



iWiTTs

NATIONAL INSTITUTE FOR WOMEN
IN TRADES, TECHNOLOGY & SCIENCE



Join Our Game-Changing Session for Educators:
Empowering Women in Auto & Diesel

Current Landscape: Women in the automotive industry



2022

2.9% Automotive Service Technicians or mechanics

2.7% Automotive body and related repairs

1.2% Bus and truck mechanics and diesel engine specialists

Source: US Bureau of Labor Statistics

2019

1.3% of service technicians at new-vehicle dealerships are women

20% of service advisors are women

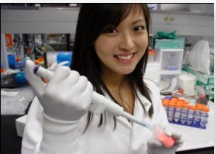
Source: National Automobile Dealer's Association

Recruitment/Retention Interventions Work



Career Pathway	Recruitment Results	Institution
Auto/Diesel	8 female students in one year	Community College of Philadelphia
Diesel	0 to 12 female students in one year	Wallace State CC, Alabama
Auto/Diesel	0 to 7 Women in Automotive Pre-Apprenticeship Program	City College of San Francisco
Automotive Technology	2 to 7 female students the next semester 100% Retention	Owensboro Community & Technical College, KY
Automotive Technology	9 female students enrolled, the largest # of females to ever enroll at one time 69% to 100% Retention F 11% increase M Retention	Evergreen Valley College, CA
Automotive Technology	38% to 68% female and male competition	Oregon Central Oregon CC
	Persistence in Auto 38 to 50%	

Phylicia Smith SEPTA



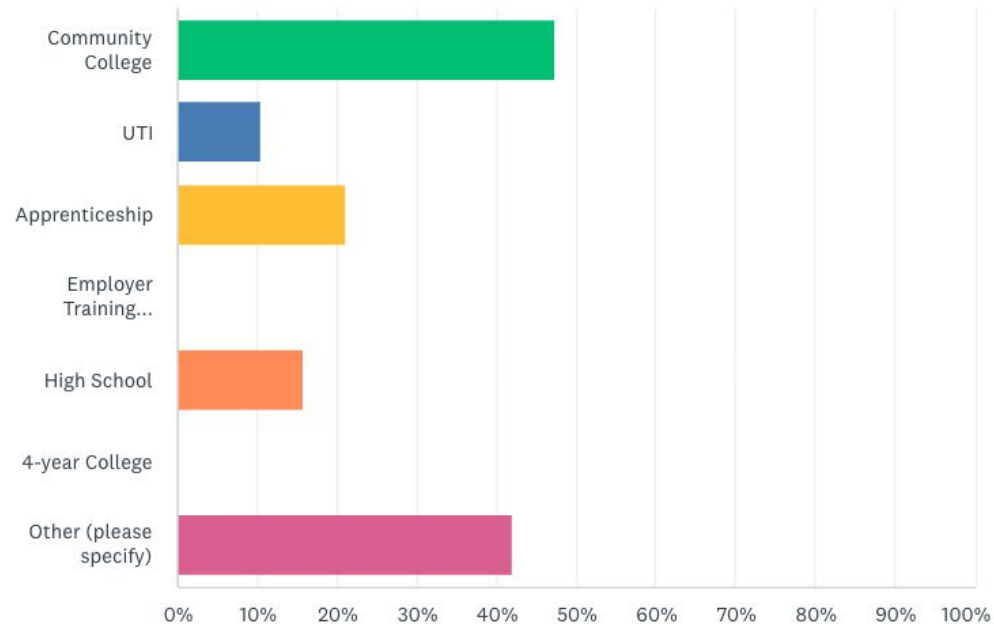
What do you notice about why Phylicia likes being a mechanic? How's it different than what male mechanics like about being mechanics?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

Survey Results

How did you get your education/training to become an automotive/diesel technician? Check all that apply.

