

Sisters in the Brotherhood (SIB) Committee OPEN HOUSE Template

The following Open House template was used by the Pacific Northwest Regional Council of Carpenters/Portland (PNWRCC/Portland) SIB Committee. The Open House was held on a Saturday from 10:00 AM – Noon at the Training Center.

Activities		PNWRCC/Portland Examples
1	<p>Create a Vision/Purpose for the Open House <i>Reason: To have a clear reason for the Open House. Also, to have a “benefit message” that can be shared with key people/groups during the discussion and planning stage of the Open House.</i></p>	<p>To put journeymen, apprentices, and contractors in a room where everyone could make contacts through networking; where everyone could see the value of establishing working relationships; where Sisters could meet potential mentors/make mentoring commitments; and where the <i>Sisters in the Brotherhood</i> could be introduced to the contractors.</p>
2	<p>Gain Support from SIB Committee Members <i>Reason: To ensure that committee members are committed, involved, and willing to help make the Open House successful.</i></p>	<ol style="list-style-type: none"> 1. Discussed the Vision/Purpose at several SIB meetings. 2. Talked about the importance, value, and process involving the Open House. 3. Involved supportive SIB committee members in planning and implementing activities. 4. Delegated assignments. 5. Identified duties and responsibilities.
3	<p>Identify People/Groups Needed for a Successful Open House <i>Reason: To succeed, there needs to be a variety of people/groups at the Open House. Also, they need to be supportive of Sisters.</i></p>	<ol style="list-style-type: none"> 1. Decided on contractors and criteria for involvement. Chose contractors that had hired women and/or would hire women. 2. Decided on journeymen and apprentices. Chose journeymen that were willing to engage with apprentices as well as serve as mentors. They also had positive attitudes about their jobs and about future work opportunities. All journeymen were employed and some had leadership experience in the construction industry. 3. Decided on all apprentices. Wanted women who were just entering the trade as well as those who had been in for a while. 4. Decided on council leadership. Their presence demonstrated support for the Open House. 5. Decided on business representatives/organizers. Their presence reinforced the role of the Carpenters Union and the things that are being done to keep members working. 6. Decided on training staff/instructors. Their presence highlighted the importance of learning/upgrading skills and the role that training has in this area. 7. Decided on Brothers that are supportive of Sisters. Their presence reinforced the importance of Sisters and Brothers working together. 8. Identified how each of the people/groups would “benefit” from the Open House. This allowed the committee to answer the “What’s In It For Me”? question.

<p>4</p>	<p>Gain Support from Key Allies <i>Reason: To ensure that the essential people/groups are onboard with the plan and are willing to support the Open House. Also to ensure that key allies are on your side before you “ask for” or “make” major commitments of time, funding, and resources.</i></p>	<ol style="list-style-type: none"> 1. Presented the Vision/Purpose to the apprenticeship coordinator. Discussed the <i>need for</i> and <i>value of</i> an event that would focus on outreach/mentoring (looks great to the DOL). 2. Presented the Vision/Purpose to some council leadership and staff. Discussed the benefits and support of the apprenticeship coordinator. 3. Presented the Vision/Purpose to some Brothers. Discussed the value of outreach/networking between Sisters and Brothers. 4. Presented the Vision/Purpose to some contractors. Discussed the benefits of interacting with a group of skilled carpenter women.
<p>5</p>	<p>Present a Written Proposal to Council Leadership <i>Reason: To show the Council/Local Leadership that you have a viable strategy for conducting the Open House. Also, to demonstrate that you can justify the need for planning time, funding, resources, etc.</i></p>	<ol style="list-style-type: none"> 1. Created a brief description that described the Vision/Purpose for the Open House. 2. Answered all questions involving the <i>What, Where, Why, and When</i> of the Open House. 3. Stated the goals and potential outcomes that would occur from the Open House. 4. Highlighted support from the apprenticeship coordinator and some contractors. 5. Used chain-of-command to present the proposal to Council Leadership.
<p>6</p>	<p>Market, Advertise, and Promote the Open House <i>Reason: To give everyone time to plan for the Open House and time to share the information with other targeted people/groups.</i></p>	<ol style="list-style-type: none"> 1. Sent Invitations on council letterhead to Contractors two months before the Open House. See SAMPLE Invitation. 2. Made follow-up phone calls to Contractors two weeks and one week prior to event. Requested RSVP's. 3. Sent first Postcard to Apprentices two months before the Open House. Sent second Postcard one-and-a-half weeks prior to the event. See SAMPLE Postcard. 4. Made Personal Telephone calls to Apprentices one week prior to event. 5. Made Personal Telephone calls to Journeywomen one month before the Open House. Made two follow-ups: two weeks prior and one week prior to event. 6. Made Announcements at monthly local union meeting, at council executive board, and at council quarterly delegate meeting. 7. Used Facebook, Emails, and Word of Mouth through SIB members.

