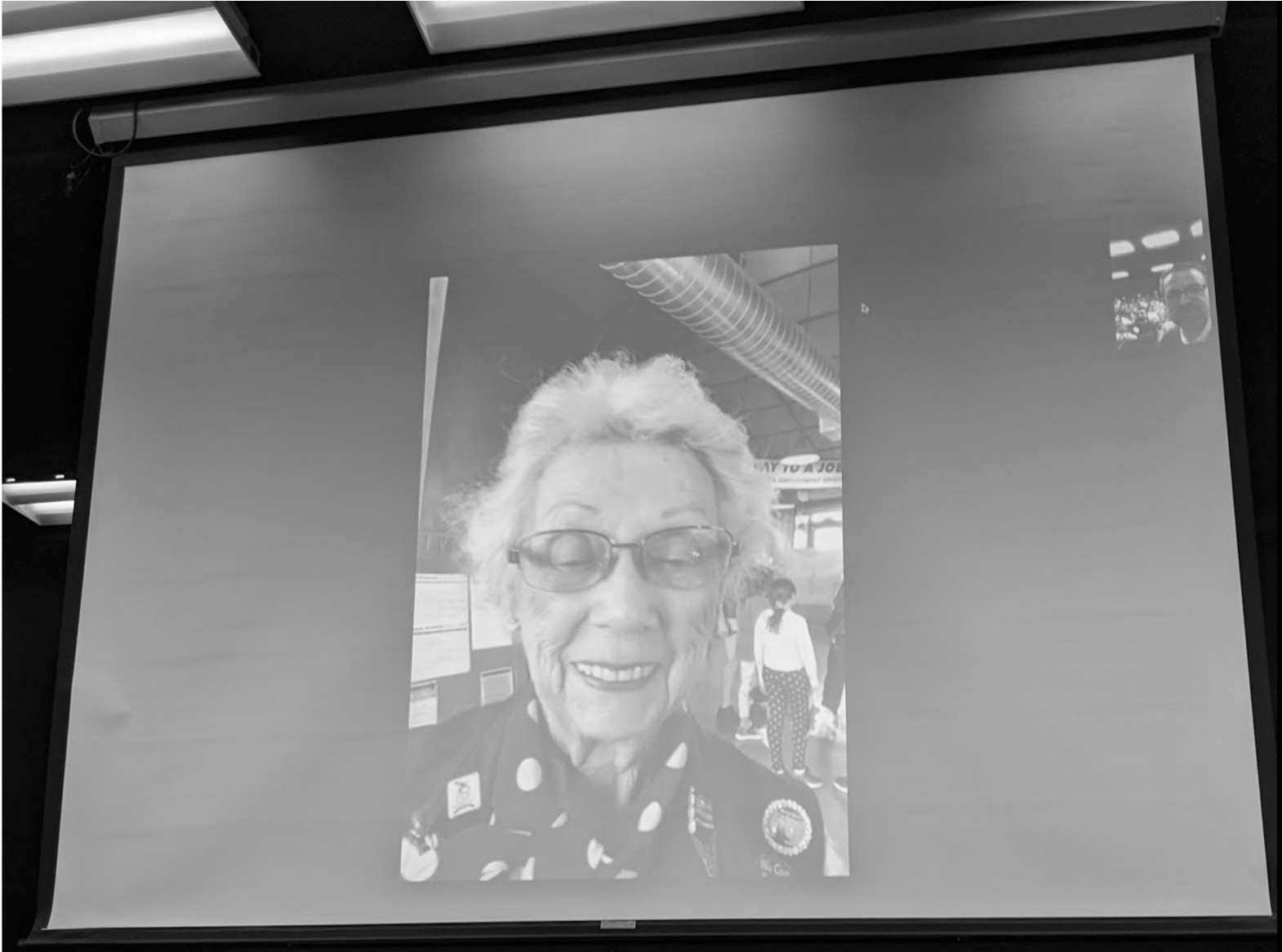
- Bay Area Community Colleges
  - Special thanks to Chabot College
- Association of Manufacturers Bay Area (AMBayArea)
- Workforce Development Boards
  - Special thanks to Alameda County WDB

# Special Guests

- Marian Sousa, 94
  - Draftswoman

Original Rosie

- Tammy Brumley
- Sarah Pritchard
  - Rosie the Riveter Trust, Exec. Dir.



