



RECRUITING AND RETAINING WOMEN IN MANUFACTURING

TAKING A WISE APPROACH



HHW OHIO

HHW Ohio is a 501(c)3 organization which inspires and supports women as workplace and community leaders. The primary mission of HHW Ohio is to accelerate women's success in high demand careers. We do this through engaging industry and community leaders to match women who need lifelong careers with employers who need a qualified, skilled workforce. The work engages women and girls in critical technical and STEM pathways that strengthen the economic competitiveness of communities and the financial security of families.



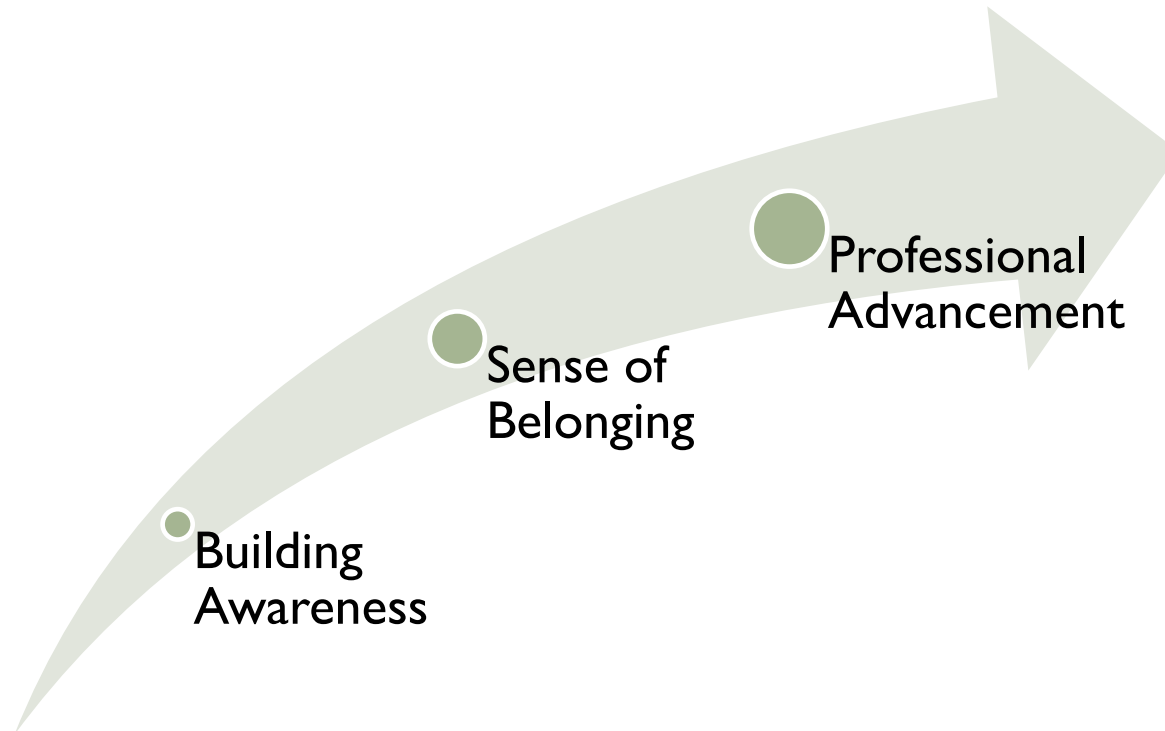
WOMEN IN MANUFACTURING

In Ohio women comprise about 27% of the manufacturing workforce. However when we dig deeper we find much deeper disparities.

Position	Number of Reported Openings in 2022	% of female workforce
Frontline Supervisors	3,858 Openings	19% female
Machinists	3,527 Openings	5% female
Machine Tool Cutting Setters, Operators, and Tenders, Metal and Plastic	3,304 Openings	18% female
Welders	2,678 Openings	6% female
CNC Programmers	1,429 Openings	8% female

WHAT WORKS FOR RECRUITMENT AND RETENTION

Recruitment and retention go hand in hand. Building a culture that helps women get in, stay in, and advance in the company is critical to building a talent pipeline that engages and interests women.



