The Recruitment Committee exists to reach beyond traditional recruitment strategies to attract and hire women who will bring diverse backgrounds, talents, and experiences to the roofing industry. This Recruitment Toolkit is meant to be a living document. As we learn additional ways to recruit women into the roofing industry, we want to add and change this information to best help all our councils.

Use this toolkit as a starting point. Do what works best for your area and demographic to connect and empower women.

Communicate your successes and failures with the Recruitment Committee. This helps us to refine this toolkit and we will share your ideas with Councils that may need assistance. We look forward to your feedback.

2018 – 2019 Recruitment Committee

Michelle Boykin
Rackley Roofing Company, Inc.

Chelsea Welsh
SEMCO Southeastern Metals
Where to Recruit

KEY WAYS TO BEGIN

1. Talk with your local Chamber of Commerce about career fairs at the high school and college level where NWIR can host a booth
2. Find local women’s shelters that help with job placement
3. Take advantage of social media for job postings of local NWIR member companies

Local Chamber of Commerce and Career Fairs

- Check your local Chamber website for upcoming events such as Career Fairs at local high schools and colleges
- Work with the local chamber contact to see if NWIR can set up a booth at the upcoming local events
- Look for local career fairs where NWIR can set up a booth
- Identify any workforce development resources and partner with them
- Meet with local churches or nonprofit organizations to see if they have women in need of job placements and career advice

Local Women’s Shelters

- Work with local women’s shelter or transitional housing to find women in need of job placements and career advice
- Develop and maintain relationships with contacts within these local women’s shelters
- Meet with your contacts monthly to be sure that you are top of mind when they have a woman in need of a job placements or career advice

Social Media

- Be aware of local job postings from local NWIR via social media
- Monitor LinkedIn for potential women who are looking for new career opportunities
- Send info to NWIR National when new hires from outside the industry are happening based on NWIR involvement
- Share, share, share! If your other members or friends are posting job openings, share on your personal pages. The more traffic we get, the more responses we will get.

Stephanie Baird with Bliss Roofing: I got asked a lot, “What does it take to get into roofing?” I answered with “there are no prerequisites except the desire to work hard, work outside and no fear of heights. It is a great trade to get into, pays well and there is no college debt. “I think that you have to relatable and relevant when you talk to them. Bliss recently completed a job for Treehouse Masters, which is an HGTV show, so I used that to engage several times.

Michelle Boykin with Rackley Roofing: Social media has been such an important component to gain the attention of the female workforce. You never know when a friend of a friend of an employee might be looking for a career.

Wendy Marvin with Matrix Roofing: We had a chance to connect with many people who still didn’t have roofing on the radar as a construction career option. Time and again we heard “I never thought about roofing,” or “YOU work in roofing?”
Finding Success: NWIR Oregon Council

The members of the National Women in Roofing Oregon Council took part in the Oregon Career Day recently and had great success in talking to student and faculty about careers in roofing:

Wendy Marvin, Matrix Roofing: I personally felt that Oregon Career Day was a huge success for our local NWIR Council. Our particular day, attended largely by school-age women, was so rewarding. We had a chance to connect with many people who still didn’t have roofing on the radar as a construction career option. Time and again we heard “I never thought about roofing,” or “YOU work in roofing??” I also enjoyed the opportunity to share that I happened to own a company. It offered another perspective. We also discussed the many options within our industry (sales, installation, management, business ownership, distribution, etc.).

One young lady and I talked for a while about framing (her current aspiration) vs. roofing. She was really savvy and quickly understood that home building was only ONE component of our industry. She also was quick to deduce that our industry may have more stability because of the many facets. It was fun to watch.

I believe it’s important to attend career events for young people, and have done so in the past. It’s a lifeblood connection to nourish and grow.

Kendall Ekerson, Columbia Roofing & Sheet Metal: At Oregon Career Day we talked with a lot of teachers as well. They asked if we would come talk to students and we said absolutely. We are sending a follow-up email to everyone who was interested in more information, letting students know they can reach out for more info and teachers know that we are available if they desire. Next year I hope we can do two days and possibly have a hands-on booth outside. This event was amazing!

Stephanie Baird, Bliss Roofing: Bliss Roofing took part in Oregon Career Day, which was mainly high school and middle school kids along with trade schools. We brought hands-on equipment like a roofing nailer, hammer tacker, and safety equipment that one of the volunteers always had on. It gave the students something to touch and ask questions about.

We all know that there were no tradespeople left after 2008 (especially the young people). I think we need to reach out to our youth (girls and boys) College is not for everyone and the trades are a great choice for many.