

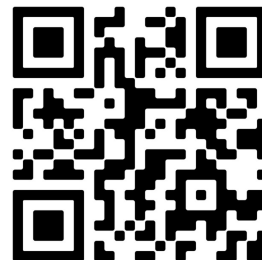
Best Practices for Increasing Women in the Construction Trades

London, 9 June 2022

A joint project of the University of Westminster
and Tradeswomen Building Bridges:

*The North American Network of Women Working in the
Construction Trades*

UNIVERSITY OF
WESTMINSTER 



Introducing our Four Case Studies

Four regions across North America that have reached or exceeded 10% women in the trades

Case study #1:

*“How Policy and Collaboration
are Changing the Face of
Construction in Seattle WA”*



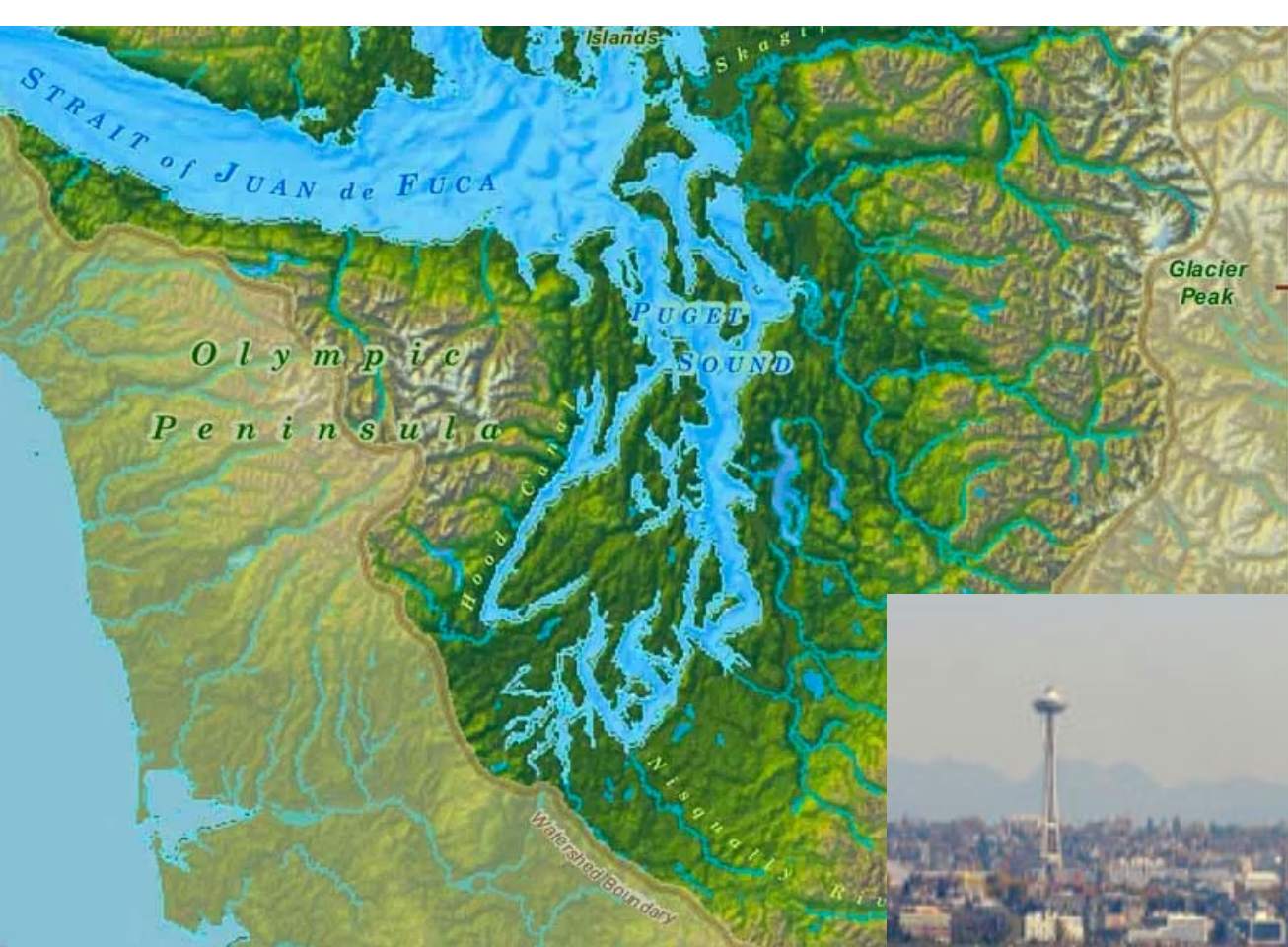
Seattle
Washington



A coastal city
in the Pacific
Northwest

Located in the
Puget Sound
Region





Seattle





- founded in 1980
- the oldest, continuously running pre-apprenticeship program in the US
- focus on equity and inclusion in the construction industry for both women and people of color

Presenters:

- Karen Dove, Executive Director
- Denise Nicole' Franklin, Director of Justice, Equity, Diversity & Inclusion

Case study #2:

*“Balance to Build:
A Canadian model for inclusion and
retention of women in the
construction trades”*



Canada- Office to Advance Women Apprentices



SUPPORTING WOMEN IN SKILLED TRADES
LEARN MORE AT WOMENAPPRENTICES.CA