Answered: 19 Skipped: 0

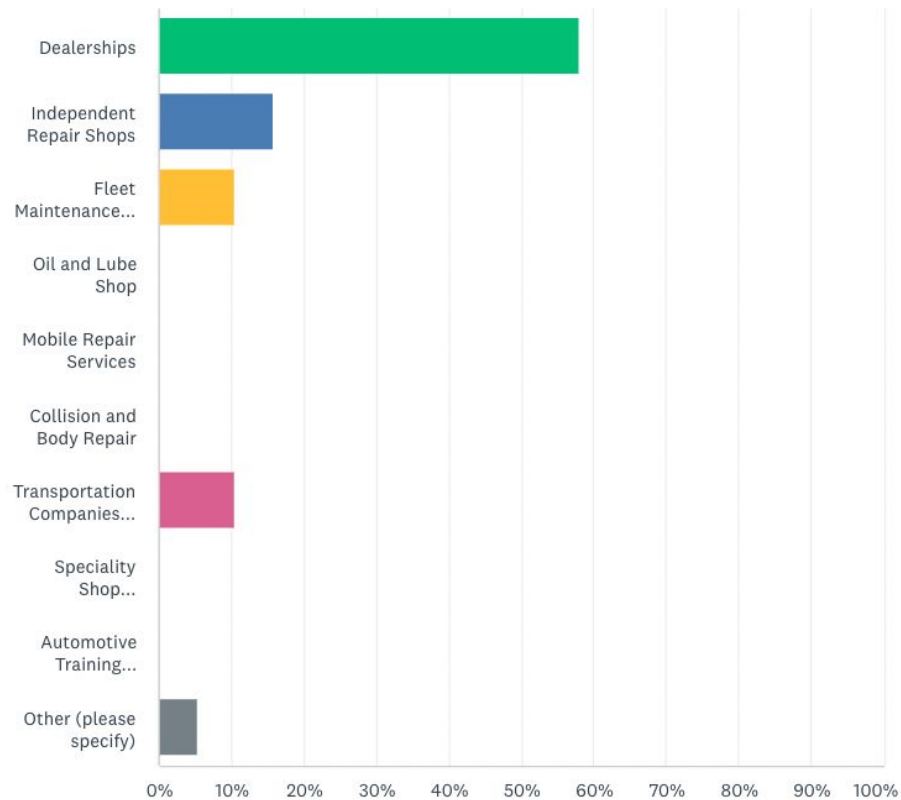


Most others were technical colleges

Survey Results

What type of employer do you work for?

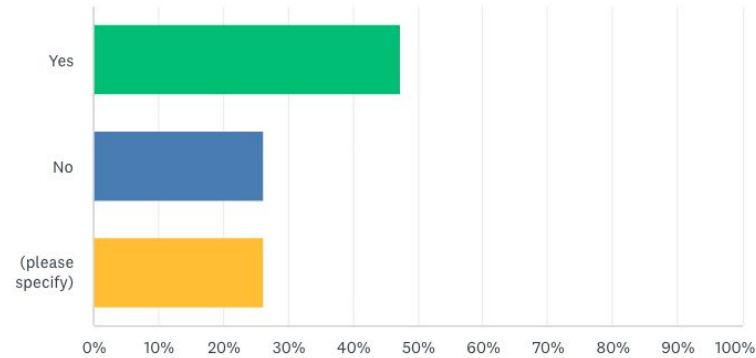
Answered: 19 Skipped: 0



Survey Results

Have you ever been steered towards a desk job when you were seeking a technician position?

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Yes	47.37% 9
▼ No	26.32% 5
▼ (please specify)	Responses 26.32% 5

Was offered a valet/lot attendant position at Mercedes when clearly I am tattooed and training to be a technician

10/17/2023 10:43 AM

[View respondent's answers](#) A

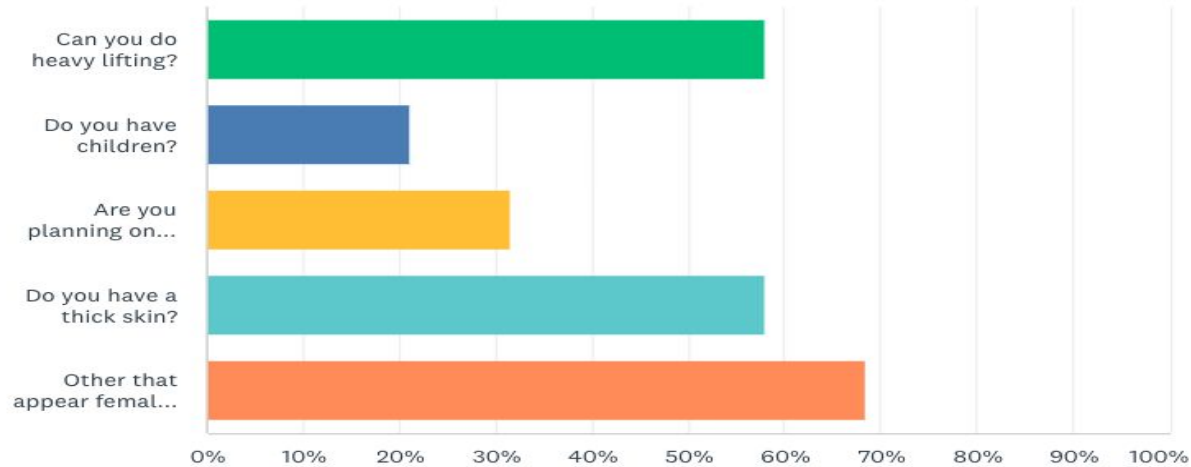
They were trying to scam me to service advisor



