



Underrepresented Populations in Trades and Apprenticeships

Highlighting Women In Trades: Opportunities and Challenges

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Economic and Rural Development and Policy Committee Presentation

Presenters:

- Sharon Gordon-Moffett
 - Interim Dean, School of Skilled Trades & Arts, Academic Affairs, Central New Mexico Community College
- Erin Johnson-Kruft
 - Senior Director, Employer & Industry Engagement, Workforce and Community Success, Central New Mexico Community College



Highlights:

- Focused attention on Women in Trades
- Current trends (nationally)
- CNM program data
- Women in Trades Summit
- Inspiration
- Funding
- Workforce Success & Work Based Learning



Definitions:

Skilled Trades:

Jobs in construction and related building industries, manufacturing and transportation requiring specialized skills.

Skilled Trades at CNM:

Carpentry

HVAC

Plumbing

Electrical/PV

Welding

Machine Tool Technology

Industrial Technology

Automotive Technology

Diesel Equipment

Technology

Aviation Maintenance



Women in Skilled Trades: The Data

- Difficult data to pin down
- Most consistent figures show around 4% of the direct skilled trades workforce in the United States composed of female.

Source: Zippia.com (www.zippia.com/tradesman-jobs/demographics/)

- At CNM, approximately 14% of our trades student are female
 - Trending upward!
 - Significant growth since 2013



Skilled Trades at CNM: The Data

TERM YEAR	Female	Percentage	Male	Percentage
Fall 2013	158	7%	1,964	93%
Fall 2014	141	7%	1,814	93%
Fall 2015	149	8%	1,741	92%
Fall 2016	144	8%	1,653	92%
Fall 2017	149	8%	1,759	92%
Fall 2018	160	10%	1,431	90%
Fall 2019	160	10%	1,387	90%
Fall 2020	126	11%	1,070	89%
Fall 2021	158	13%	1,020	87%
Fall 2022	175	14%	1,102	86%



Skilled Trades at CNM: By Pathway Data “snapshot”

Pathway	Gender		Fall 2013		Fall 2016		Fall 2019		Fall 2022
Automotive Technology	Female	42	8%	21	6%	34	10%	35	13%
	Male	463	92%	332	94%	310	90%	227	87%
Electrical Trades	Female	11	3%	19	5%	11	4%	17	9%
	Male	397	97%	400	95%	242	96%	164	91%
HVAC	Female	1	1%	0	0%	1	2%	4	6%
	Male	152	99%	83	100%	53	98%	68	94%
Machine Tool Tech	Female	2	4%	5	10%	2	4%	3	6%
	Male	46	96%	47	90%	48	96%	50	94%
Welding	Female	14	7%	22	8%	29	9%	42	13%
	Male	175	93%	254	9%	300	91%	274	87%



Women in Trades Summit

GOALS:

- Create a pipeline for women into the skilled trades industry;
- Encourage more women to join the trades;
- Opportunities to connect students to industry and employers.

1st Annual Women in Trades Summit, March 30, 2022

Approximately 100 participants / 17 employer booths

2nd Annual Women in Trades Summit, March 18, 2023

Approximately 400 participants / 32 employer booths



Women in Trades Summit: Target Audience

- New and current students
 - Women looking to change careers
 - Single mothers
 - Displaced workers
 - Homemakers
 - Those needing a flexible schedule
 - Unhappy with current job
-
- Inspirational student story: Paige the Plumber
 - – [link here](#)





We need to change the story... why women, why now?

- Potential appeal of the trades for females
 - High pay
 - Entrepreneurial opportunities
 - Personal satisfaction
 - Lifestyle
 - Experiential – “hands on”
 - Flexible schedule



Why women, why now?

- Largest shortage areas

- Service industry machinery manufacturing: 28.7%
- Electronic and precision equipment repair and maintenance: 21.6%
- Electric power generation, transmission and distribution: 22.3%
- Manufacturing: 29%
- Motor vehicles and equipment manufacturing: 25%

-Source: Workwave (<https://insights.workwave.com/industry/field-service/resources-for-women-in-the-skilled-trades/>)



Why women, why now?

- Societal Need: Skilled Trades Workforce
 - Retirements
 - Flexibility of schedules
 - Job opportunities
 - Increase overall economic productivity
 - Bureau of Labor Statistics predicts a global shortage of 85 million trades workers globally by 2030.
 - Pay significantly increased, high demand, high pay careers
 - ROI is remarkable! Short term investment up front



The Double Whammy of Trades Stigmatization for Females

1. Skilled trades work suffers in general from a lack of interest and formal training for younger students.
2. This phenomenon is compounded for females who are detached from this pathway by virtue of both #1, as well as gender-specific issues.

“Trades are seen as under-qualification...the exception is parents who have trade experience”.

“Trades, that’s seen as being for kids who aren’t academic...but in fact you have got to be smart to do a ‘trade’”.

“Girls underestimate themselves...It is stereotyped as a female thing to be in an office...girls don’t think they can do it...they will feel intimidated”.

“If you go into the trades, you lose some of your femininity...you get called butch or a tomboy”.

“They [boys] are more scared we are going to show them up”.

-Struthers and Strachan, 2019

Add link for Marissa/HVAC student



Funding:

Perkins V: Strengthening Career and Technical Education for the 21st Century Act

Administered through NM PED – thank you!

Perkins funding FY 24 award \$1.5 million

- Supports CTE including:
 - State-of-the-art Equipment*
 - Professional Development
 - Supports Best Practices across CTE

**Does not support capital projects*



Funding:

HED: Appropriations received – ask Martin for specifics;

- Non-credit workforce training
- Funding for WBL apprenticeships/internships
- Women in Trades

WIOA: Provides tuition support to qualified students

Employer Partners:

- Donations
- Funding
- Equipment
- Training
- In-kind time



Workforce Success:

- Employer Partners
- Economic Development Organizations:
 - Albuquerque Regional Economic Alliance (AREA)
 - Sandoval Economic Alliance (SEA)
 - State Economic Development Department (EDD)
 - Department of Workforce Solutions (DWS)
- Industry Advisory Committees
- Union Partners
- ABQ Chamber; Rio Rancho Regional Chamber, ABQ Hispano Chamber



Work based Learning Opportunities

Goal: Every student and learner has the opportunity to have a work-based learning (WBL) experience while at CNM and CNM Ingenuity.

- CNM offers work-based learning opportunities including apprenticeships, internships, job shadowing and field experience,
 - 2/3 of students in the School of Skilled Trades & Arts graduate with a WBL experience.
- Apprenticeships:
 - “Earn While You Learn” work-based learning model
 - Apprenticeship programs combine paid on-the-job training with related classroom instruction
- Internships:
 - Short-term work-based learning experiences (usually 3-6 months on average) and often focus on entry-level work experience.



Now is the time!

- Skills Trades – the time is now!
 - Workforce shortages are significant in trades
 - High demand, high paying careers are available
 - Flexible schedules
 - Emerging, state-of-the art technology
 - Enrollment trending upward
 - New Skilled Trades Facility

- Add photos here from ground breaking!



THANK YOU

QUESTIONS?

