STRATEGIES TO SUPPORT STUDENTS INTERESTED IN NONTRADITIONAL FIELDS

PRESENTED BY:
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ILLINOIS CENTER FOR SPECIALIZED PROFESSIONAL SUPPORT
creates, supports, and delivers professional development for career and technical education professionals across Illinois

provides technical assistance, develops publications, and facilitates program improvement strategies for our partners

focuses on transition, recruitment, retention, and completion—encouraging achievement of special populations learners

founded in 1977 at Illinois State University
BE SURE TO GRAB THE HANDOUTS

- Presentation Slides

- FY 21 Professional Development
WHAT IS A NONTRADITIONAL FIELD?

- ‘nontraditional fields’ refers to occupations or fields of work for which individuals from one gender comprise less than 25 percent of the individuals employed in that occupation or field of work.
- 2020 Nontraditional Crosswalk from OCATE (Office of Career, Technical, and Adult Education)
EXAMPLES OF A NONTRADITIONAL FIELD

Males:
- Cosmetology
- Elementary education
- Nursing
- Administrative support

Females:
- Engineering
- Law enforcement
- Aviation maintenance
- Welding
POTENTIAL BARRIERS

- Unconscious bias
- Gender equity issues
- Lack of exposure
• present programs to students of all genders
• provide workshops, hands-on career fairs, career panels, and other events that highlight nontraditional fields
  • invite students and parents
• invite students and parents to a program site to eliminate misconceptions about CTE programs and nontraditional careers
  • include presentations from positive, attainable role models to credibly answer questions posed by parents and students
• create relationships with employers to provide accurate information and facilitate contact with potential speakers and resources
• emphasize the potential earnings of nontraditional careers to students and parents
• educate counselors and teachers on bias, both personal and institutional, and ensure they understand the potential barriers for students seeking nontraditional careers
• design activities that include family members and encourage students to achieve educationally
  • this action is especially important for economically disadvantaged or underrepresented communities
- use commonly understood terminology when discussing programs
  - do not assume your audience knows what is meant by nontraditional fields
- share information about support services that are specifically relevant to those individuals seeking careers that are nontraditional for their gender
- review all current materials and processes to make sure they do not contain an inadvertently discriminatory message
- create a section of your program’s website that has specific information for students interested in nontraditional fields, include testimonials and success stories
- adjust social media campaigns to reflect recommended practices
  - social media is an effective way to facilitate word of mouth advertising with a source that is easily remembered and referenced in conversation
• include pictures of women and men in all recruitment material
  • for radio and TV advertising make sure to include nontraditional student voiceovers
• use gender inclusive language, you are actively seeking students of all genders
• present real-world settings in promotional videos and cover relevant topics
  • what it’s like to be a man or woman and work in a gender dominated field
  • establishing work/life integration
  • building a support network of family and peers
SUPPORTS & SERVICES

- plan ahead for issues related to changing rooms or equipment sizes so the issues do not arise during coursework
- provide mentors and accessible positive role-models
  - ensure that mentoring programs fit the educational setting and student need
  - consider alternate mentoring strategies; web-based contacts and connection to professional organizations may be viable options when face-to-face contact cannot be established
- include speakers and presenters in classes who can serve as role-models
- include information about expectations of work-life balance
  - each student’s values are different; don’t make assumptions based on gender stereotypes
- train counselors and advisors to understand the relationship between the personal, professional, and cultural situations facing students in nontraditional programs
QUESTIONS
SPECIAL POPULATION WEBINAR SERIES

Teen Parents, Single Parents, & Pregnant Mothers

- Wednesday, February 24th at 2:30 PM
- https://attendee.gotowebinar.com/register/789630079226172944

Out-of-workforce Individuals

- Wednesday, March 10th at 2:30 PM
- https://attendee.gotowebinar.com/register/2906558299090316560
Special Populations Super Strategies & Webinar Series: https://icsps.illinoisstate.edu/cte/special-populations/76-super-strategies

Recruitment, Engagement, and Retention Webinar Series: https://icsps.illinoisstate.edu/adult-education

Universal Design For Learning Webinar Series: https://icsps.illinoisstate.edu/cte/universal-design-learning/2-home/68-universal-design-learning-series
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