



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

1.5 Conduct outreach to educational institutions that leads to long-term attraction of female job candidates

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 societal/ educational gaps for recruiting female candidates, and develop an outreach plan

Develop relationships with engineering or STEM-related clubs at universities and give presentations to students about career opportunities

Identify suitable educational institutions, from kindergarten through vocational training schools and universities, and develop outreach programs with administration and faculty using gender-equitable messages that:

- Inform students that company is an equal-opportunity employer with varied opportunities
- Highlight the company's equal opportunity efforts, showcasing gender equality and D&I practices
- Publicly encourage women to study STEM subjects to qualify them for technical careers

Offer scholarships^[1] to women and girls to study in STEM fields

Reach out to parents and feeder schools to allay concerns and encourage female students to pursue careers in STEM

Develop practical and fun campaigns and competitions to attract and expose girls to technical topics, such as an "Energy Academy" or online gamification approaches

Send female and male managers to represent the company and discuss technical topics at summer camps, in kindergartens, and at other venues with kids and, in particular, young girls participating

Host "bootcamp" or pre-apprenticeship programs that specifically target young women to prepare them for skilled labor positions (e.g., line worker, electrician, welder, plumber, etc.) that women are less likely to know about or pursue.

Create an “academy” or program to formalize all of the company’s initiatives (e.g., internships, scholarships, mentor programs, etc.) and signal the company’s commitment to attracting more women.

Implement a sex-disaggregated data tracking system to determine if more students from the targeted outreach apply for internships and/or jobs at the company

Challenges to Implementation

Technical schools/universities may have low numbers of women as students registered in relevant courses of study

School leadership may not demonstrate an interest in targeting gender exclusion biases

Organizations such as utilities may be seen as old-fashioned, so they may not be attractive to young people

Inherent perception that work in the industry is only field work or customer service and is therefore unappealing

Organizations such as utilities may have extremely limited financial and human resources to implement new outreach programs and data-tracking systems

What Success Looks Like

Girls and young women get exposure to technical jobs, are encouraged to pursue STEM studies, and prepare for jobs/careers in lucrative industries

Company positions itself as an attractive employer for women and men

Over the medium- and long-term, the number of women applying for internships and/or jobs increases from targeted schools

Industry’s image is strengthened as an employer of choice for young women and men beginning their careers

Resources and Tools

Tool: [Adding a Gender Lens to Nontraditional Jobs Training Programs](#) (Jobs for the Future)

Article: [How to Approach Teaching Gender Equality to Boys and Girls](#) (British Council)

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

Report/Study: Regional Mapping: STEM and Digital Skills for Girls (UNICEF)

[1] **Scholarship.** Award of financial aid for a student to further their education. Scholarships are awarded based upon various criteria, such as academic merit, diversity and inclusion, athletic skill, or financial need.