OFFICE to ADVANCE
WOMEN
APPRENTICES

- established in 2009 with funding from the provincial government
- mandate of increasing employment opportunities for women in the skilled trades.

Presenters:

- Karen Walsh, Executive Director
- Maggie Budden, Red Seal Ironworker/Project Coordinator

Case study #3:

*“If You Can See It, You Can Be It:
Pipelines for Women Into the
Trades”*



Boston Massachusetts



- East coast capital city
- Small progressive state
- High union density

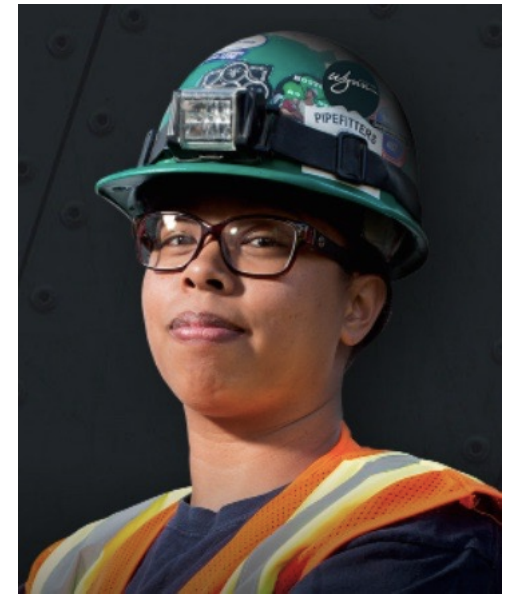


BUILDING PATHWAYS

- Established by the Greater Boston Building Trades in 2011 and partnering with stakeholders across the Massachusetts construction industry.
- A consortium of outreach, recruitment, pre-apprenticeship training and apprenticeship placement projects.

Presenters:

- Mary Vogel, Executive Director
- Amy Courtney, Pipeline Navigator



Case study #4:

“No time to wait: How government and women’s organizations can advance successful construction careers for diverse workers”

Metro Portland Oregon



Inland port

Largest city in OR

Only metropolitan
regional govt in
the US

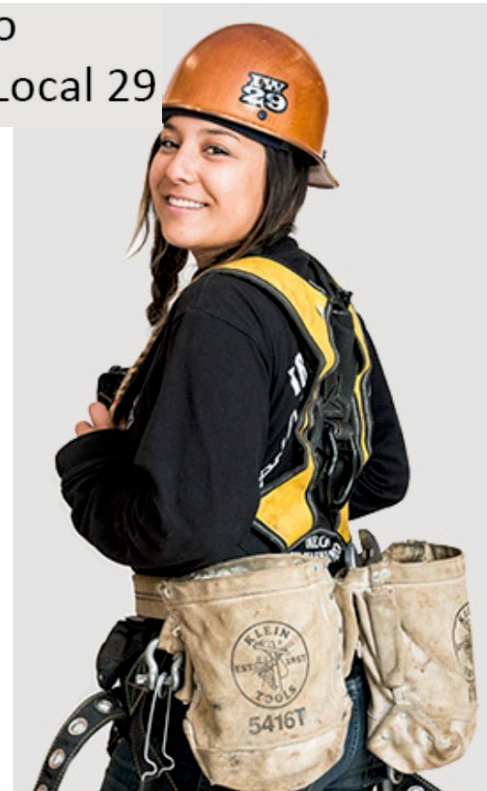


Unique formal partnership: regional government and women's pre-apprenticeship program



