

Career Equity Resource Center

A PROGRAM OF THE CENTER FOR WOMEN AND WORK

FUNDED BY THE NJ DEPARTMENT OF EDUCATION,

OFFICE OF CAREER AND TECHNICAL EDUCATION



FAST FACTS ON NONTRADITIONAL IN CTE

Examples of Nontraditional Careers for Males:

- Nurse
- Elementary Teacher
- Dental Hygienist
- Social Worker

Examples of Nontraditional Careers for Females:

- Engineer
- Police Officer
- Construction Worker
- Computer Systems Analyst

About CERC:

CERC's mission is to ensure all secondary students have equal access to high quality Career and Technical Education programs to assist them to become successful global citizens and prepared for career opportunities of the 21st century.

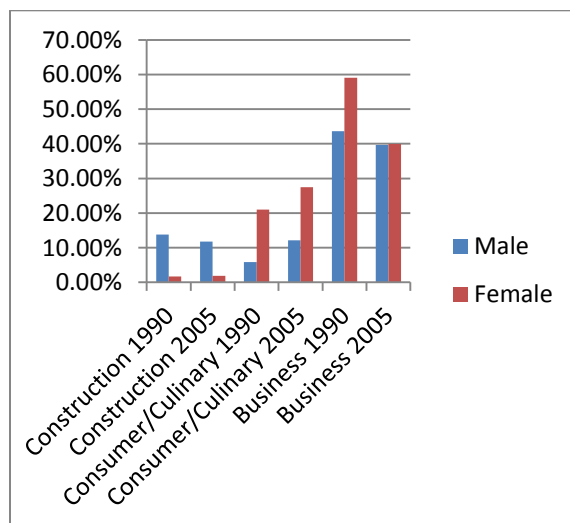
Contact us for information on the following services:

- Equity Training
- Professional Development
- Technical Assistance
- Curriculum Assistance

Web: cerc.rutgers.edu

Phone: 848-932-4614

- Careers that are nontraditional for one of the genders, such as information technology, nursing, and engineering, often experience a labor shortage, so there is a high demand for skilled employees in those occupations.
- In New Jersey, 89% of students enrolled in CTE courses that are traditionally for women are girls.¹
- Trailblazing women who work in nontraditional fields can expect a lifetime earnings of 150% more than comparable women in traditionally female occupations.
- It has also been found that people in nontraditional careers enjoy a high degree of job satisfaction as they are working in fields they have a genuine interest in, regardless of gender stereotype.
- In New Jersey, 14% of students in CTE courses that are nontraditional for women are girls.¹
- In addition, much research on work environments finds that diverse workforce can be more innovative, productive, and creative than non-diverse workforce.
- 2,270 girls are enrolled in cosmetology courses compared to 86 boys in New Jersey.¹
- 159 girls are enrolled in automotive courses compared to 3,183 boys in New Jersey.¹



Percentage of Graduates who Earned Career and Technical Education Credits

Source: National Center for Education
Statistics

Tips for Recruitment & Retention

- Use role models to promote programs amongst nontraditional students.
- Issue a personal invitation for students to attend a class or activity.
- Use gender neutral language.
- Always include information on career pathways, salary, job benefits, etc.
- Create bulletin board displays recruiting young men or women for the activity.
- Initiate discussions with students.
- Develop peer support or mentoring groups for nontraditional students.
- Distribute flyers/brochures of nontraditional career information at registration and Back to School night.

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Sources:

1. New Jersey Toolkit, National Women's Law Center, 2005