

# Emerging Professionals / Women in Construction Week Committees Open House



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# Emerging Professionals

Chair: Ashley Farmer – Boise Chapter #245

Co-Chair: Heather Groves – Maine Chapter #276

*Chapter Board Training (Month/Day/Year)*

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# Committee Goal

- Promote NAWIC to emerging professionals through networking, education, and events.



# How To Achieve Our Goals

- Mentoring Program
- Infrastructure
- Career Development



# Mentoring Program

- Partner with Professional, Development, and Education Committee to market and help chapters implement the mentoring program.
- Continue to finetune and develop guidelines that help promote uniformity across all chapters regarding the mentorship program.
- Develop national mentorship program where members can access information of potential mentors and mentees.



# Infrastructure

- Build the infrastructure necessary to ensure emerging professionals have a valuable and positive experience once they join NAWIC.



# Career Development

- Arm women with the tools to maximize their impact on the job.
- Recognize individuals and employers that exemplify the goals of this committee and choose to invest in themselves and the development of their employees.



# Campaign

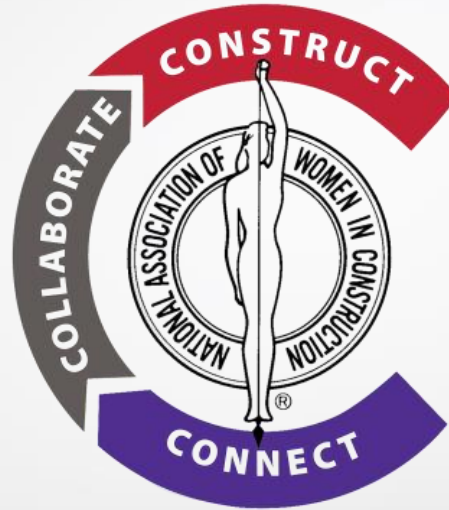
- Encourage NAWIC members to share a photo, video, or story about any mentorship experience that they have had, inside or outside of NAWIC.
- Share stories about how mentorship has helped individuals develop personally and professionally.





# Women In Construction Week

## March 7-13, 2021



WOMEN IN CONSTRUCTION WEEK  
March 7-13, 2021

Chair: Toni Osberry, Austin Chapter #7  
Co-Chair: Shawna Alvarado, Santa Clara Chapter #99



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# Committee Goals 2020-2021

PROMOTE AND CELEBRATE WOMEN IN THE  
CONSTRUCTION INDUSTRY



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How do we accomplish this?



# Connect: Cross-Pollinate

Utilize connections member companies already have with other associations to help promote Women in Construction.

- Associated Builders and Contractors (ABC)
- Associated General Contractors of America (AGC)
- American Institute of Architects (AIA)
- American Subcontractors Association (ASA)
- Local Unions
- Local University Student Construction Association



# Collaborate

- Host educational seminars/panel discussions
- Host joint events (happy hour, jobsite tours, hands on workshops)
- Share event calendars



# Promote and Share

- Share on all social platforms
  - Facebook, Twitter, LinkedIn, Instagram, Website
- Post posters and flyers of upcoming activities in office and jobsite trailers
- Word of mouth
- Pictures, Videos, Interviews
- Encourage local associations to share social media post



# WIC Week Contest

Heavy concentration on participation, marketing efforts, cross-pollination. Not only do we want our members more involved, we want to encourage other associations to celebrate Women in Construction Week.

2020 WIC Week: 61% national participation



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# Chapter Awards

- Overall participation for chapters with 25 or less members
- Overall participation for chapters with 26 or more members
- 1st Place award for PR & Marketing Efforts
- 1st Place award for Cross-Pollination

## Submissions Requirements

- Submit submittals via link with completed recap form to [wicweek@nawic.org](mailto:wicweek@nawic.org) and region directors
- Submittals due date: March 31, 2021





# Questions?

Connect with us:



[wicweek@nawic.org](mailto:wicweek@nawic.org)



NAWICWICWeek

#womeninconstruction2021

#wicweek2021



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