Kadence
TBB Delegate to London

Krisjan Salmo
Ironworker, Local 29





Metro



Oregon
Tradeswomen

Presenters:

- Tiffany Thompson, Director of Workforce Equity and Technical Assistance, Oregon Tradeswomen
- Nickeia Hunter, Culture Change Liaison, Oregon Tradeswomen
- Raahi Reddy, Director of Diversity, Equity and Inclusion, Metro Regional Government

Our Game Changers for Increasing Women in the Construction Trades

- *Collaboration*

- Establish ongoing relationships of the committed

- *Count, count, count*

- Identify where and what to count

- *Integrate supply and demand*

- Create continuous and seamless pathways from outreach to training to work

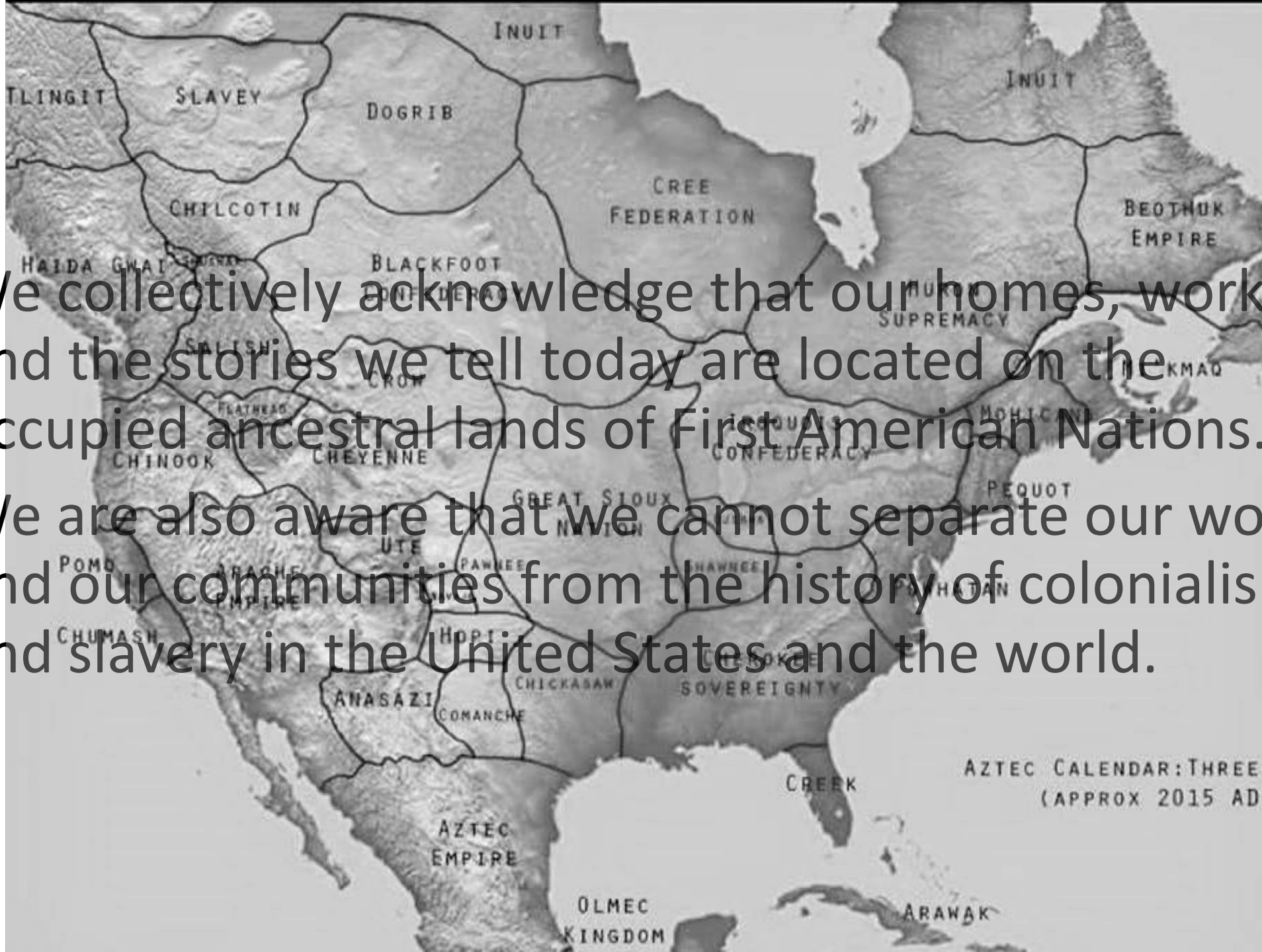
- *Center Tradeswomen*

- Partner with tradeswomen and support tradeswomen's organizations.

- *Lead from where you are*

- All stakeholders have a role. Let's stay in our lanes.

- We collectively acknowledge that our homes, work and the stories we tell today are located on the occupied ancestral lands of First American Nations.
- We are also aware that we cannot separate our work and our communities from the history of colonialism and slavery in the United States and the world.



