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ABSTRACT

The Ohio NEW (Nontraditional Employment for Women) Team is a collaborative team of public and private agencies that was formed in 1993 to promote nontraditional careers for women in Ohio by offering information on nontraditional career choices to all female customers served in Job Training Partnership Act (JTPA) programs with other partner agencies and community programs. The project was implemented in three phases as follows: community capacity building workshops; development of NEW action plans in all 30 Ohio service delivery areas (SDAs); and implementation of the action plans. The Ohio NEW Team marketing committee created a marketing kit that contained software, a video, and print materials. The kit was distributed to SDAs for use in promoting nontraditional careers. The NEW Team has also developed mechanisms for continuing to pursue its goal of increasing the numbers of Ohio women in nontraditional training and employment by providing the following forms of technical assistance to SDAs: statewide training and review meeting; midpoint reviews of the SDAs and dissemination of the results to all 30 SDAs; and publication of equity newsletters and issue papers. (Summaries of the activities of the NEW Teams in each SDA are included.) (MN)

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ED 415 367

OHIO'S NEW TEAM

NONTRADITIONAL EMPLOYMENT FOR WOMEN



**EXPLORE!
NON-TRAD!**

A COOPERATIVE EFFORT FOR POSITIVE CHANGE

FINAL REPORT 1997

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WOMEN, WORK, AND PAY

The Ohio NEW Team Report

FALL 1997

Women, like men, work for pay to support themselves and their families. Unfortunately, a significant disparity still exists nationwide between women's and men's wages. On average, women earn 75 percent of what men earn. This is particularly alarming since women make up almost 50 percent of the workforce and 99 percent of all women will work for pay sometime in their life. A major reason for women's lower median earnings is that women are concentrated in jobs that pay lower-than-average wages. One way to bridge the earnings gap is to encourage women to enter nontraditional careers that offer higher-paying wages, better benefits and more opportunities for advancement.

The U.S. government has recognized the value of promoting nontraditional employment for women, as indicated by a number of legislative acts and funding grants awarded to states throughout the nation. In 1995, the State of Ohio was one of six states to receive funding from the United States Department of Labor (USDOL), Women's Bureau, to address the issues of low wages, poverty, and lack of medical benefits among working women and their families. The Ohio NEW (Nontraditional Employment for Women) TEAM was created to provide a coordinated statewide effort to help women attain high-skilled and high-paying jobs. This report highlights the work of the Ohio NEW TEAM and the use of the grant funding to increase the numbers of women entering high-wage, nontraditional careers.

NEW
TEAM

Helping women attain high-skilled, high-paying nontraditional jobs.

Contributing Factors to the Economic Status of Working Women

Compounding the problem of wage disparity for working women in the United States is the economic status of single mothers. Research shows that many families in Ohio and across the nation are headed by single parents. The economic status of single mothers, in particular, is very bleak. While the poverty rate for all American families is 12 percent, the number of displaced homemakers and single mothers who live in poverty is much higher (42 and 44 percent, respectively). Increasing workforce participation by these women has not improved their economic situation, because so many have been previously unemployed, underemployed,

disadvantaged, or otherwise underserved by all systems. Many of these women work less than year-round and often work part-time in service occupations that offer low wages, few benefits, and little-to-no job security.

Gender disparity in earnings can be attributed to women entering low-wage occupations, on-the-job discrimination, lack of training, low-skill training and the overall lack of value placed on 'women's work.' If women are to compete for high-skilled, high-paying jobs, then investment in strategies that increase women's participation in nontraditional employment is essential.

What Are Nontraditional Jobs for Women?

The U.S. Government defines 'nontraditional' as an occupation in which women comprise less than 25 percent of the population in a training program or employment area. Research shows that women can increase their earnings by 20-30 percent by entering nontraditional employment. Also, nontraditional jobs typically provide better benefits and opportunities for advancement. Although research supports nontraditional work as a way to increase earnings, achieving change in social attitudes and biases has been a slow process.

Of the 440 job classifications listed by the U.S. government, females tend to go into only five percent (about 20). Of the ten lowest-paying occupations in the entire workforce, eight rank in the top 20 jobs that women hold. As seen in the following chart, the top thirteen jobs for women in the state of Ohio include eight, or 61.5 percent, which are considered traditional work. In eleven of the thirteen, women earn significantly less than men in the same occupation.

1990 Civilian Labor Force • Top Occupations of Females in Ohio

Occupation	Total workforce	% Female	Male mean earnings	Female mean earnings
Secretaries ‡	171,983	99.0	\$11,467	\$13,538
Cashiers ‡	115,208	83.1	8,467	5,879
Teachers, elementary school ‡	122,641	76.3	26,945	19,149
Registered nurses ‡	91,756	95.2	34,897	25,196
Nursing aides, orderlies and attendants ‡	79,622	88.8	15,917	10,788
Bookkeepers, accounting & auditing clerks ‡	70,848	90.9	11,827	12,355
Managers & administrators, salaried	200,930	29.4	42,637	26,890
Waiters & waitresses ‡	62,629	88.2	7,855	6,311
Sales workers, other commodities	76,058	69.6	14,224	8,639
Cooks	88,093	53.1	9,339	8,478
General office clerks ‡	53,060	84.1	15,965	11,483
Supervisors, proprietors, sales, salaried	121,269	36.1	34,290	18,331
Assemblers	104,929	39.4	20,422	13,862

‡ Occupations considered traditional for women

Source: the U.S. Bureau of the Census (1993). Census of Population and Housing, 1990: Equal Employment Opportunity Supplemental Tabulation files, Washington, D.C.

Why Some Women Don't Consider Nontrad Employment/Training Programs:

Social/Cultural Barriers:

- Unsupportive family and friends
- The negative attitudes of classmates and co-workers
- Socialization of traditional female roles
- Lack of confidence and/or self-esteem
- Lack of female role models
- Limited experience with tools and mechanical operations

Barriers to Education and Training:

- Limited information provided about nontraditional options
- Directed into traditional classes by others
- Lack of support on gender equity issues by teacher and others

- Lack of prerequisite courses such as math and science
- Limited access to on-the-job training and apprenticeship programs
- Lack of support services such as child care and transportation
- Isolation and sexual harassment in the classroom

On-the-job barriers:

- Discrimination in hiring, firing, promotions, or lay-offs on the basis of sex, race, age, and physical build/ability
- Isolation and sexual harassment on the worksite
- Lack of support from some unions
- Lack of supportive services

(source: *Wider Opportunities for Women, (WOW), Women and Nontraditional Work Fact Sheet, 1993*)

Benefits of Nontraditional Work Include:

- Increased job fulfillment due to interest and satisfaction in a field of choice — not one dictated by gender stereotypes
- Long-term job stability
- Higher wages (average 32% higher as reported in the Long Term Retention Survey of ONOW Completers by The Ohio State University, College of Human Ecology, 1995)
- Marketable skills
- More opportunities
- Medical benefits



Legislative Action

In 1991, Congress passed the Nontraditional Employment for Women Act. This legislation established goals for all states and Service Delivery Areas (SDAs) for “the training of women in nontraditional employment; and the training-related placement of women in nontraditional employment and apprenticeships; and... efforts to increase awareness of such training and placement opportunities.”

