

Recommendations for Attracting Women to the Transportation Industry

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Connect with young people to promote the industry as a desirable career option

- Participate in a mentorship program and provide opportunities for others in the industry to mentor as well

Encourage participation in professional organizations, especially leadership participation and networking event attendance

- Encouraging participation in extracurricular activities provides opportunities to improve confidence and increase visibility in the industry
- That visibility and representation is mutually beneficial and necessary for advancement opportunities

Promote educational and career opportunities, focusing especially on minority recruitment efforts

- Encourage the support of minority-focused scholarships, internships, and awards to increase the recruiting talent pool so that minorities are afforded opportunities that are not otherwise possible
- Educational promotion may require changes in education tools or traditional information delivery methods in order to ensure that there is a focus on the skills that are needed in the industry
- Soft skills, like public speaking, could be more incorporated into curricula without jeopardizing accreditation requirements

Create a gender-balanced panel for all final decisions pertaining to hiring

- Presenting a gender-balanced hiring panel is one way to show immediate dedication to diversity, while also ensuring that the hiring decisions are not biased

Intentionally promote desired perceptions

- Deliberately advertise your agency's support of diversity through as many outreach opportunities as possible
 - Professional organizations and association meetings
 - Social media
 - Newsletters and magazine articles
- Promote the perception that is desired rather than allowing outsiders to define your public perception

Promote the communal goal congruity of transportation industry careers

- Many engineers, planners, policy makers, researchers, and scientists are fulfilling personal communal goals throughout their careers

Develop and adhere to a defined succession plan to ensure there is no bias in promotion decisions

- With clear promotion guidance that is inclusive of specific requirements for advancement, there is no room for unintentional bias in the promotion process within your agency
- Not seeing a path to advancement is a common reason provided by women who left the transportation industry

Invest in best practices syntheses that collect and compare public transportation agency's policies and implementation successes to develop and promote a toolbox of applicable guidance

Conduct, or participate in recurring surveys to understand the effectiveness of the cultural diversity efforts in place

- Sharing practices that were ineffective is just as important as sharing practices that were effective

Ensure policies allow employees to take earned time off, without fear of retribution or loss of work availability upon return

- Policies that are family friends allow for time off after childbirth and other dependent care considerate policies will all contribute to retention rates of qualified talent

Finally, change must occur at every level of an organization to be effective. Buy-in must occur from the CEO to the front line to ensure effective cultural improvement.