Women - Nontraditional career paths fall into a few broad categories: labor-intensive jobs, science, technology and supervisory.

Nontraditional Careers for Women

Architecture & Construction
- Carpenter/Carpentry & Mason/Masonry
- Heating, Air Conditioning, Ventilation & Refrigeration Maintenance Technology/Technician

Information Technology
- Computer & Information Systems Security
- Modeling, Virtual Environments & Simulation

Manufacturing
- Machine Tool Technology/Machinist
- Welder

Science, Technology, Engineering and Math
- Civil Engineer
- Environmental Chemistry
- Fire Protection & Safety Technology/Technician

Transportation, Distribution & Logistics
- Autobody/Collision & Repair Technician
- Automobile/Automotive Mechanics Technician

Men - These careers tend to involve education, health and service-related jobs.

Nontraditional Careers for Men

Business, Management and Administration
- Administrative Assistant Specialist
- Office Management & Supervision

Education
- Child Care Worker/Provider
- Early Childhood Education & Teaching
- School Librarian
- Special Education Educator

Health Science
- Dental Assisting/Assistant
- Registered Nurse or Nursing Practice
- Therapeutic Massage Therapist

Human Services
- Cosmetologist
- Social Work

Law Public Safety Corrections & Security
- Court Reporting/Legal Assistant/Paralegal

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Nontraditional Career Paths

Nontraditional careers can offer exciting options. A diverse workforce can create more innovative and productive work environments for everyone. You can make a difference in students' educational experiences by encouraging them to develop career plans based on their strengths and interests rather than on their genders.

What is a Nontraditional Career?

A job is considered nontraditional if less than 25 percent of the workforce is of the worker's gender.

Why Consider a Nontraditional Career?

People who choose careers based on their interests, skills and abilities rather than on gender stereotypes experience greater rewards and job satisfaction.

Top 10 Reasons to Choose Nontraditional Careers

1. Use abilities and interests to explore job choices.
2. Earn higher wages.
3. Expand the variety of available careers.
4. Offer opportunities for advancement.
5. Offer specialized education and technical skills.
6. Learn based on personal interests.
7. Offer new ways of thinking and interacting.
8. Offer increased job satisfaction and enjoyment.
9. Provide society a chance to think differently.
10. Pave the way for the next generation.

Tips to Build, Recruit and Support Nontraditional Career Pathways

- **Raise Awareness**
  - Identify careers offered within the community.
  - Identify the nontraditional course programs offered in your community.
  - Communicate societal benefits of nontraditional careers to boost interest.
  - Evaluate school materials for positive images of gender-specific employees.
  - Revise school materials to contain gender-neutral language.
  - Use gender-neutral language throughout the campus.
  - Enforce a clear sexual harassment policy.
  - Promote and invite gender-specific role models.

- **Provide Equal Opportunities**
  - Engage students with realistic on-the-job activities.
  - Discuss how specific fields apply to real-world problems and situations.
  - Present instructional content in multiple ways; promote this instructional differentiation in all classrooms.
  - Be flexible in how you allow students to work and accomplish tasks.
  - Provide tutoring and basic skills instruction to students who may need extra time and support.
  - Use a case management approach in which one person monitors and guides a student.
  - Provide examples of nontraditional workers who have achieved both small and big gains in their fields.
  - Ensure equipment and facilities in all sizes are available for both men and women.
  - Make sure all students have opportunities to perform all tasks.
  - Clarify performance expectations and do not underestimate students' potential based upon gender.

- **Connect with the Community**
  - Build collaborative partnerships.
  - Invite successful former students to speak to the class.
  - Create curricula that implements criteria specific to jobs in your community.
  - Offer field trips so students can meet successful nontraditional workers at their jobs.
  - Advertise CTE programs.
  - Provide overview of benefits to hire CTE students.

- **Connect with Feeder Schools**
  - Foster various avenues of student referrals.
  - Publicize the appeal of CareerTech courses.
  - Create partnership recruitment policies, procedures and processes.
  - Offer incentives to current program students to recommend new students of specific genders to programs.
  - Promote priority registration to specific demographic groups.
  - Offer extracurricular opportunities to gender-specific students to visit the program classes.

- **Connect with Students**
  - Address stereotypes and debunk the stereotype myths that careers are gender-specific.
  - Recognize potential isolation issues.
  - Personalize attention to students.
  - Reinforce male and female equality.
  - Send a "Welcome Letter" to each nontraditional student with support service information.
  - Foster self-esteem and self-efficacy in potential nontraditional students.
  - Develop nontraditional student newsletter and/or websites.
  - Follow up when students leave the program to learn how to better support future students.
  - Listen to student enhancement ideas for future students.
  - Educate students about sexual harassment issues.

- **Connect with Colleagues**
  - Seek learning communities working within nontraditional career paths.
  - Share knowledge with others to build nontraditional partnerships.
  - Provide supportive collaboration to help create student excitement about job opportunities.
  - Develop new approaches that promote effective teaching and student achievement.

- **Assist Students to Connect with Peers**
  - Develop student clubs, mentorships or support groups so nontraditional students can meet.
  - Hold social gatherings to help nontraditional students integrate into the program and the campus.
  - Coordinate training sessions and class activities for peer groups to enhance student emotional support.

- **Foster Supportive Gateways for families**
  - Acknowledge that students balance school and family/personal responsibilities.
  - Connect students who are parents with resources such as school-based child care.
  - Provide opportunities for family members to learn about students' programs, potential salaries, societal benefits and role models in the field to garner family support.
  - Inform students of resources such as financial aid, academic and career support services and employment assistance.
  - Advise students and families of various school offerings.

- **Bridge Nontraditional Training with Employment**
  - Inform students about nontraditional jobs.
  - Educate students about the higher pay associated with many nontraditional jobs.
  - Host job opening websites or bulletin boards.
  - Provide career/job fairs, e-mentoring and job shadowing opportunities.
  - Invite employers to present to the class about employment opportunities and expectations.
  - Discuss job application and interview processes.
  - Facilitate internships to provide students with first-hand experience in the field.

Resources for Nontraditional Students

American Association of University Women	www.aauw.org
Association for Women in Science	www.awis.org
Institute for Women in Trades, Technology & Science	www.iwitts.org
National Alliance for Partnerships in Equity	www.napequity.org
National Women's Law Center	www.nwlc.org
OK Career Guide	www.okcareerguide.org
The STEM Equity Pipeline	www.stemequitypipeline.org
Understanding the Stereotype Threat	www.reducingstereotypethreat.org
United Nations Educational, Scientific and Cultural Organization – Gender Equality	http://www.unesco.org/new/en/unesco/themes/gender-equality/
United States Department of Labor Women's Bureau	www.dol.gov/wb/
White House Council on Women and Girls	www.whitehouse.gov/administration/eop/cwg
Who Do You Want 2 Be?	www.whodouwant2b.com
Wider Opportunities for Women	www.wowonline.org
Women in Nontraditional Employment Roles	www.winterwomen.org