

# GOAL: 30% OF NEW HIRES/APPRENTICES ARE WOMEN BY 2026

## FOUR STRATEGIC PRIORITIES 2022-2023:

Promote

Promote trades career awareness and education for women and girls in the Philadelphia region

Link

Link 400 aspiring tradeswomen to programs that help them choose a trade and take the next step

Expand

Create sustainable programs and pipelines that prepare more women to succeed in trades careers: I.D. \$125K to sustain current program for 2 years; Create at least one new new women-focused program with partners

Influence

Influence practices of 40 unions/apprenticeships and trainers to reach, enroll and retain more women, through 90 consultations and group education. Some apprenticeships enroll 20% women; some training enrolls 30% women

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