
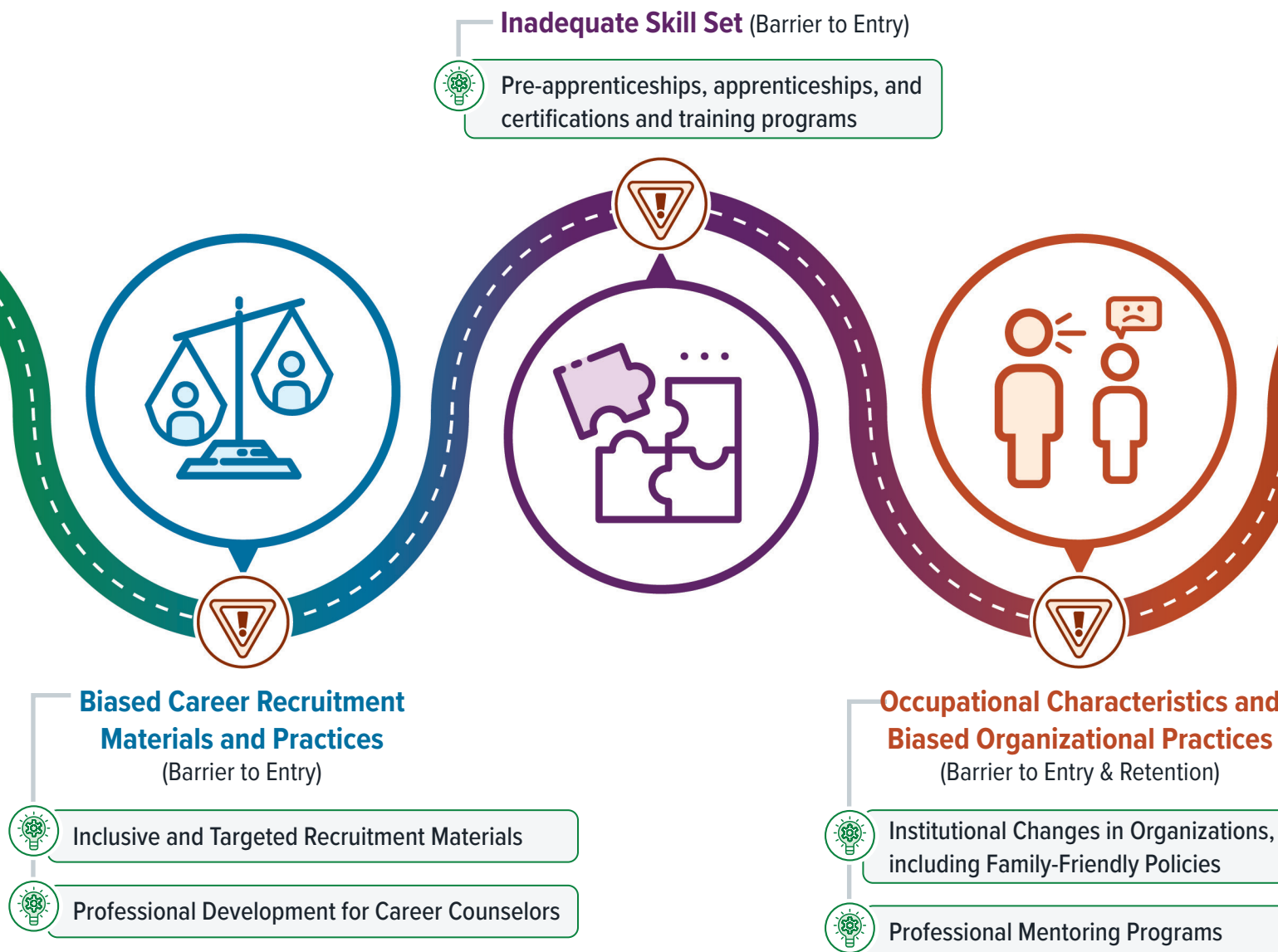


Addressing Barriers to Women's Entry and Retention in High-Wage, High-Demand Occupations

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High-wage, high-demand occupations are often male-dominated and present significant barriers to entry and retention for women. Barriers to entry into these occupations prevent women from realizing the benefits of that employment, including economic self-sufficiency, higher wages, improved benefits, broader job opportunities and advancement potential, and job satisfaction. This infographic presents promising strategies for addressing barriers to both entry and retention for women in pursuing such occupations.

