

# Real Choices for Career Success

## WORKPLACE GENDER BALANCE PROJECT



### RUBRIC

(All gender nontraditional CTE Programs are expected to, at a minimum, complete the "Activities that Meet Minimum Project Goals" in each of the following areas.)

**GOAL** – Provide non-traditional (NT) students with a professional role model. You are at the top of the profession, model that!!

Activities That Meet Minimum Project Goals	Activities That Exceed Minimum Project Goals	Exemplary Activities
Dress and act professionally, and request that students also dress and act professionally.	Hold a discussion with program faculty regarding their role as professional role models.	Speak at a public function regarding NT roles, or host a recognition event for a business that supports NT employees.

**GOAL** – Provide a safe, welcoming physical environment for NT students.

Activities That Meet Minimum Project Goals	Activities That Exceed Minimum Project Goals	Exemplary Activities
Ask someone of the NT gender to evaluate the instructional area. Is it clean and inviting?	Have the program advisory committee evaluate the environment in the instructional area. Prepare a checklist for their use ahead of time.	Make the environmental changes recommended by the program advisory committee.
Evaluate the program equipment and uniforms to insure they are the correct size and adequate for NT students.	Purchase new equipment (standard to the program) if necessary to provide for NT students.	Purchase special equipment that might be helpful to support the success of NT students.

**GOAL** – Raise the level of consciousness of all staff and students regarding gender stereotyping.

Activities That Meet Minimum Project Goals	Activities That Exceed Minimum Project Goals	Exemplary Activities
Increase personal awareness/knowledge by investigating on-line NT information. (Source list available)	Discuss gender equity with your students; include both the classroom and the work environment.	Attend the annual WPB Bidder’s Conference or a National NT Education Meeting.
Ask a peer to evaluate the language in the classroom, Is there anything offensive, is gender neutral language being used, are jokes appropriate?	Evaluate learning materials such as texts, videos, etc. for gender bias.	Purchase videos and learning materials that demonstrate NT workers in your field.

**GOAL** – Include NT professionals on the program advisory committee, faculty, and staff.

Activities That Meet Minimum Project Goals	Activities That Exceed Minimum Project Goals	Exemplary Activities
Secure a NT professional to serve on program advisory committee.	Hire NT students or professionals to assist in labs and classes.	Hire a NT faculty member.

**GOAL** – Recruit NT students using materials and publicity.

Activities That Meet Minimum Project Goals	Activities That Exceed Minimum Project Goals	Exemplary Activities
Display WPB posters in your instructional areas and other relevant student gathering places, specifically student points of entry.	Distribute WPB posters to “feeder” schools and other CTE programs at your institution.	Request that businesses affiliated with the program display the WPB poster in their business.
Supply counselors/advisors with the WPB brochure and request that they distribute one to each potential NT student.	Discuss the career advantages of CTE for NT students with a counselor/advisor.	Provide a workshop for counselors/advisors at your school to introduce them to career options available for NT students.

**GOAL** – Plan and present events that are designed to recruit NT students into your program.

Activities That Meet Minimum Project Goals	Activities That Exceed Minimum Project Goals	Exemplary Activities
Personally invite a potential NT student to attend a class or lab.	Hold a NT “Bring your friend to class” day. Offer a prize for the person who brings the most friends.	Plan and present an open house for potential NT students and their families.

**GOAL** – Retain NT students by providing them extra support.

Activities That Meet Minimum Project Goals	Activities That Exceed Minimum Project Goals	Exemplary Activities
Provide students with information on how to identify allies and mentors.	Ask your program advisory committee to help you identify and acquire a list of potential NT mentors.	Develop a NT student support organization and assist them to design e-networking.