The NEW Act (public law 102-235) became law on December 12, 1991. On January 16, 1992 the Employment and Training Administration issued Training and Employment Guidance Letter (TEGL) 5-91 to inform the states of the amendments to JTPA and to summarize the provisions and

implementation issues under the NEW Act. It was combined in the JTPA Title IV in 1993. All states and SDAs were to meet the requirements of the NEW Act and to include the new goals in the two-year plans.

Related legislation includes the Sex Equity set-aside within the Carl D. Perkins Vocational Education and Applied Technology Act of 1990, which focused on increasing the numbers of females in nontraditional vocational job training and employment.

Funding for the Ohio NEW TEAM's activities were made available through the Job Training Partnership Act (JTPA) the Carl D. Perkins Act, along with other sources of federal and state support.



THE OHIO NEW TEAM

In response to the NEW Act legislation and funding, Ohio developed a collaborative team of public and private agencies in 1993, forming the Ohio NEW TEAM.

The Vision of the team was to promote nontraditional careers for women in Ohio.

The Mission was to offer information on nontraditional career choices to all female customers served in Job Training Partnership Act (JTPA) programs with other partner agencies and community programs.

The Goal was to increase the number of women in nontraditional employment and training programs through recruitment, retention, and placement.

Ohio's NEW TEAM concept remains a priority in offering all career options to all clients.

Members of the team included:

- The Ohio Bureau of Employment Services (OBES)
- The Ohio Department of Education (ODE)
- The Ohio Board of Regents (OBR)
- The Ohio Department of Human Services (ODHS)
- The Ohio Department of Natural Resources (ODNR)
- The Ohio Department of Transportation (ODOT)
- The Ohio Department of Development (ODOD)
- The Ohio Environmental Protection Agency (OEPA)
- Hard Hatted Women of Cleveland
- JTPA SDA Representatives

Through an innovative and collaborative approach, the Ohio NEW TEAM set the wheels in motion to assure that local efforts would help achieve the statewide goals. The timeline progressed from concept stage in 1993 to full implementation in 1997. Each SDA tracked numbers of female JTPA participants enrolled in nontraditional training and nontraditional employment during each program year. Using this tracking, Ohio was able to emphasize an individual approach to the best strategies for each region and the most effective use of grant dollars. This report includes summaries of individual projects that showcase the efforts of the SDAs, with details of how the projects will continue well into the 21st century. Materials developed with this funding will continue to be used and disseminated, ensuring that Ohio's NEW TEAM concept remains a priority in offering all career options to all clients.

Project Timeline

1993

- Formation of the core part of the Ohio NEW TEAM

1994

- SDA New Coordinators appointed by each SDA administrator
- Attendance at Region V: Tradeswomen's Network in Chicago
- Participation in roundtable discussion on Ohio NEW TEAM activities
- Four statewide nontrad workshops held
- JTPA eight percent funds used to train SDA staff with hands-on activities

1995

- NEW grant funding awarded
- Eight regional nontraditional hands-on workshops provided to train the staff of the OBES, Human Services, and JTPA offices
- Leadership Action Plan developed and introduced at four statewide workshops
- Attendance at Region V: Tradeswomen's Network in Chicago and participation in roundtable discussion on Ohio NEW TEAM activities update
- Local teams encouraged to submit grant requests based on action plans

1996

- Incentive monies (\$17,874) awarded to 26 SDAs
- Training on nontraditional initiatives made available at a statewide meeting
- Technical assistance provided by the Ohio NEW TEAM through site visits
- Implementation of statewide marketing plans

1997

- Implementation of local action plans
- Review of all materials and plans by Ohio NEW TEAM
- Final reports submitted June 1997
- Continued follow-up to review future efforts in Ohio
- Recognition of individual teams at statewide meeting

The Pilot Project

Early in 1994, the Ohio NEW TEAM implemented a pilot project with NEW workshops at four regional sites for JTPA staff members statewide. The purpose of the workshops was to:

- expand awareness of nontraditional employment and job training opportunities;
- explain relevant legislation;
- provide resource materials;
- share experiences with other SDA staff and employment services partners; and
- develop strategies on improving services to female customers that include orientation to nontraditional occupations

These workshops provided the format that led to the 'capacity-building' workshops in Phase One. A hands-on, interactive approach was developed for each workshop. Attendees participated in two vocational labs such as carpentry, auto mechanics, drafting, or construction. Workshop participants received career information and training on the *Women's Career Software Package* (developed by the Women's Division of OBES).

A hands-on, interactive approach was developed for each workshop. Attendees participated in two vocational labs such as carpentry, auto mechanics, drafting, or construction.

At this time, NEW Coordinators were appointed by each SDA administrator. The NEW Coordinator's primary responsibility was to provide current information on nontraditional issues and related federal and state mandates for their SDA. In addition, the SDA NEW Coordinators provided technical assistance and direction to partner agencies and attended inservice training offered by the Ohio Bureau of Employment Services and the Ohio Department of Education.



Federal Grant Funding Awarded in 1995

In 1995, the USDOL awarded federal grant funding to the State of Ohio. The funding provided the opportunity to:

- train 'front-line' agency staff members to better serve their clients;
- increase awareness of nontraditional occupations;
- improve the utilization and dissemination of nontraditional career resources information;
- market existing and available NEW programs;
- increase the earning power of women through nontraditional job training; and
- serve the needs of area employers by providing skilled and trained employees who represent the changing demographics of the American workforce.

The Ohio NEW TEAM expanded to include all state agencies who worked with training and employment programs for the unemployed. Funds were awarded to the State of Ohio, Ohio Bureau of Employment Services, JTPA Division for the Ohio NEW TEAM from the U.S. Department of Labor (USDOL) for \$255,180 in February 1995. The matching state monies of \$294,378 from the Department of Education (8% JTPA funds) and another \$59,600 from Vocational Education Sex Equity provided a total of \$609,158 for this project.

By recognizing individual team member strengths, Ohio NEW TEAM committees addressed issues of implementation, marketing, evaluation, and technical assistance. Members of the team contributed hundreds of hours of their time on the related issues of women in nontraditional training and employment.