Tradeswomen in North America: three eras of women in the construction

- 1940's and the second world war
- Late 1970's-mid 1980's
- Now

Women workers in World War II



In North America-
Rosie the Riveter



Impact of the Women's Movement in the 1970's-80's

- US: 1978 Presidential Order establishes a federal goal of “**6.9% women's hours federal construction projects**”
- Canada: The Atlantic Accord and other agreements between the provincial and federal governments include “**affirmative action**” clauses to ensure that disadvantaged individuals or groups have access to training and employment.

The North American
Tradeswomen's
Movement was
born.

Over 40
autonomous
tradeswomen's
organizations





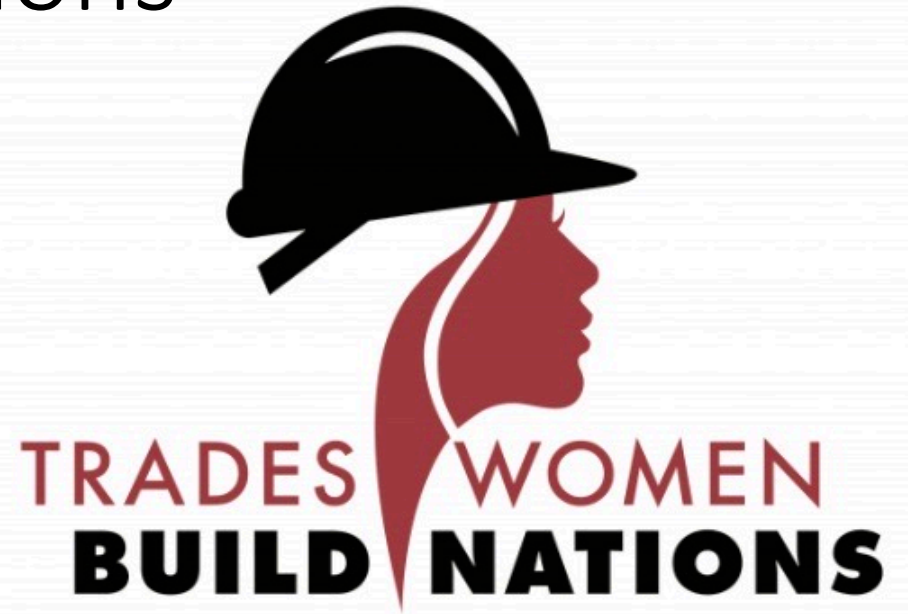
The National Taskforce on Tradeswomen's Issues

IS A NATIONAL COALITION OF TRADESWOMEN, ALLIES, AND ADVOCATES PROMOTING ACCESS, OPPORTUNITY, RETENTION AND EQUITY IN THE CONSTRUCTION INDUSTRY AND OTHER TRADES OCCUPATIONS

Policy, research, resources and action by tradeswomen

Tradeswomen Build Nations

Annual National
Conference
sponsored by NABTU
and attended by
3000 tradeswomen



October 28-30, 2022 in Las Vegas, Nevada

Please come!