 = Strategies





If the barrier to entry is **BIASED CAREER RECRUITMENT MATERIALS AND PRACTICES**, try these strategies:

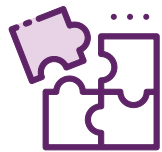


INCLUSIVE AND TARGETED RECRUITMENT MATERIALS | Recruitment materials that include images of women as well as inclusive language that addresses concerns women may have about specific occupational characteristics, and highlight the benefits of employment in high-wage, high-demand occupations.



PROFESSIONAL DEVELOPMENT FOR CAREER COUNSELORS | Interventions such as trainings and literature that educate and sensitize career counselors about their own biases regarding gender and career development as well as challenges and job trends facing women professionally.

Recruitment materials and practices that reduce women’s expectations of positive workplace experiences and increase their perception of exclusion in high-wage, high-demand occupations. Such materials only include images of men and lack language encouraging women to apply. Career counselors, case managers, etc., reinforce these practices when they direct women toward more traditional occupations for women and/or do not provide information on high-wage, high-demand occupations because they tend to be male-dominated.

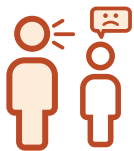


If the barrier to entry is **INADEQUATE SKILL SET**, try this strategy:



PRE-APPRENTICESHIPS, APPRENTICESHIPS, AND CERTIFICATIONS AND TRAINING PROGRAMS | Pre-apprenticeship programs typically offer remedial academic instruction and tutoring, basic vocational instruction, support services, and referral to and placement in advanced education, training, and work. They are typically designed to provide participants with the technical and soft skills needed to enter an apprenticeship. Apprenticeships provide paid on-the-job training and job-related classroom instruction, resulting in a nationally recognized credential required for entry into high-wage, high-skilled occupations. Other certification and training programs can also be helpful in gaining desired skills but most do not provide other comprehensive supports.

Lacking the required technical and soft skills to successfully enter a high-wage, high-demand occupation.



If the barrier to entry and retention is **OCCUPATIONAL CHARACTERISTICS AND BIASED ORGANIZATIONAL PRACTICES**, try these strategies:



INSTITUTIONAL CHANGES IN ORGANIZATIONS, INCLUDING FAMILY-FRIENDLY POLICIES | Changes that reshape organizational structure and policy to create a less imbalanced environment for women such as including women, and those from ethnic minorities, on decision-making bodies; creating explicit equality policies in professional bodies and trade unions; designing a communications and marketing strategy for recruiting women (including the development of publicity materials, websites, and job fairs); and providing equal opportunity training.

This also includes policies related to the inclusion of supportive services. Family-friendly policies such as subsidized childcare subsidies/programs, maternity leave, and flexible working hours encourage mothers to stay in the workforce.



PROFESSIONAL MENTORING PROGRAMS | New hires are given a mentor, often with the same gender and race as the mentee, to guide their career development and provide support in miscellaneous ways. Professional mentoring programs are evidence-based strategies that combat racist, sexist, and otherwise hostile work environments, fight the isolation often reported in male-dominated occupations, and give the mentee a sense of direction in the workplace.

Occupational characteristics such as long working hours and extended periods of travel serve as factors hindering entry and retention in some high-wage occupations. Organizational practices and beliefs involving gender role orientation, employment inequities, ideas about masculinity, and lack of supportive services shape biases that affect how individuals perceive occupations.

= Strategies

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