The Ohio NEW TEAM's grant proposal consisted of three phases of activity:

PHASE One: *Community Capacity Building Workshops*

PHASE Two: *Leadership Team and NEW Action Plan Development*

PHASE Three: *Implementation of Action Plans for Nontraditional Employment for Women in Ohio*

PHASE ONE

Community Capacity Building Workshops

Based on the pilot project, the Ohio NEW TEAM conducted eight local workshops for all the SDAs and their community partners. These day-long workshops were held during the summer of 1995 at Full Service Vocational

A total of 252 staff members participated in training that addressed nontraditional issues.

Centers. The purpose of the Community Capacity Building workshops was to provide local service providers with the information and resources necessary to increase the numbers of female customers entering nontraditional training and employment. In summary, Phase One accomplished the following:

A total of 252 staff members from various agencies actively participated in training that addressed nontraditional issues. Participating agencies included: Human Services, OBES, JTPA, education, Student Retention Services, community action groups and others in 30 different SDAs throughout Ohio. Some of the issues addressed during the training included:

- recruitment, retention and placement of women in nontraditional training and employment;
- strategies for effective collaboration between agencies and organizations;
- resources such as posters, videos and curriculum materials designed to increase awareness of nontraditional careers; and
- advocacy issues related to working with employers, unions and educational institutions.

Although the workshops followed a standard agenda, the NEW TEAM set aside time during each regional workshop to address local training and employment opportunities. Each participant received information and resources on the training, skills required, and career advancement opportunities for many of the nontraditional careers available locally. In addition, attendees participated in a series of hands-on labs that reflected local nontraditional career options. These labs, such as computer-aided drafting, auto technology, and carpentry, allowed attendees to participate in a variety of training experiences as their female customers would. Attendees wore the safety equipment and clothing required for selected occupations, operated the hand and power tools used in the industry, and created a product (such as a step-stool) that used their newly developed skills.

By using a hands-on approach, participants identified aptitudes and skills needed by their female customers in order to enter and succeed in nontraditional careers. Attendees also learned first-hand about the availability of training programs and about the educational institutions that offer training.

Workshop activities included:

- hands-on training in vocational labs allowing the staff of many agencies the opportunity to experience first hand the skills involved in many nontraditional occupations, and
- the dissemination of information regarding career guidelines, salaries, education, training, and skills for nontrad jobs.

Some comments from attendees:

"I can now convince females they can do nontrad jobs if they set their minds to it."

"I can help educate my clients on what wonderful opportunities are available."

"I can use this information for customers to tell them more about the labor market during orientation."

"...now I can help customers realize that there are other occupations out there and they can go into them."

"I will be able to portray a more realistic picture of demands, requirements, and outcomes for students wanting to pursue nontraditional occupations."

Workshop Results

- 96% of those in attendance said that their awareness of nontraditional employment and training was increased by the workshop.
- 95% of those in attendance said that their knowledge of local resources for women in nontraditional education or employment had increased because of the workshop.
- 84% of all SDAs applied for regional grants to implement action plans to accomplish the statewide goal of increasing the number of women who enrolled in nontraditional training or were placed in nontraditional jobs.

PHASE TWO

NEW Action Plan Development

In Phase Two of this project, SDAs collaborated with other agencies, educational centers, training sites, and business and industry partners to develop plans that would increase the numbers of women in high-wage and high-skill employment. Local NEW TEAMS from each SDA included representation from OBES, ODHS, JTPA, vocational education, two-year technical colleges and others to design a plan that would best meet the needs of the customer. This phase took a working approach that provided an

... all agencies committed to working with others on career development and economic self-sufficiency for all customers.

opportunity for teams to meet with others and outline their own plans consistent with the incentive grant requirements in the Leadership Team and Action Plan Development meetings organized by the Ohio NEW TEAM.

100 percent of NEW Coordinators completed statewide training.

174 people attended one of four sessions that were designed to give guidance on "Action Plan Development" and help teams get started. Of those that attended, there was representation from all agencies committed to working with others on career development and economic self-sufficiency for all customers.

Results of the Action Plan Development Workshops

- 96% of the teams developed measurable and realistic Action Plans for their community.
- 100% of those Action Plans addressed institutional changes to achieve NEW ACT Goals.
- 100% of Action Plans addressed the following:
 - Current numbers of females served and their training/employment status, retention rates, and wage rates, as well as the percentage of women placed in higher-wage nontraditional training programs and/or employment.
 - Nontraditional training programs and employment that are available in the SDA and strategies to work with educators and employers on increasing the number of referrals to these programs and occupations.
 - Strategies to overcome institutionalized barriers in intake, assessment, referral and placement within the SDA.
 - Strategies to overcome female customers' informational, social/cultural, vocational, academic, personal or physical barriers to nontraditional training and employment.
 - Linkages with existing programs, support groups or resources that assist women in succeeding in nontraditional employment.
 - Linkages with Private Industry Councils (PICs); Bureau of Apprenticeship and Training, and EEO Compliance Staff at Local, State and Federal Agencies that enhance women's participation in nontraditional employment.
 - Measurable and attainable goals for increasing the numbers of women successfully trained, placed and retained in high-wage, nontraditional occupations.

Other benefits of this phase included:

- Commitment and consistency in the messages promoted to the local and regional levels from the state level top managers.
- Discussion at the state level between working agencies during regular scheduled meetings in which common issues relating to training and employment were shared.
- A review of the JTPA program summary measurement tool of how many women were placed in nontraditional employment and training. After looking at the existing method of reporting, it was found that some inaccuracy existed due to the multi-step process to trace women in nontraditional areas. Intake

database operators had to manually research job codes for each person they identified as nontraditional. This process has now been streamlined by the State of Ohio to allow the computer to match job codes defined by the Ohio Bureau of Employment Services as nontraditional with job descriptions using an updated data base. This resulted in improved reporting at the State level for all females served in Ohio.

- A commitment from Ohio NEW TEAM members and all regional SDA New Coordinators to continue the work that has been done over the past five years, as described in the following section.

PHASE THREE

Implementation of Action Plans

During Phase Three, the SDAs that developed action plans to meet the NEW Act requirements received incentive funds from the Ohio NEW Grant. These incentive grants were to be used by the SDAs to implement their action plans and to develop local marketing efforts that would increase the numbers of women interested in pursuing nontraditional careers.