2008: 30 years after the government goals

- Women were STILL ~3% of construction trade workers across North America
- Most women spent their whole career being the only woman on site
- Retention rates were dismal
- The macho and discriminatory culture of the construction workplace was frozen in time

2008 and on: Political will changed

- Worldwide recession and the collapse of construction economy
- In the US, a Black president liberated the federal bureaucracy
 - Meetings and conferences were held.
 - Some money flowed and networking happened
- Women led change
- Strategies developed

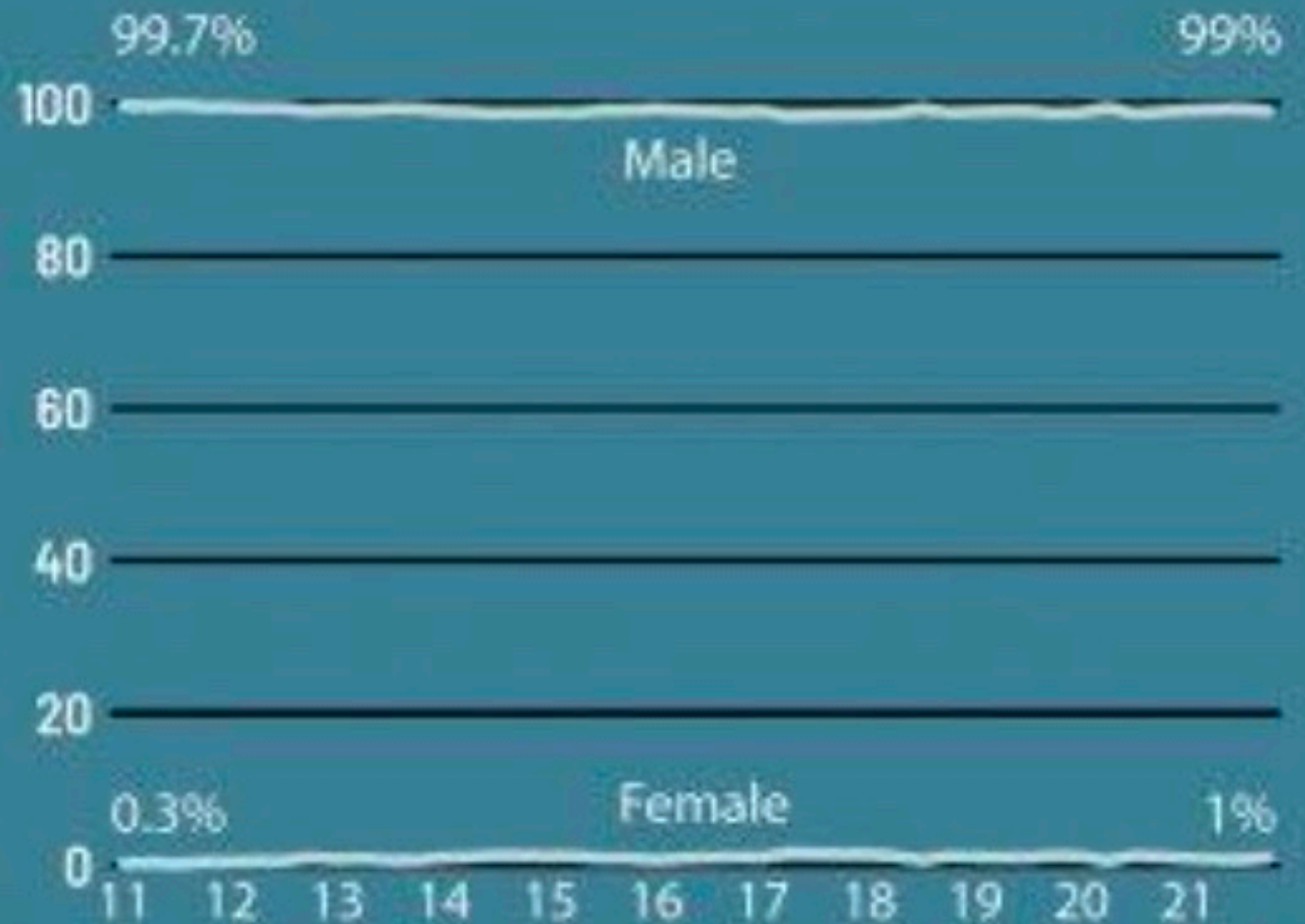
It changed here too. 2006-now

- Publications, reports
 - **CIOB 2006**, *Inclusivity: Changing the Role of Women in Construction*
 - **Smith Institute 2014**, *Building the Future: Women in Construction*
 - **Clarke et al**, U of W publications on women's suitability to construction work, obstacles, the "business case," industry policies and more.
 - **GLA 2007** report
- Goals and initiatives
 - **2008**, Women Into Construction founded
 - Olympic Park, Thames Tideway, Heathrow Terminal B