# Facts, Trends, & Challenges

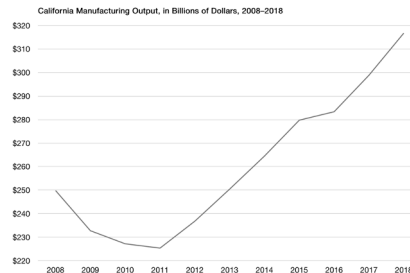


# US Manufacturing (1919 – 2018)



# 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%)**



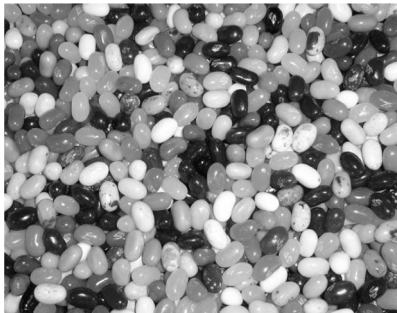
Sources: U.S. Bureau of Economic Analysis and the U.S. Census Bureau  
<https://www.nam.org>

# 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  $\geq$  \$16  
EMSI data (2017)

# Bay Area Manufacturing



# Bay Area Manufacturing



INTUITIVE  
SURGICAL®



Google

Cargill®



OCHO  
Candy



EB  
EBMUD

TESLA



Apple®



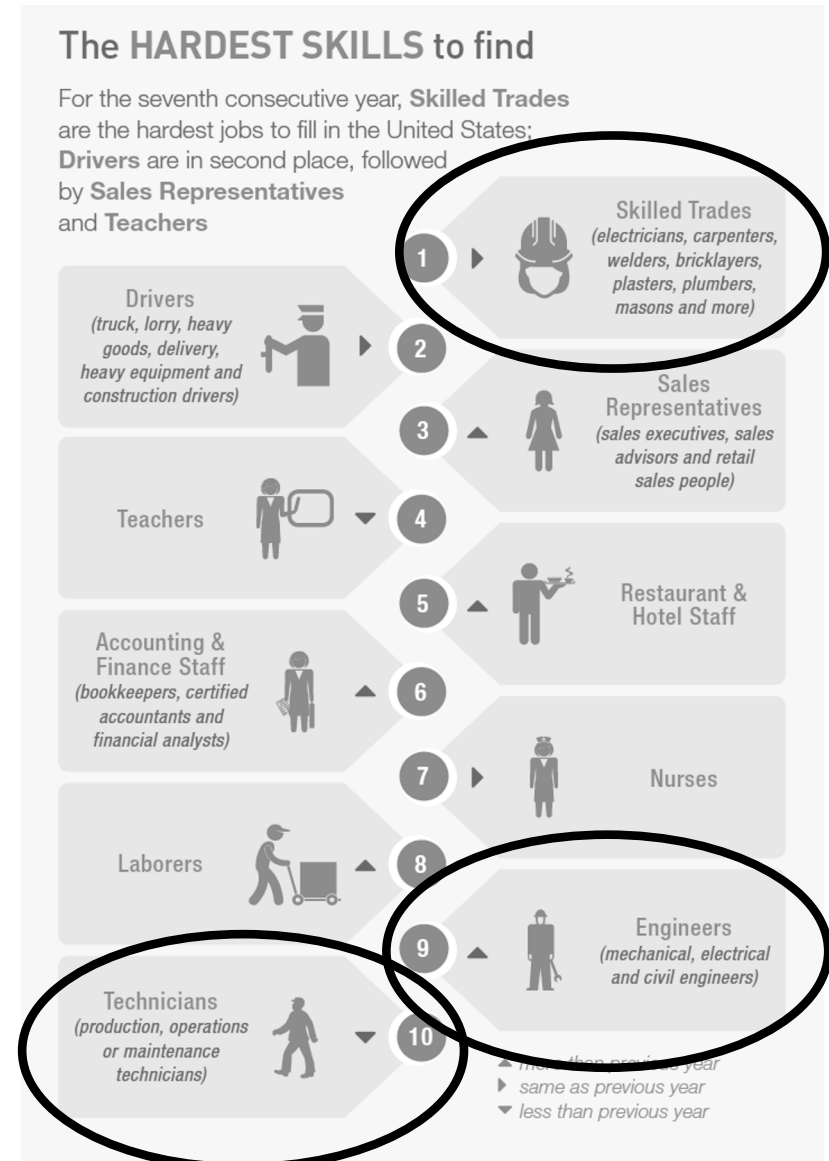
# 10 Hardest Jobs to Fill (2011)

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

# 10 Hardest Jobs to Fill (2014)



# 10 Hardest Jobs to Fill (2017)





# 10 Hardest Jobs to Fill (2018)

## Which Roles Are Most Difficult to Fill in the United States?

Technology is redefining, rather than replacing, in-demand roles. Skilled trades – electricians, welders, mechanics and more – as well as drivers, sales representatives, health care professionals and teachers are ranked some of the most difficult roles to fill.