Incentives and Local Marketing Efforts

Each SDA NEW TEAM submitted action plans in Phase Two to improve nontraditional training and employment services to women. The NEW TEAM reviewed these proposals. Some proposals were sent back for re-writing; others were awarded immediately. Incentive funds were distributed based on the grant requirements. As a result:

- more SDAs applied for incentive funding than were estimated in the grant submitted to the USDOL — and all were funded.
- the majority of SDAs that applied developed local marketing plans to address the recruitment, retention, and placement of women in nontraditional employment and training programs. They proposed to do this by:
 - improving outreach,
 - increasing recruitment efforts,
 - increasing the use of nontrad resources for women,
 - utilizing the state's marketing plan and agency resources, and
 - implementing action plans to ensure increased enrollment and placement of women in nontrad areas.
- marketing plans included creating community resources, such as recruitment and training videos, informational brochures, job fairs, advertisements, scholarships, and incentive items.
- scholarship programs were organized that enabled women to get start-up funds for training in nontraditional areas. These monies were used for a variety of items including (but not limited to) tuition monies, work clothes, work tools, pre-training and application fees, and other necessary costs to get someone started in the nontraditional training program of their choice.

The Ohio NEW TEAM Marketing Kit

The Ohio NEW TEAM marketing committee created a marketing kit for SDAs. This marketing packet includes:

Software

The Women's Career Software package provides nontraditional career information. This software can be placed in waiting areas for free access by customers. Career counselors also have access to this software on their personal computers to reference nontraditional training and employment resources during intake interviews with customers. This unique software package helps users identify career interests. This software also provides other information on resources available from organizations and associations that provide services to help the customer get started. While the focus is on nontraditional careers, it also provides information on many other types of jobs.

Video

A video, "It is Up to You... Counselors Making a Difference in Nontraditional Employment," was developed exclusively for career counselors as a training tool. The video encourages counselors to explore nontraditional career options with their female customers and provides specific strategies to achieve nontraditional goals.

Marketing 101 Manual

This complete training manual includes basic concepts of creating a marketing plan.

Newsletters

Newsline, a newsletter created and published as a communication tool for those involved with the Ohio NEW Grant. Newsline provided a network of communication between agencies to share resources and identify existing programs. For the future, Newsline has been replaced by Aspire to provide ongoing communication about work that has been done and to promote nontraditional careers for women.

Nontraditional Employment Resources Index

This index lists organizations that provide data assistance and training for nontraditional employment.

Booklet

Reach High ... Dream Deep. An Education Initiative for Young Women. This booklet was designed for middle-school-aged girls. It provides information on the top twenty growing careers through the year 2005.



Summary of NEW Team Regional Incentive Grant Activities

SDA No.	Team Name	Brochures	Staff Training	Promotional Items	Customer Workshops	Resource Materials	Job Fair	Videos	Other
1	Lucky Seven NEW TEAM	•			•	•	•	•	
3	NEW Team	•						•	scholarships
4/5	A-Team		•	•					calendar
6	NEW High Wages	•	•		•			•	
7/8	NEW Bridge for Working Women		•			•	•		
9	Nontrad Employment Opportunities	•						•	
10	NEW Start	•		•		•			scholarships
11	Eleventh Hour News		•	•	•		•		
12	NEW VIEW				•				scholarships
13	NEW SHOES	•		•	•				advertising
14	N.O.W. New Options for Women	•		•	•	•	•		speaker's bureau
15	NEW Team II	•	•	•	•				speaker's bureau
17	NEW Team	•	•	•	•	•			
18	NEW Team	•	•	•					
19	On the Ball	•	•	•		•		•	scholarships
20/21	Women at Work		•	•					
23	NEW Team	•	•			•	•		advertising
24	CAREERS for Today's Women	•	•		•	•			
25	Lake County NEW Team	•						•	
26	NEW Moves		•	•	•	•			resource center
27	Trumbull NEW	•	•	•			•		
28	Portage Co. Nontrad for Women	•		•		•			
29/30	MCNEW and NEW Youngstown	•	•		•				
TOTAL		17	14	13	11	10	6	6	

TECHNICAL ASSISTANCE AND FOLLOW-UP

Continued commitment and follow-up assure that the Ohio NEW TEAM will go beyond the specific objectives outlined in the grant proposal and continue to pursue the goal of increasing the numbers of women in Ohio enrolling in nontraditional training and employment. Examples include:

Training

A statewide training and review meeting for all SDA and NEW TEAM members was held midway through the grant project. The meeting purpose was two-fold, to review the SDA's progress and to share resources. The attendees learned, in many breakout sessions, how to help recruit, retrain and place women in nontraditional programs.

Reviews

Midpoint reviews at this state meeting provided an opportunity for SDAs to learn from their colleagues. Those SDAs that requested technical assistance or those that were behind in their project timeline were visited by state NEW TEAM members. Members of the Ohio NEW TEAM provided technical assistance and shared resources for 17 SDAs in 1996.

Resources

Equity newsletters and issue papers written by the College of Human Ecology, The Ohio State University, were mailed throughout the grant period to the SDA NEW Teams. The newsletters address current research on topics relating to equity in school and the workplace and will continue to be mailed to the SDAs.

*... the Ohio NEW TEAM will...
continue to pursue the goal of increasing
the numbers of women ... enrolling in
nontraditional training and employment*

The Future

The Ohio NEW TEAM will continue to provide information on nontraditional employment for women to all constituent groups of the various agencies.

The Ohio NEW TEAM will continue to meet in order to evaluate final progress and review accomplishments. Each member is committed to continue the message and the vision of the NEW TEAM in their respective jobs and to work towards increasing the numbers of women in nontraditional training and employment.