March 2022

Skilled trades in UK construction sector by gender



SOURCE: ONS. COLLATED BY NOBLE FRANCIS CPA

The first success... known to us

- 2013- New Zealand's Canterbury Rebuild reports 17% women's employment in the construction workforce

ministry for **Women**
minitanga mō ngā
Wāhine 

Getting it done: Utilising women's skills in the workforce

Lessons from the Canterbury rebuild
A case study by the Ministry for Women, August 2015

From New
Zealand,
August
2015

New Zealand's "5 tips"

GO

Develop and communicate your business case

Develop your business case: for example, high demand for a skilled workforce and low numbers of women training or working in your industry

Collaboration

Identify your allies and get a core of influential people and organisations together

GO

GO

Visibility

Make women in trades in your industry or region visible

Treasure what you measure

Measure baselines and set targets to increase understanding and drive accountability

GO

GO

Leading from where you are

Make the most of your leaders wherever they are.

The Game Changers Strategy for Increasing Women in the Construction Trades

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- All stakeholders have a role. Let's stay in our lanes.

The Business Case: The UK Trade Press

- *“Can women solve the construction industry’s skills shortage?”*
- “Solving Gender Gap Issue Is Answer To Construction Skills Shortage”
- “Women in construction – addressing the skills shortage”
- “Why we need more women in construction”
- “We’ve got a massive skills gap... We are missing an untapped source and THAT’S WOMEN.”

Skills shortage?

Do we mean labour shortage?

Special Report on Diversity and Inclusion in Construction, 2021

- **“The business case for increasing diversity and inclusion in the construction industry could not be clearer. The demographic profile ... is predominantly white and male, and it is ageing.”**
- **“The debate is over,” says Mark Harrison, head of equality, diversity and inclusion transformation at the CIOB. “The business case has been made.”**

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Clarke on the 2017 Olympics

- “Despite the disappointing results for women, the project provides a good example of ...
 - securing an overriding agreement with all stakeholders
 - contract compliance
 - setting equality targets
 - guaranteeing of direct employment”

UK Game Changers –Clarke, 2018

- diversity measures have to be integral, specific, contextual and mandatory
- developed in participation with employees
- in parallel with appropriate recruitment, training, employment and working conditions
- support mechanism that drive the inclusion of women in the construction sector, particularly those at operative level

The lack of progress in gender participation is because such an approach has not yet been realized.

... another strategy is required for the sector to become more inclusive, one not focused solely on a 'business case' and corporate social responsibility, but on involving policy-makers and employees in transforming a male-dominated industry into a gender-neutral industry.

Clarke, Michielsens, Snijders, 2017

**That is the WHAT.
The Game Changers Strategy is the HOW.**

Today's 4 case studies: 10% or more

The strategy is ...

*do all the game changers
and do them consistently*

Ex: Holloway



Ex: Holloway Prison Redevelopment

- **Collaboration:** GLA, Islington Council, Peabody, CP4H and Reclaim Holloway establish a standing monitoring committee for the length of the project.
- **Count:** establish baselines based on workforce projections and goals; track progress and make it transparent and public.
- **Integrate supply and demand:** create seamless practices and partnerships between community recruitment, training, job placement and retention.
- **Center tradeswomen:** prioritize the goals for women; the project is only a success if all gender goals are met.
- **Lead from where you are:** each partner do and report publicly on their part.

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Building Pathways in Massachusetts

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Oregon Tradeswomen and Metro Oregon Government

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Our Game Changers for Increasing Women in the Construction Trades

- *Collaboration*

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- *Count, count, count*

- Identify where and what to count. COUNT WOMEN'S HOURS.