Survey Results

Have you been asked any of the following questions in an interview? Check all that apply.

Answered: 19 Skipped: 0

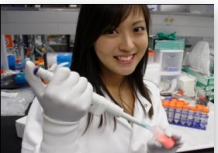


ANSWER CHOICES	RESPONSES
Can you do heavy lifting?	57.89% 11
Do you have children?	21.05% 4
Are you planning on having kids?	31.58% 6
Do you have a thick skin?	57.89% 11
Other that appear female specific (please specify)	Responses 68.42% 13

-Are you aware you may deal with people who don't believe in female mechanics? Are you aware that you may be treated differently because of your sex? Do you know you will have to work harder than the men to prove yourself?

-Multiple: Are you okay with working on a team with only men?

Quotes from Auto Instructors



Here are some of the comments of male instructors and staff who have worked in these shop environments themselves as we discussed this Plan Strategy.

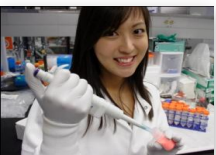
"I worked fleet, it was pretty bad there. Not as bad as the dealerships, but it's bad."

"It's always been a tough environment. It's getting better slowly though. But they need to be prepared. They are tough environments."

"There are some shops that still have bikini models on all the walls."

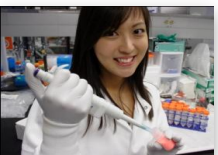
Industry Workshop: Job Placement of Women as Automotive & Diesel Technicians

- ◇ **100% of employers pledged to Plan (pending team approval) in areas of advertising, application process, interviewing, testing, tools, metrics and shop culture**
- ◇ **All volunteered to help with mock interviews**
- ◇ **Half offered to sponsor internships and apprenticeships**
- ◇ **Those employers who have pledged will have priority for hiring as female students will know they are fully vetted**



Industry Workshop: Job Placement of Women as Automotive & Diesel Technicians

<https://www.surveymonkey.com/r/womenautosurvey>



Diesel by Distance



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Developing & Implementing Hybrid Instruction to Increase the Access of Women & Adult Learners to Diesel Technology Training - ATE Grant DUE #2100297



Recruiting & Retaining Women in Diesel

Partnered with and underwent training conducted by Donna Milgram, the Executive Director of the National Institute for Women in Trades, Technology and Science (iWiTTTS).

Targeted Recruitment



- Online & In-Person Women in Diesel Meet & Greet
 - Technical Schools
 - Dual Enrollment
 - Active Social Media Advertising
 - Women Recovery Programs
 - Updated Marketing Materials
 - B&I Support
-

Tailored Retainment

- Female Resource Guide
- Encourage Questions
- Mid-Semester Check-ins
- Constant Communication
- Female Role Models
- Introductory Guidebook (Fall 2023)
- Entrance Survey Identifying Areas of Concern (Fall 2023)



DIESEL
Parts & Pieces

Outcomes

Fall 2020 there were 31 students. All were white males, two were adult learners.

- Since Summer 2021, we have served 17 females.
- We have served an additional 60 adult learners (25+ years old). Of the 60, 12 were females and 11 were African-American.

Fall 2023 - we are currently serving 62 students; 45 credited and 17 workforce.

- 43.5% are adult learners.
- 11.3% is made up of females.
- 19.4% is made up of other ethnic background, other than white.

Questions



Discussion Questions

https://docs.google.com/document/d/1FEEkp19_j4g0FJZPMoSuPLuKGEntsgtqhJ19oyd174Y/edit?usp=sharing