NONTRADITIONAL EMPLOYMENT FOR WOMEN

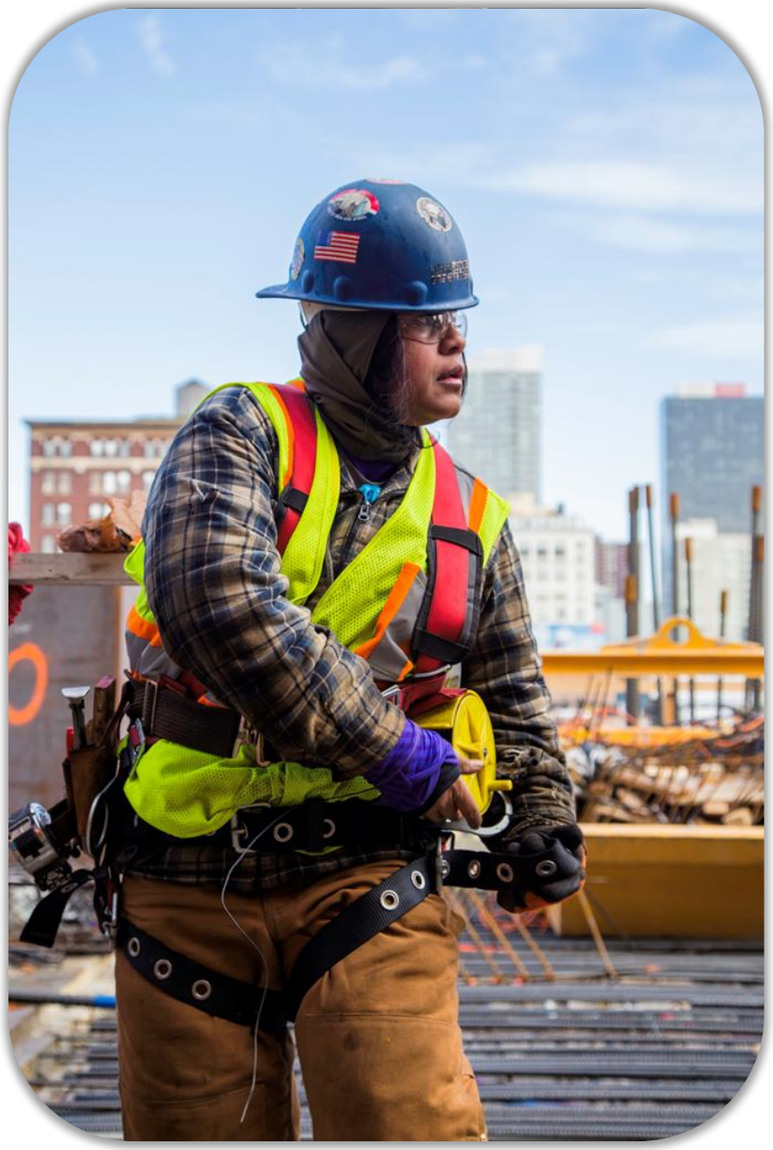
NYS Apprenticeship & Training Council Meeting

May 13, 2015

Hard Hats. Strong Women. Building the Future.

NEW
Nontraditional Employment for Women
Hard Hats. Strong Women. Building the Future.

NEW Program Overview



- Job Readiness
- Hands-on shop classes in carpentry, electrical work, and painting
- Lifting and Carrying
- Trades Math
- OSHA 10

WANTO Highlights

Women in **A**pprenticeships and **N**on-**T**raditional **O**ccupations

- NEW's Northeast Regional Technical Assistance Center
- Best Practices on the Outreach and Recruitment of Women in the Trades
- International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers Union AFL-CIO

Social Media & Resources

- Social Media Presence
  - Facebook – **1,673 likes**
    - Each post viewed by 780 users (on average)
    - Highest reach this past month for one post is 1,007
  - Twitter – **665 followers**
    - Reach over 2.6K Twitter users (on average) each month
  - Instagram (*100 followers*), LinkedIn (*125 followers*), YouTube (*5,000+ views*)

- NEW's Website
  - ✓ www.new-nyc.org
  - ✓ New Page for Apprentice Programs
  - ✓ Host Webinars

www.facebook.com/nontraditionalemploymentforwomen

@NEWStrongWomen

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NEW Employers

- Carpenters NYC District Council
- Carpenters Dock Builders Local 1556
- Carpenters Floor Coverers Local 2287
- Carpenters Millwrights Local 740
- Electricians IBEW Local 3
- Heat and Frost Insulators, Local 12
- Ironworkers Local 40 & 361, Structural Ironworkers
- Ironworkers Local 46, Metallic Lathers and Reinforcing Ironworkers
- Ornamental Ironworkers Local 580
- Laborers Local No. 78 Hazardous Materials
- Laborers Local No. 79 Construction and General Building
- Operating Engineers, Local 15
- Painters and Allied Trades DC9 – Painters
- Painters and Allied Trades DC9 – Bridge Painters Local 806
- Painters and Allied Trades DC9 – Drywall Tapers Local 1974
- Plasterers, Local 262
- Plumbers Local Union No. 1
- Sheet Metal Workers Local 28
- Steamfitters Local 638
- Tile, Marble and Terrazzo Local 7

Building the Future

NEW Signature Projects Program

– Nani Noverita
NEW graduate, July 2012
Metal Lather, Local 46

40 NEW Signature Projects Citywide