- *Integrate supply and demand*

- Create continuous and seamless pathways from training to work

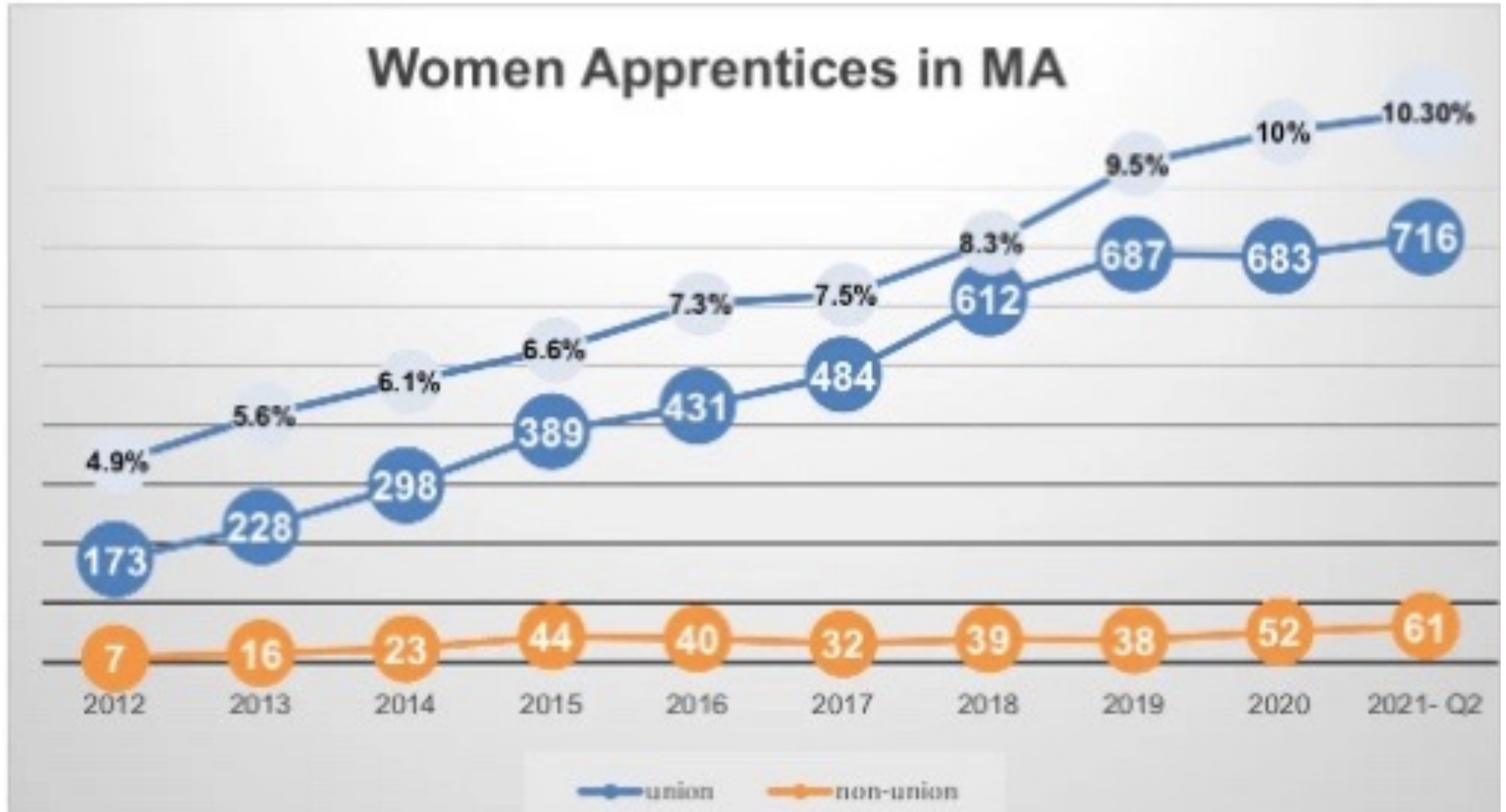
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We count...



and we count...

