

Oregon Tradeswomen

*Highlights from Oregon Tradeswomen's 26th annual Career Fair
Education, Inspiration, and Opportunity in Blue Collar Careers*





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Oregon Tradeswomen's annual Career Fair is produced each year to introduce the skilled trades to school-aged girls and offer a place for adult career seekers to connect with training and employment opportunities.

The event is fully funded by industry partners and supporters: More than 100 businesses and organizations participated as Sponsors, Workshop Presenters, or Exhibitors in 2018.

Special thanks to NECA-IBEW Electrical Training Center and IBEW Local 48 for graciously hosting Oregon Tradeswomen's Annual Career Fair





Oregon Tradeswomen's Career Fair By the Numbers:

- 1,338** Attendees on School Girls' Day
- 202** Educators brought groups of students
- 77** School groups attended
- 1033** Women and their families attended the Fair
- 50** People toured the Fair as VIP's
- 91** Volunteers contributed 523 hours
- 41** Interactive Exhibits and workshops
- 89** Exhibitors

"I really enjoyed doing things I wouldn't normally do, and things that I was afraid to do."

— Cynthia, La Pine High School Student

"My favorite part of the day was being able to do things guys get to do, and talking to strong, independent women who know what they're doing and it was so fun."

— Student from Corvallis High School

"I loved there were so many vendors and how proud everyone was to be in their career. It really was an amazing experience that I will be recommending to my friends and family to attend next year!"

— Student from Evergreen High School





About Oregon Tradeswomen's Career Fair:

Oregon Tradeswomen first offered our hands-on Career Fair in 1993, and it has grown every year! The annual Career Fair is an opportunity to increase access, opportunity, and equity in the skilled trades by introducing women and school-aged girls to apprenticeship and high-wage, high-skill careers in construction, manufacturing, and other non-traditional careers. Because women remain under-represented in these pathways, the Career Fair provides the career possibilities women of all ages might not otherwise learn about or consider for their future.

Oregon Tradeswomen's Career Fair offers a completely unique career exploration experience with dozens of hands-on workshops and activities that provide authentic learning experiences and opportunities to use tools and talk directly with tradeswomen about their careers.

Oregon Tradeswomen's Career Fair has made an impact: The number of women working in construction in Oregon and Washington is more than double the national average, but we can't take all the credit. The businesses, training centers, organizations, and other individuals who support our work at the Career Fair do an incredible job of encouraging women and girls to consider career pathways in the skilled trades, manufacturing, and other non-traditional careers share in this credit, and have our immense gratitude.







Outreach & Media Results:

- TriMet Transit Ads ran for 6 weeks reaching more than 1.2 million people in the Portland area
- Television Ads ran for 3 weeks on KGW and KPTV and reached more than 2 million viewers
- Online advertisements ran for 3 weeks reaching approximately 600,000 people in the region
- Social media posts connected with more than 62,000 people
- KGW's Drew Carney previewed the Fair a week before the event
- The event was covered by:
 - Daily Journal of Commerce
 - KOIN 6
 - KGW NewsChannel 8
 - NW Labor Press
 - The Portland Business Tribune
 - The Portland Mercury
 - The Portland Observer
 - The Scanner
 - Willamette Week

Links to Media Coverage:

KGW: Drew Carney Previews Oregon Tradeswomen's 2018 Career Fair
<https://bit.ly/2vTaTud>

KGW: Rachel Rafanelli reports on Oregon Tradeswomen's 2018 Career Fair
<https://bit.ly/2Mjx0UR>

KOIN: Kohr Harlan previewed Oregon Tradeswomen's 2018 Career Fair
<https://bit.ly/2MA6gPe>

Daily Journal of Commerce Story
<https://bit.ly/2nIOewm>

NW Labor Press Story
<https://bit.ly/2MTgKGh>

Portland Business Tribune Story
<https://bit.ly/2Pihcj2>





"I loved the breadth and diversity of opportunities presented. Getting a chance to connect with the potential job seekers before they get immersed in the job market is a wonderful way to communicate out what we're looking for, while also getting a sense of what our next generation of employees might need in their careers and development."

– Exhibitor at Oregon Tradeswomen's 2018 Career Fair

Save the Dates in 2019:

Friday, May 17, 2019: School Girls' Day
For registered schools

Saturday, May 18, 2019: Careers for Women Day
Free and open to everyone

Special thanks to NECA-IBEW Electrical Training Center and IBEW Local 48 for hosting Oregon Tradeswomen's annual Career Fair again in 2019!



Thank you to the Sponsors of Oregon Tradeswomen's 2018 Career Fair!

Platinum Sponsors

Bonneville Power Administration
City of Portland: Bureau of Development Services, Environmental Services, Procurement Services, Bureau of Transportation, and Portland Water Bureau
IBEW Local 48
KGW Northwest NewsChannel 8
NECA-IBEW Electrical Training Center
Oregon-Columbia Chapter, NECA
International Union of Operating Engineers (IUOE) Local 701
Metro
Oregon Laborers Apprenticeship
UA Local 290 / Plumbing and Mechanical Contractors Association

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Bronze Sponsors

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