



USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:

2.3 Participate in (university) career fairs and regional job fairs to recruit qualified women

About Your Gender Equality Plan

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at EngenderingIndustries.org.

Description

Analyze recruiting needs and assess opportunities to intentionally reach out to female candidates enrolled in relevant education programs at university career fairs or regional job fairs

Prepare for attendance with female role models and male champions at the company, who can answer candidates' questions on working environment and can create a positive perception with targeted candidates

Use multiple channels for advertising before the event, including engagement with partner institutions, key stakeholders, and use of media consumed by target audience

Develop job ads and informational material speaking to both women and men (see above)

Develop inclusive communication, interview, and assessment process to facilitate follow-up

Offer firsthand opportunities to experience technical tasks and get exposure to technical tools or equipment

Highlight the company's equal opportunity aims and efforts and provide information on company benefits

Challenges to Implementation

Follow-up with more in-depth selection process may be time-consuming and requires planning and intentionality

High number of participating companies, time pressure, and limitations in setting (e.g., more, and less favorable locations of exhibit stands) may limit opportunities to meet the right candidates

Cost for promotional materials, additional presence at plenary or as speaker, and better exhibit locations may become a limiting factor

Competition and one-to-one comparison with other companies looking for similar skill sets

What Success Looks Like

Number of career or job fairs with a positive hiring result increased

Pool of female candidates for recruitment processes increased

Number of women hired from targeted universities and job fairs increased, as indicated by data tracking system

Positive correlation of touch points with female candidates, female candidates interested in open positions, and female candidates

Resources and Tools

Tool: [Tip Sheet: Planning a Career Fair for Improving Women's Access to Nontraditional Jobs](#) (Jobs for the Future)

Case Study: [In North Macedonia, the Future is Female: How a Power Utility is Opening Doors for Girls and Women](#) (USAID)