PROJECT	GC/CM	Dollar Value	project hours to date	% women	women's hours	people of color hours	people of color %	year completed
Springfield & Everett (End User enforcing Compliance: MA Gaming Commission)			Goal 6.9%			Goal 15.3%		
MGM	Tishman	\$960,000,000	2,351,381	7.36%	173,021	526,450	22.39%	2018
Encore	Suffolk	\$2,400,000,000	5,661,677	7.16%	405,269	1,435,207	25.35%	2019
End User Totals/Average		\$3,360,000,000	8,013,058	7.22%	578,290	1,961,657	24.48%	

UMass Boston (UMass Building Authority)								
Intagrated Sciences Complex	Walsh Bros	183,000,000	376,171	10.01%	37,642	127,848	33.99%	2015
Edward M. Kennedy Institute	PJ Kennedy	\$78,000,000	198,096	8.78%	17,397	59,928	30.25%	2015
General Academic Building	Gilbane	130,000,000	439,078	6.09%	26,750	133,132	30.32%	2016
Utility Corridor and Roadway Relocation	Bond Bros	259,500,000	509,596	7.36%	37,509	133,273	26.15%	2018
Parking Garage	Skanska	\$71,000,000	153,090	6.63%	10,146	37,595	24.56%	2019
Residence Hall	Shawmut	\$137,000,000	237,377	8.71%	20,667	84,160	35.45%	2019
Renovations to Existing Academic Buildings	Consigli	\$42,000,000	116,404	10.83%	12,609	49,108	42.19%	in progress
Substructure Demo & Quad Development	Gilbane	\$115,000,000	104,822	11.25%	11,788	66,477	63.42%	in progress
Campus Totals/Average		\$1,015,500,000	2,134,634	8.18%	174,508	691,521	32.40%	

UMass Amherst (UMass Building Authority)								
Chapel Renovation	Barr&Barr	\$21,000,000	52,335	6.55%	3,428	9,372	17.91%	2016
South College	Daniel O'Connell & Sara	\$65,000,000	221,022	3.11%	6,884	35,400	16.02%	2016
Design Building	Suffolk	38,700,000	177,469	4.15%	7,372	34,288	19.32%	2017
Chiller Plant	Fontaine Bros	\$27,000,000	63,091	7.61%	4,802	11,225	17.79%	2017
Isenberg	Dimeo	\$64,000,000	193,860	6.91%	13,402	34,208	17.65%	2018
Research Lab Reno	Consigli	\$16,600,000	61,870	8.87%	5,489	11,529	18.63%	2019
Biomedical Engineering	DA Sullivan	\$14,000,000	31,660	13.55%	4,290	4,583	14.48%	2020
McGuirk Stadium	Bond	\$18,000,000	26,970	5.68%	1,533	4,543	16.84%	2020
Campus Core Utilities, Landscaping & Accessib.	Bond	\$31,000,000	99,352	8.65%	8592	23,807	23.96%	2020
Central Campus Heating Plant	Consigli	\$25,000,000	38,345	7.95%	3049	10,748	28.03%	in progress
Worcester Dining Commons	Shawmut	\$68,000,000	216,141	8.65%	18,700	39,046	18.07%	in progress
Student Union Reno	Barr & Barr	\$64,000,000	260,947	7.86%	20,515	69,092	26.48%	in progress
Fine Arts Bridge	DA Sullivan	\$11,000,000	25,766	10.35%	2668	6,789	26.35%	in progress
Goessmann Reno	DA Sullivan	\$15,100,000						pending start
Campus Totals/Average		\$478,400,000	1,468,828	6.86%	100,724	294,630	20.06%	

...and we count!

Table 1. Women Working in Construction & Extraction Occupations, 2016 to 2021

Occupation	2016		2021		Percent Change, 2016-2021
	Number Women	Percent Women	Number Women	Percent Women	
Construction Tradeswomen	237,870	3.0%	314,223	3.9%	32.1%
Laborers	65,035	3.5%	97,425	4.5%	54.6%
Painters and Paperhangers*	38,192	6.6%	49,484	8.9%	29.6%
Carpenters	28,539	2.1%	38,130	3.1%	33.6%
<u>Pipelayers, plumbers, pipefitters, and steamfitters*</u>	8,162	1.4%	12,327	2.1%	51.0%
Construction and Building Inspectors	5,952	6.4%	10,300	10.0%	73.1%
First-line supervisors	17,680	2.6%	24,700	3.8%	39.7%
Construction Managers	60,088	7.4%	85,914	8.6%	43.0%
All Construction Industry (including office/admin)	939,000	9.1%	1,241,000	11.0%	32.2%

From the National Taskforce on Tradeswomen's Issues

A 2019 analysis by GMB Union concluded

“Gender equality in construction will take 200 years”



It need not.