### 1 Skilled trades

electricians, welders, mechanics



### 2 Drivers

truck, delivery, construction, mass transit



### 3 Sales representatives

B2B, B2C, contact center

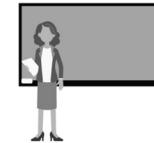


### 4 Health care professionals

doctors, nurses, other non-nursing health professionals



### 5 Teachers



### 6 Office support

administrative assistants, PAs, receptionists



### 7 Technicians

quality controllers, technical staff



### 8 Management/executive



### 9 Restaurants/Hotel staff



### 10 Manufacturing

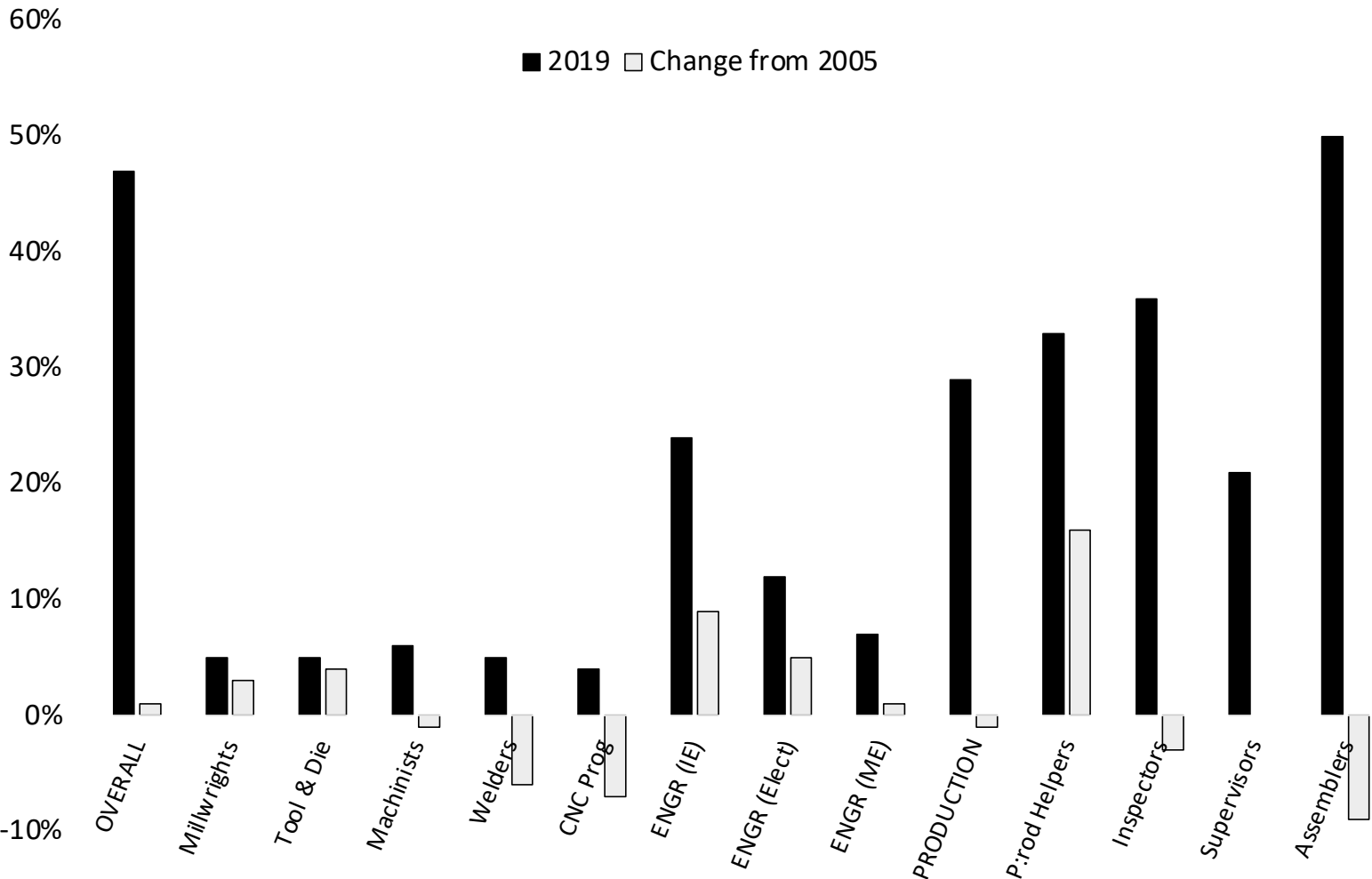
production and machine operators



# Why We're Here

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

# % WOMEN in WORKFORCE



<https://www.bls.gov/cps/cpsaat11.htm>

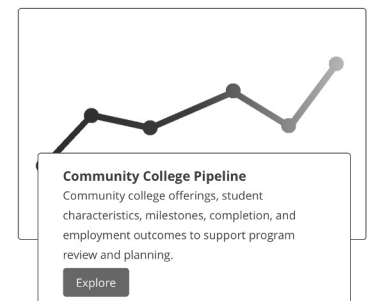
# Community College Enrollments



California  
Community  
Colleges

LaunchBoard

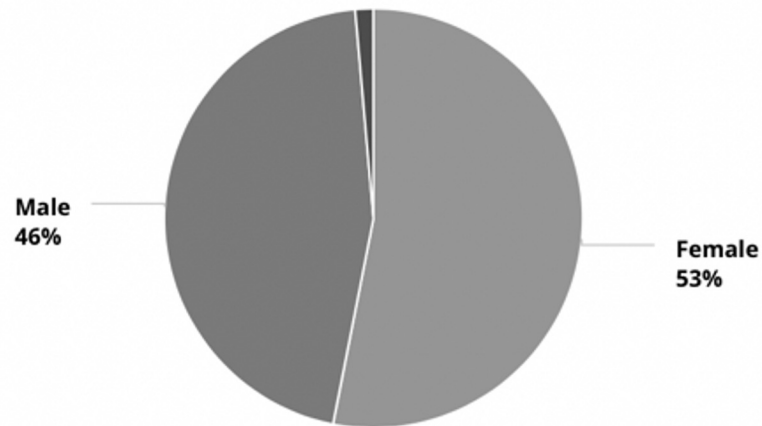
The LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. [Find out more about the LaunchBoard dashboards here.](#)



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

# Community College Enrollment

- Statewide – All Programs

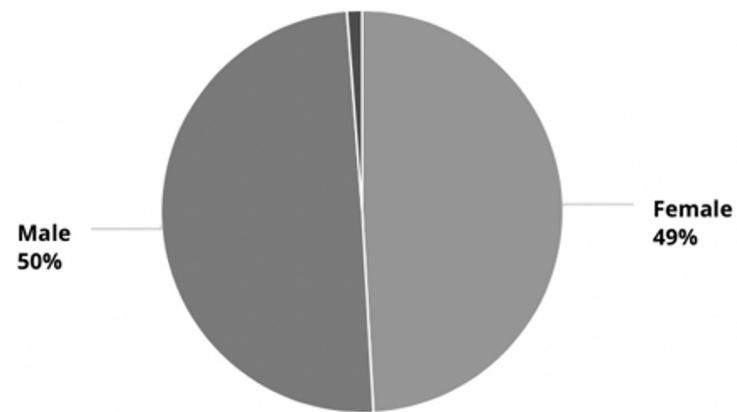


Gender

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

# Community College Enrollment

- Statewide – All Career Education Programs

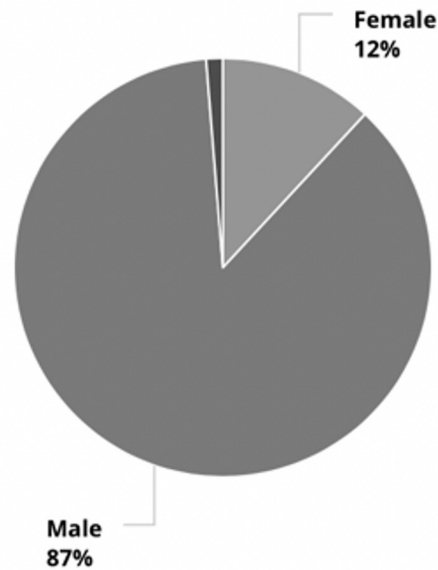


Gender

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

# Community College Enrollment

- Statewide – Manufacturing Programs



Gender

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

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# KEYNOTE: Recruiting Women into a College Trades Program

Julia Johnson  
Automotive Faculty  
Skyline College

[PPT File](#)



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PANEL:

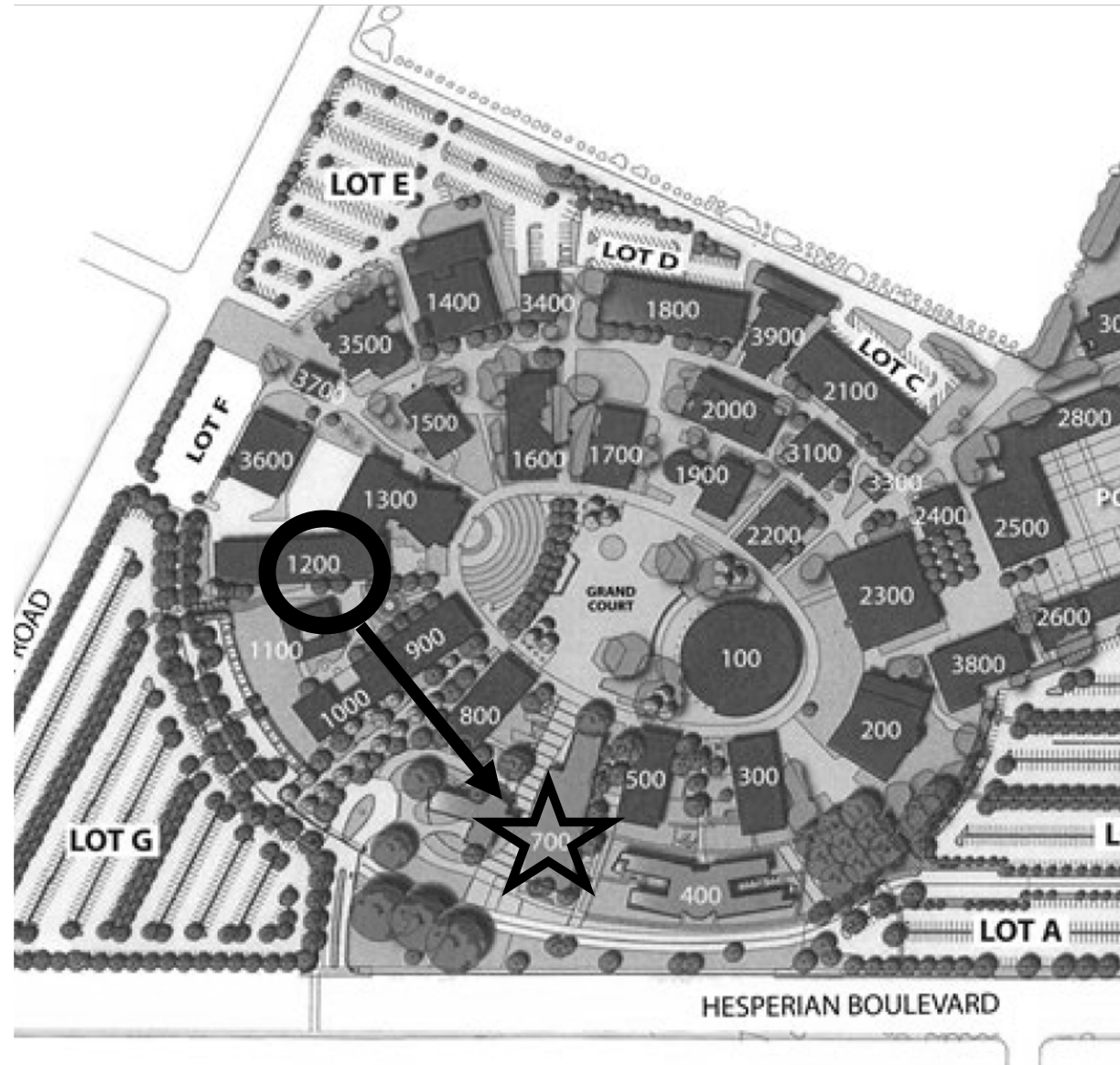
## My Life as a Woman in the Manufacturing Skilled Trades

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

[BayAreaManufacturingCareers.com](http://BayAreaManufacturingCareers.com)

# Bay Area Manufacturing Careers

Home

Education

Jobs

Mfg Info

NEWSLETTER

Events

Search



A collaboration between Bay Area community colleges and local manufacturing companies

[SIGN-UP for NEWSLETTER to receive updates](#)

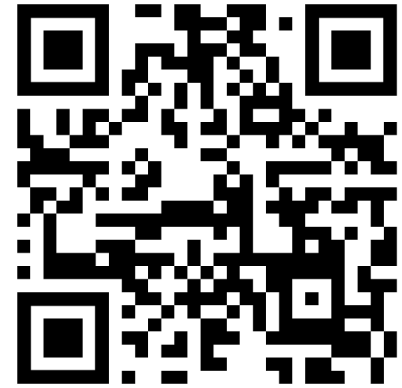
- Manufacturing Programs (16)
- Manufacturing-related Programs (7)

## Bay Region CC's (28)

[BayAreaManufacturingCareers.com](http://BayAreaManufacturingCareers.com)



# 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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