PROJECT RESULTS

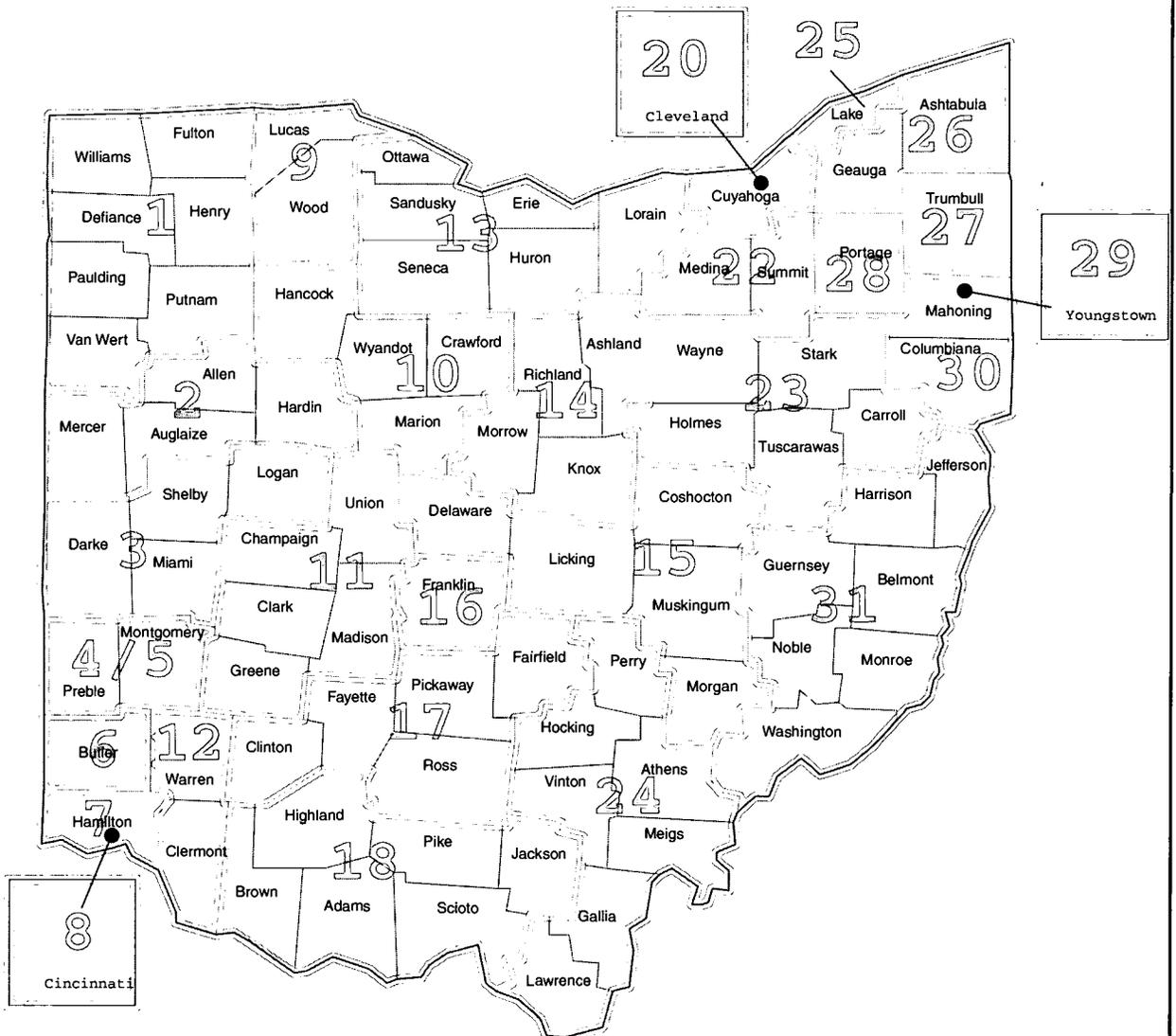
The overall goal of this grant was to increase the number of women trained and successfully employed in high-wage, nontraditional jobs that show increased growth through the year 2000. For Ohio, these occupations include skilled-trade positions in construction, high-tech areas in manufacturing, and skilled positions in transportation and public utilities. Nontraditional jobs within the service sectors include protective services and auto mechanics.

The grant criteria for the incentive monies included the following:

- Participation was voluntary from the Service Delivery Areas (SDAs)
- Institutions did not compete for funding — all those with proposals that met the criteria were awarded incentive grants
- Funding was provided for the grant period March 1996 through November 1997

Twenty six SDAs were awarded \$17,874 each, totaling \$464,724 in NEW TEAM monies to benefit and serve the JTPA female population of Ohio. The mission was that every JTPA applicant would be introduced to nontraditional career options by a trained staff person during their intake counseling and throughout their relationship with the agency. The following pages show the variety, creativity and wide range of activities that were funded with the NEW TEAM grant monies.

SERVICE DELIVERY AREAS



SDA SUMMARIES

The following reports were submitted by each NEW Coordinator summarizing their activities over the grant period.

SDA 1

THE LUCKY SEVEN NEW TEAM

NEW Team Coordinator: Gretchen Boose, Northwest Ohio Private Industry Council, 419-784-3777

The Lucky Seven NEW Team's grant was a cooperative effort linking social service agencies, employment and training organizations, employers and educational institutions to spearhead a campaign to broaden the understanding of nontraditional employment for women, improve the flow of information about nontraditional opportunities, and expand the exploration of career choices for women. The team accomplished these goals through the following activities:

- Eighty women attended a panel discussion of nontrad workers at a local community college.
- A job fair was held with 39 employers. 300 people attended and received informational packets.
- A brochure was printed with regional information on available options.
- Resource materials were purchased and distributed in centers across the SDA for easy access.
- Packets of materials were distributed to summer youth program participants.
- Media and advertising helped increase the general public's awareness of nontraditional issues.
- Videotapes of the panel discussion and job fair were produced for future reference.
- Local speakers for nontraditional advocacy were identified for future use.

In summary, The Lucky Seven NEW Team focused on the message that career choices can change lives. The activities will continue in SDA 1 through the additional use of the 'trade show packets,' career choice resource materials supplied at local centers for use by agencies, educators, students and parents, and the dissemination of

information regarding nontraditional job opportunities has been added to a local web site and discussions are underway to create an annual job fair patterned after the successful one funded through this project.

SDA 3

THE NEW TEAM

NEW Team Coordinator: Sandy Anthony-Ike, Shelby County JTPA, 937-498-1351

SDA 3's purpose was to increase public awareness of women in nontraditional careers and to market nontraditional local occupations to young girls in the 5th through 12th grades. The team wanted to increase retention of women in nontraditional training and employment by addressing some of the barriers that typically occur. To achieve their objectives, the NEW Team from SDA 3 accomplished the following:

- A video was created of women working in local nontraditional occupations. This tape was professionally made and has been distributed to all area schools, local libraries, OBES offices, technical schools, colleges and some major local businesses.
- A local advertising campaign was developed with billboards in all four counties inspiring women to choose nontraditional careers and encouraging area employers to hire them.
- A brochure was designed using the same themes as the video and billboard campaign for long-term use in the community.
- Eight scholarships for nontraditional training were awarded to high school senior girls from four schools.

A systematic change in the region has started with this year's funding and will continue in future years. SDA 3 will continue to use these materials and provide nontraditional information to all their customers in the profiling process.

SDA 4/5

A-TEAM

NEW Team Coordinator: Kathy Ellis, Greater Dayton Job Training Program, 937-225-5554

The purpose of the incentive funding was to create an awareness of the benefits of non-traditional jobs for women in the community, provide training awareness workshops, and recruitment and referral systems within different occupations. The goal was to recruit twenty women and enroll half of those in nontraditional training courses. The team met this goal in the Fall of 1997. Other accomplishments included:

- Hands-on workshops provided an opportunity for local staff to participate in carpentry, electrical and machine trades labs.
- A linkage team of twenty agencies initiated a referral network system.
- Promotional items were disseminated. A calendar featuring local women in nontraditional jobs was developed and 500 copies were distributed.
- A 'Take Your Daughters to Work Day' event was coordinated.