BUILDING AWARENESS

Girls as young as 10 begin to view manufacturing and other hands on professions as “for boys”. This perception continues to grow as women select their educational and career pathways- creating a knowledge deficit of what opportunities exist in manufacturing and entrenching mental models that manufacturing is unsafe and dirty. There are many methods to disrupt and challenge these perception and build awareness of what a career in manufacturing can look like.

- Engaging with K-12 programs and Girl Scouts to engage young women early- before their perceptions are set
- Empowering women in your company to be Role Models for girls and women to see that women not only belong in manufacturing but can thrive
- Engaging with community-based organizations to reach women through a trusted source to help alleviate skepticism
- Having a tailored recruitment effort dedicated to meeting the needs and interests of women

BENEFITS CLIFF

Even when women are interested in manufacturing as a career, making a transition from current employment may come at too high of a cost- sometimes known as the benefits cliff. In the Mahoning Valley, 44% of households are single parents. For women who might be receiving assistance through programs such as WIC and SNAP, there is a real cost calculation to taking on new employment. For example, the average cost of child care in the Mahoning Valley is \$11,880 annually for one child. Average housing costs for a two-bed room rental are \$9,091 and for a three-bed room they are \$12,036.

To remain eligible for assistance with these costs, many have to remain below a specific wage threshold based on the number of children they have. Often times, if the pay increase isn't large enough to offset the loss of these benefits, then it is disadvantageous for women to take on a new role- even though in the long run it might set them up for greater success.

- Offering child care subsidies and other supports such as those provided through an Employer Resource Network can help navigate these challenges.

SENSE OF BELONGING

Another key decision factor for women is how supportive a culture is for their concerns, building a sense that they belong in an organization. An article from the Harvard Business Review cited that a high sense of belonging was linked to a 56% increase in job performance, a 50% drop in turnover risk, and a 75% reduction in sick days. For a 10,000-person company, this would result in annual savings of more than \$52M. For women building a sense of belonging can look like

- Developing employee affinity groups for women- such as Women of Vallourec
- Having flexible schedules that allow them to balance their family and work life – in manufacturing this can look like staggered schedules or group scheduling
- Having strong benefits for working mothers- including nursing facilities or family leave policies
- Seeing female representation in leadership and having empathetic supervisors

PROFESSIONAL ADVANCEMENT

The final piece of the puzzle for building a culture that recruits and retains women is having a clear pathways to advancement for women- whether on the production floor or into leadership or administrative positions. Research from the Manufacturing Institute and Deloitte found that in a survey 58% percent of surveyed respondents felt that manufacturing jobs have limited career prospects, but 80% might be interested in roles with enhanced training and clear career paths.

- Supporting upskilling incumbent workers through programs such as TechCred
- Considering prioritizing hiring from within for leadership positions
- Developing mentorship programs for women to develop leadership and help advance participant career goals

WISE PATHWAYS

WISE Pathways is a career development and exploration program for women developed by HHW Ohio. This 40-hour program brings together community-based organizations, education and training providers, and businesses to create a supportive pathway for women to enter into male-dominated occupations and industries. WISE Pathways objectives include:



Encourage women to consider careers in high demand, technical fields where women are underrepresented

Assist participants in determining their goals and next steps



Ensure participants understand application process, prepare for interviews, and find needed training

Offer relief to industries experiencing workforce gaps



Assist participants in identifying core life skills essential to success

PRIMARY ELEMENTS OF WISE PATHWAYS

Career Exploration and Coaching Informed by Industry



Role Model Speakers from Local Businesses



ADVANCED MANUFACTURING MODULES

Information
Technology

Automation
and Robotics

Welding and
Digital
Fabrication

Industrial
Maintenance

Machining

Developed in partnership with:



ADDITIONAL PROGRAM COMPONENTS

Work Habits &
Safety

Team Building

Sexual
Harassment

Conflict
Management

Measurement
and Basic Math

Financial
Management

Resume
Writing

Applications

Interviewing &
Networking

Assessment,
Training, or
Employment

WHAT'S NEXT

WISE Pathways partnership forming to begin running programming this summer in partnership with Eastern Gateway Community College and MVMC!

To learn more about WISE Pathways and Role Model Speakers contact Kaci Roach, Executive Director-HHW Ohio/Director of Partnerships-New Growth Group at kroach@newgrowthgroup.com