

Women's Pathway out of Poverty

-Carol Goertzel, President/CEO,



About PathWays PA

- Serve more than 6,000 women, children and families by providing:
 - Social services,
 - Job training and employment assistance
 - Outreach
 - Residential
 - Advocacy/Policy
- Working with Linda Butler to create training curriculum
 - Recording Secretary of the Philadelphia AFL-CIO
 - Has created and consulted for many nontraditional programs nationwide

How Many Households Lack Adequate Income ?

- Federal Poverty Level
 - PA - 9%
- Self-Sufficiency Standard
 - PA - 21%

Meaning 1 out of every 5 households in Pennsylvania lack adequate income



Why Women? Why Nontraditional?



[Wikimedia Commons image](#) – Real life “Rosie, 1943)

- Women historically have played key roles in “nontraditional work”
- 28% of female households in PA live below self-sufficiency
- Women have few opportunities to enter “nontraditional” jobs
 - Higher wages than traditional “women’s jobs”
 - More opportunity for growth
 - More motivation for women to succeed

How to Incorporate Women Into RFP

- Outreach and Recruitment
- Curriculum Development
- Job Readiness and Training
- Job Search and Placement
- Retention
- Additional Notes



Outreach and Recruitment



[Wikimedia Commons image](#) – Wikimedia Image

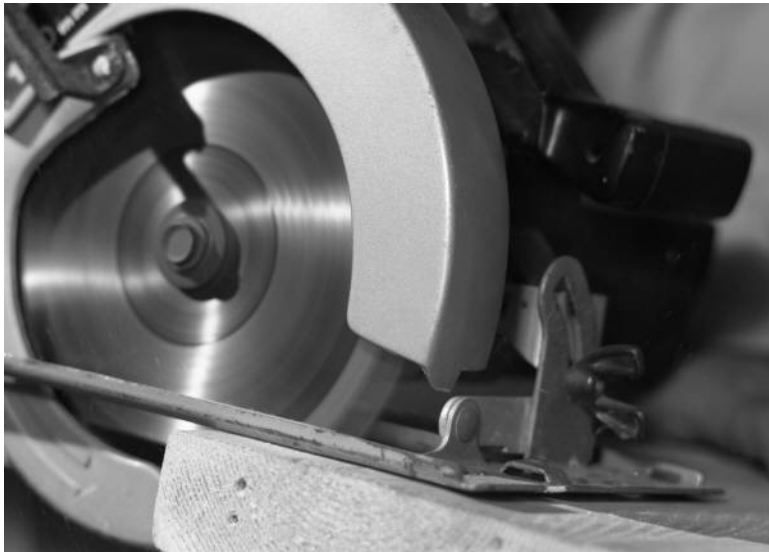
- Look for motivation to be in nontraditional jobs
- Women may have related job skills without realizing it – target that experience

Curriculum Development

- Women AND men need to brush up on math and science
- Create curriculum that allows time to talk about cultural “pushback” women might feel in these positions



Job Readiness and Training



- Know your teachers and how they interact with students
 - For instance, one organization reported a carpentry teacher who was terrific at teaching - but afraid to let women use power tools

Job Search and Placement

- Work with employers ahead of time on placement
- Find “role models” to meet with students (and possibly employers)



Retention



- Connect family-sustaining supports and career counseling
- Women as well as men could benefit from connection to transportation and child care information

Additional Notes

- Potential roadblocks easily overcome
- Support services/Career counseling can be included in RFP
- PathWays PA available to do half-day trainings and individual technical assistance



Questions/Comments?

- For more information, please contact:
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