Future plans include expanding the network referral system to all agencies and continuing to participate in open houses at community colleges and vocational training centers to help recruit women in nontraditional training programs.

SDA 6

THE NEW — HIGH WAGES TEAM

NEW Team Coordinator: Roslyn Velazco, Butler County PIC/ETA, 513-887-3238

The NEW — High Wages Team's goal was to heighten community awareness of nontraditional training opportunities and the benefits for women. Accomplishments included:

- Production of a video, 'Jobs for Women That Work.' This video featured local success stories of women in nontraditional jobs, highlighted job tasks, and explored personal benefits such as higher income, family security, and improved self esteem.
- The creation and distribution of brochures, entitled 'Today's Women Aim Higher.'
- Sponsorship of a luncheon and afternoon workshop for community service providers who work with women.
- Development of a two-day 'mini-training' session for female customers, providing a hands-on orientation to various nontraditional occupation opportunities.

The NEW – High Wages Team will continue outreach efforts through the agencies that collaborated on this grant and through Head Start parents and the School-To-Work programs. Community donations and corporate sponsorships will provide funding to continue the hands-on workshops for female customers.

SDA 7 and 8

NEW BRIDGE FOR WORKING WOMEN

NEW Team Coordinators: Barbara Houston, Hamilton County Employment & Training Agency-JTPA, 513-946-1638, Iris Jordan, Cincinnati Career Education Academy, 513-357-7686

This team of individuals provided a forum for discussion of nontraditional opportunities for women. Their goal was to expand their network base, strengthen their collaborative efforts, and affect the system that offered training and employment to women. Their impact on the community influenced systematic changes such as the following:

- Nontraditional Employment is now a fixed part of the SDA's orientation curriculum.
- The NEW Bridge for Working Women serves as a resource for opportunities in training and employment for women.
- A networking relationship was established between employers, educators, and customers.
- An entire section of the Cincinnati One - Stop Library has been reserved for nontraditional information and resources for women.
- Participation in the bi-annual CASH fair, an information sharing community event.
- A kickoff celebration of education and recognition of women in nontraditional careers that included

126 attendees. The Mayor of Cincinnati attended and declared the week "Women in Nontrad Employment and Training Week." Five local females received Trailblazer awards for their contributions to nontraditional areas and a local female Olympic Gold Medalist was the keynote speaker.

The newly integrated Workforce Development Committee, a collaboration of employers, union representatives, civic leaders, female customers, and the NEW Bridge for Working Women Team will continue to fulfill the mission of providing nontraditional opportunities for women.

SDA 9

NONTRAD EMPLOYMENT OPPORTUNITIES FOR WOMEN TASK FORCE

NEW Team Coordinator: Linda Lane, Toledo Area Private Industry Council, 419-244-3900

The primary goal of this committee was to promote community awareness of the existing resources in the area to females interested in nontraditional training and/or employment. The secondary goal was to increase the level of understanding of regional career counselors regarding nontraditional benefits and opportunities. This committee developed tools to accomplish these goals such as:

- The distribution of brochures at the One-Stop Career Center relaying information on the opportunities in nontraditional training and employment.
- Production of a video encouraging women and young girls to consider all career options including nontraditional opportunities.

These items will provide resources for the Lucas-Woods Counties for the next several years and continue the efforts funded by the Ohio NEW TEAM.



SDA 10

NEW START

NEW Team Coordinator: Bonnie Howard, PIC, Inc. Crawford Job Training Center, 419-562-0100

The NEW Start Team established goals to increase the awareness, training, and recruitment efforts of those working with women and school-age girls. One objective was to provide a support network to address barriers facing females entering the nontraditional fields. The NEW Start Team published one brochure that combined information regarding several existing resources. Some of the benefits of this project included:

- Wide distribution of the brochure throughout the community to schools, agencies, businesses, and community-gathering places. Guidance counselors in all area schools received folders and videos.
- Scholarships were awarded to 35 girls entering nontraditional training programs.
- Resources including software, videos, and books on nontraditional opportunities were provided to the One-Stop Center in each county.
- Guidance Counselors involved in the promotions have become advocates for distributing the information.

The bulk of funding was provided as scholarships to females. The resource material on nontraditional opportunities for females will continue to be used in a four-county area. The networking between agencies continues to benefit all those involved.

SDA 11

ELEVENTH HOUR NEWS

New Team Coordinator: Cookie Newsome, Clark State Community College—Starting Point Program, 937-328-6089

The Eleventh Hour News team established a goal to increase awareness in the community about nontraditional employment for women. The collaborative efforts of various agencies culminated in two major events designed to meet this goal.

- A luncheon/seminar and a seminar/workshop were held for private and public business employees, school staff, and social agency workers.
- A nontraditional working manual focusing on designing nontraditional workshops was produced and distributed.
- Promotional items encouraging 'Explore Nontrad' and informational packets were distributed to various agencies for use with their customers.

The items produced as a result of this grant will continue to be used in the region. The Eleventh Hour News raised the awareness of nontraditional employment and training options for females through the combined efforts of the team members and agencies involved.



SDA 12

NEW VIEW

NEW Team Coordinator: Robert Becker, Employment Services Division JTPA, 513-732-7479

The goal of the NEW VIEW group was to expand awareness of nontraditional opportunities in their area. Their funds were utilized to provide outreach to potential nontraditional applicants by conducting four orientations in January of 1997. The NEW VIEW team offered scholarships for 'short-term' nontraditional programs to women attending those orientations, and encouraged commitment to longer training courses. Twenty-five percent of those who attended the orientation took advantage of the scholarship offer. The team identified current training programs available in their community to avoid duplication of existing programs.

SDA 13

NEW SHOES

NEW Team Coordinator: Bonnie Nusser, Private Industry Council, 419-355-0510

The ultimate goal of the NEW SHOES team was to increase the number of women choosing to enroll in local JTPA-funded nontraditional training and employment. Staff members who work with female customers received training on nontraditional options. The use of promotional materials helped carry out the team mission in this five-county area. Accomplishments included:

- Sponsorship of an all-day nontraditional workshop for girls in the middle school.
- Incorporation of nontraditional opportunities in the career counseling orientation process.
- Distribution of promotional items throughout the county.
- Support of the mission of NEW SHOES in the daily work of members at their respective agencies.

SDA 14

NEW OPTIONS FOR WOMEN (N.O.W.)

*NEW Team Coordinator: Robin Gaston,
M-A-R-K Private Industry Council,
419-524-4511*

The purpose of the N.O.W. grant was to promote nontraditional education and/or employment in the four county area. The NEW Options for Women team provided speakers, mentors, and educational programs on nontraditional education and careers for women. They implemented and facilitated a support group for the regional ONOW (Orientation to Nontraditional Occupations for Women) group and developed a speakers' bureau. Many people were served through the outreach provided by this grant. Accomplishments included:

- Cooperation between the Girl Scouts of America and N.O.W. in developing a career badge.
- Attendance and participation in activities related to Black History Month, resulting in a 42 percent increase in minority enrollment in the local ONOW program.
- Distribution of a brochure.
- Development of a nontraditional resource library for use by various community agencies.
- Coordination of a speaker's bureau that will continue to promote nontrad options.

N.O.W. Team results include a 25 percent enrollment of women in nontraditional training or employment. The local Adult Education classes have increased 33 percent in female enrollment in nontraditional programs. The collaborative efforts of many groups will continue to promote unified efforts in the community by sponsoring nontraditional workshops; making presentations at job fairs, social clubs, schools, or Girl Scout meetings; and holding monthly meetings to maintain the momentum.

SDA 15

NEW TEAM II

*NEW Team Coordinator: Kris Chaplin,
Central Ohio Rural Consortium Job Training,
614-345-9707*

The NEW Team II developed a variety of methods to increase the placement of women in nontraditional employment, promote awareness of nontraditional opportunities, and establish a network of agencies, businesses, and organizations. The goal was to increase recruitment, retention, and placement of women. To accomplish this the NEW Team:

- Created a professional brochure for employers and customers that provides information on nontraditional careers and local sources for training and employment.
- Created handout packets that included information sources and promotional items.
- Provided training for summer youth staff, community organizations and agency employees.
- Purchased videos and resource materials to be shared by others.
- Developed and distributed a local employer survey to assess the needs of the business community.

By increasing the awareness of the team members, who in turn have influenced their agency co-workers, the training has expanded to many more people who have direct contact with female customers. The search for information has resulted in a more organized and universal effort to combine and share resources. Future training is mandatory for the staff of one agency and offered to all others based on the activities funded through this grant.

SDA 17

NEW TEAM

*NEW Team Coordinator: Danielle Harvel,
Private Industry Council— Fayette County
Office, 614-335-4892*

As a five-county organization, it was the NEW Team's mission to provide leadership, collaboration, coordination, training and support of quality services. The goals were to promote exciting opportunities to women in the nontraditional world of work. To accomplish these goals, the NEW Team:

- Developed a hands-on training workshop for agency staff to experience working in a nontraditional environment.
- Presented an informational seminar on sex equity to local agency staff members.
- Compiled and distributed nontraditional notebooks to agencies for use.
- Developed a brochure and disseminated copies to agencies for their female customers.
- Purchased books for local libraries and elementary schools.
- Provided hands-on workshops for Head Start parents, high school seniors, and guidance counselors.
- Printed and distributed a nontraditional occupations coloring book to Head Start students.
- Organized a nontraditional "Bring your Daughter to Work Day."

The printed materials funded through this grant will continue to be distributed in the area to promote nontraditional options for women in training and employment.

SDA 18

NEW TEAM

NEW Team Coordinator: Rosie Picklesimer, Community Action Organization of Scioto County, 614-354-4531

The goals of this SDA included staff training and increasing public awareness by publishing a brochure on nontraditional opportunities in training and employment. Their combined efforts with SDA NEW Team 17 and 24 resulted in workshops held at a local state university. Additional projects included:

- Creation and distribution of a brochure to six counties listing information about local training.
- Promotional materials were provided to women entering nontraditional training and employment.

The staff of various agencies will continue to advise women about training and job availability in nontraditional fields. Brochures will continue to be distributed to all customers served on all training options.

SDA 19

ON THE BALL

NEW Team Coordinator: Diana Mishlan-Nau, Lorain County Employment and Training Administration, 216-322-5262

The purpose of this group was to increase the awareness of both employers and individuals in the community on the opportunities for women in nontraditional training and employment. The following items were a result of this grant:

- A video was produced and distributed to all agencies working with female customers.
- Brochures containing information for employers and employees were developed and distributed.
- Two hands-on workshops were held for staff and involved training in various areas such as Fluid Power; Quality Control, Computer Aided Design (CAD), Computer Operations, Law Enforcement, and Manufacturing Technologies/Precision Machining.

- Educational resources such as videos were purchased and a resource guide developed.
- Scholarships were awarded to eight students to support their education in a nontraditional training program.
- Promotional items were purchased and distributed to all agencies.

The resources, brochures, and promotional items will continue to be used by the local agencies to promote increasing the numbers of women in nontraditional employment and training programs in this area.

SDA 20 and 21

WOMEN AT WORK

NEW Team Coordinators: Cynthia Jones, Jobs for Clevelanders— One Stop Career Center, 216-664-4525, Carolyn Milter, Cuyahoga County Department of Entitlement/ Employment Services, 216-987-8433

The focus of this grant was to train and provide technical assistance to line supervisors and staff members of local job training programs. Areas covered included client outreach and assessment, client job placement and job retention, and case management of women in nontraditional employment and job training. Eight training seminars were held for JTPA, TANF (Temporary Assistance for Needy Families), and United Labor Agency employees. Posters, brochures, and handouts were dispersed for use with customers. Pre-tests were given to assess the knowledge of the attendees prior to training. The evaluations showed that those in attendance were responsive to the issues faced by women pursuing nontraditional jobs. Following the training, most attendees indicated that they had better strategies to help their customers overcome barriers in nontraditional training and placement. The New Team Women at Work will continue to meet to review options of recruitment, placement and retention of women in nontraditional opportunities.

SDA 23

NEW TEAM

NEW Team Coordinator: Susan Berardo, Job Training Partnership, 330-455-7121

Funds from this project allowed the team to explore and promote nontraditional careers for females via a multi-disciplined approach to outreach and education. Agency staff members who held the responsibility of educating and guiding individuals in making career choices were targeted for awareness training. The NEW Team serviced a five-county area. Their activities funded through this grant included:

- The purchase and distribution of books (OCCU-FACTS) for team members and all guidance counselors.
- Development of a brochure featuring educational requirements, average earnings and areas of specialization for each of eight different job categories.
- Development of a stand-up poster card for use at local career fairs. Large posters were developed for use on wall space in schools.
- The presentation of a Nontraditional Career Workshop for staff members featuring panel discussions from women in nontraditional careers.
- Advertising in newspapers to promote the theme of nontraditional options.

The monies provided the opportunity to obtain professional quality promotional items. A large quantity of brochures were printed and will continue to be used. The linkages developed between the agencies have strengthened communications on the issues of nontraditional training and employment for women within the community.

SDA 24

CAREERS FOR TODAY'S WOMEN

NEW Team Coordinator: Jewell Hackworth, Ironton-Laurence C.A.O., 614-532-3534

The goal of this team was to provide information to all women that would help encourage their participation in nontraditional training or employment programs. Organizations and agencies in the area worked in close coordination to accomplish these goals. Some of the activities included:

- Sponsorship of several hands-on seminars for groups of females.
- Development of brochures and resource manuals that were distributed to all one-stop partners and local junior and high schools.
- Establishment of linkages to continue to provide the mechanism for on-going dissemination of non-traditional information.

Coordinating hands-on seminars with local universities and colleges for in-school youth, and the distribution of brochures and resource manuals to potential clients will be part of this local team's future plans.

SDA 25

LAKE COUNTY NEW TEAM

NEW Team Coordinator: Pam Fiederer, Lake County Employment and Training Administration, 440-350-2378

The NEW Team of Lake County wanted to improve nontraditional employment for women through increased awareness of the opportunities of high-pay/high-skill work; increased education of women in nontraditional subjects; and participation in nontraditional training programs. The major objective was to produce marketing materials that would be appropriate for agencies to use to encourage women to consider all careers.

- Two major marketing projects were developed including a brochure and three videotapes. The videos were customized for target audiences including middle- and high-school students, and adult women. The funds allowed for both of these items to be professionally produced in large quantities for use by member agencies over an extended period of time.

The Lake County NEW Team recognizes that the grant was successful in promoting cooperation between the member agencies. Those linkages established through the NEW Team will continue as all agencies work together on employment and training issues.

SDA 26

NEW MOVES

NEW Team Coordinator: Lynda Oscar, JTPA, 440-998-2990

The purpose of the NEW MOVES grant was to create awareness and to encourage women to consider nontraditional training and/or begin career paths that will lead to greater opportunities in the world of work for women. To accomplish those goals the NEW Team:

- Conducted a Women's Career Day which involved a career fair theme, breakout sessions on subjects related to work, and presentations by speakers with nontraditional backgrounds. The day provided an opportunity for employers, agencies, and community members to network.
- Trained staff on nontraditional employment, opportunities, and supportive services.
- Developed a resource center filled with videos, software, and books on nontraditional career information.

The packet distribution will continue for female customers and more items will be purchased to update the resource center using local matching funds.



SDA 27

TRUMBULL NEW

*NEW Team Coordinator: Judith Williams,
PIC of Trumbull County, 330-652-2095*

The goal of the NEW Team was to increase awareness of the benefits of choosing nontraditional careers or jobs. The team focused on reaching front-line staff; assisting working-age women to seek more competitive employment or training; and encouraging high school girls and young females to consider nontraditional opportunities. Activities included:

- Training front-line staff through the purchase of resources to be used community-wide.
- Training customers in an Interactive Nontraditional Career Fair for women.
- Developing a brochure highlighting the benefits of nontraditional and local resources.
- Distributing promotional items to area women.

Future activities include follow-up on the five hundred women who attended the various functions planned by this team.

SDA 28

PORTAGE COUNTY NONTRAD FOR WOMEN

*NEW Team Coordinator: Karen Johnson,
Portage Private Industry Council,
330-297-0720*

The emphasis of the NEW program was to provide information on high-wage opportunities and to assist in the enrollment of low-income women into nontraditional occupational skill training. This team successfully accomplished the following to meet their objectives:

- An informational resource brochure was developed that highlights career options in nontraditional areas.
- Resources for schools that included books and videos on nontraditional careers were purchased.
- Nontrad promotional materials and brochures were distributed at local career fairs and other recruitment activities.

Combining efforts with the local School-To-Work initiative helped consolidate resources and provide nontraditional information to each counselor in twelve different area school districts. The brochure and promotional items purchased with this grant will allow Portage County to continue outreach efforts to assist women in all career choices with information on nontraditional high-wage jobs.

SDA 29 and 30

MCNEW AND NEW YOUNGSTOWN

*NEW Team Coordinators: Carole Hatcher,
Mahoning and Columbiana Training
Association, 330-726-1647, Chuck Ratie,
Youngstown Employment and Training
Corporation, 330-747-5639*

Both SDA 29 and 30 focused on professional staff training, employer education, nontraditional hands-on exposure for their customers, resource and marketing materials, and project coordination. The goals of the Team included increased awareness of nontraditional employment issues with project staff, local employers, educational institutions and in-service populations served by the Team agencies. Some of the results of this grant included:

- A 'Train the Trainers/Staff' workshop in which 80 professionals attended, including team agency employees, community organization representatives, training-site personnel, and employers. The emphasis was 'Working Women Count' and the issues revolved around nontraditional employment.
- 'Breaking Tradition,' an informational workshop for customers, was held for 40 women attendees who learned about the availability of community resources related to nontrad training, employment, and services.
- A sixteen-page brochure was developed and disseminated that summarizes the local nontraditional labor market, resources available for training, preparation needed for students, and sources of financial aid.

This grant successfully delivered the implementation plan of activities for staff training, educating employers, marketing, recruitment, and the importance of hands-on training. The inter-agency/employer/education networking foundation was developed and will continue in the long run. The brochure will allow many agencies an opportunity to continue to promote nontraditional options for all customers.



OHIO NEW TEAM PROGRAM BRIEFS

Innovative Design of Project:

- Hands-on training for agency staff from JTPA, OBES, DHS, and various educational institutions
- Leadership Action Plan Development — the state model
- Technical assistance through Ohio NEW TEAM
- State-wide meetings and training on various issues
- Distribution of related information on nontraditional recruitment and retention
- Women's Career Software Package for use by customers
- Incentive awards given to SDAs based on marketing plans regionalized to increase the number of women in nontraditional training and employment

Benefits of the NEW TEAM Project:

- Improved delivery of services to women in intake and orientation, with information provided on all career choices
- Trained staff aware of benefits of nontraditional career options
- Increased awareness of nontraditional jobs for community members
- Purchased resources depicting women in nontraditional jobs with better utilization of all community resources
- Improved communication and networking of all agencies committed to increasing enrollment and placing of women in nontrad training and employment

Results of the NEW TEAM Project:

- Increased awareness and promotion of nontraditional careers throughout Ohio
- Increased enrollment of women in nontraditional training programs in Ohio
- Increased placement of women in nontraditional occupations in Ohio
- Higher-wage jobs and reduced dependency on public assistance for those in nontraditional areas

Program Dissemination and Future Work:

- Marketing and communication on existing programs
- Training on what was done through conference speaking engagements
- Shared knowledge and resources through publication *Aspire* by OBES and Equity newsletters from OSU, College of Human Ecology
- Hands-on Training, Action Plan Development, and marketing strategies summarized in final report for others to duplicate
- Continuation of OHIO NEW TEAM and their vision for women to become economically self sufficient through the promotion of nontraditional career opportunities

NEW
TEAM

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