<p>7</p>	<p>Conduct Planning Discussions with Journeywomen <i>Reason: To have journeywomen identify ways to help keep the meeting focused, on topic, and positive. To have journeywomen define the roles they would play during discussions. Also, to highlight the importance of being a role model for apprentices, for women who are struggling, and for contractors that might be concerned about hiring women.</i></p>	<ol style="list-style-type: none"> 1. Discussed the importance of journeywomen networking and reaching out to apprentices. Identified ways to do this. 2. Discussed the importance of journeywomen “being real” when answering questions from apprentices or when asking contractors questions. Identified ways to do this. 3. Discussed types of questions that might be asked by apprentices and that needed to be asked of the contractors. Identified questions “journeywomen would ask” if apprentices did not. <p><i>Question Examples:</i></p> <ul style="list-style-type: none"> ✓ <i>How do I get to be a steady employee?</i> ✓ <i>All I ever get to do is sweep floors, what can I do?</i> ✓ <i>What are you looking for in an apprentice?</i> ✓ <i>What is the most important skill to have as an apprentice?</i> ✓ <i>Why do they get so upset just because I take a day off?</i> ✓ <i>What are you looking for in an applicant when I come to your trailer/office to solicit work?</i>
<p>8</p>	<p>Conduct Planning Discussions with Contractors, Representatives/Organizers, Training Staff/Instructors, and Leadership <i>Reason: The key people/groups need to know what to expect at the Open House and what you expect from them. This is especially important for the contractors.</i></p>	<ol style="list-style-type: none"> 1. Talked one-on-one with contractors to answer questions and explain their involvement during the Open House. 2. Talked one-on-one with business representatives/organizers to answer questions and explain their involvement during the Open House. Invited representatives and organizers to serve on the Leadership Discussion Panel and speak to the group directly. 3. Talked one-on-one with training staff/instructors to answer questions and explain their involvement during the Open House. Invited training instructors to serve on the Leadership Discussion Panel and invited the training director to speak to the group directly. 4. Talked one-on-one with Council Leadership in the chain-of-command and EST to answer questions and explain their involvement during the Open House. Invited the EST to speak to the group directly.
<p>9</p>	<p>Encourage Outreach and Networking During the Open House <i>Reason: The people/groups at the Open House need to have the tools to exchange contact information. They also need to be in an environment that encourages conversations and promotes discussions.</i></p>	<ol style="list-style-type: none"> 1. Provided Name Tags for everyone (with names preprinted). 2. Provided Blank Business Cards that included space for name, phone, and email. See SAMPLE Business Card. 3. Allowed sufficient time before the meeting for networking among contractors and other people/groups. 4. Had journeywomen reach out to apprentices and welcome them. 5. Had journeywomen introduce apprentices to contractors. 6. Had “Welcoming Table” set up with someone to greet everyone and pass out Name Tags. 7. Provided refreshments. Included continental breakfast and drinks.

<p>10</p>	<p>Provide Materials for Learning and Development During the Open House <i>Reason: To showcase various union materials that reinforces the Vision/Purpose of the Open House. Also to highlight your attempt to provide information that is useful and meaningful.</i></p>	<p>1. Had “Resource Table” set up where everyone could review and take items listed below:</p> <ul style="list-style-type: none"> • UBC Constitution. • Collective bargaining agreements. • Wage rate sheets. • Carpenters pencils. • Sisters in the Brotherhood stickers. See SAMPLE Stickers. • Booklet designed to help apprentices with financial responsibilities.
<p>11</p>	<p>Use Process, Speakers, and Presentations that Support the Vision/Purpose <i>Reason: To ensure that the messages are consistent with the goal of the meeting; to ensure that the discussions stay focused and on topic; and to ensure that everyone leaves the meeting feeling that their expectations were met or exceeded.</i></p>	<p>1. The Chair started and ended the Open House on time:</p> <ul style="list-style-type: none"> • 10:00 - 10:30 Networking with continental breakfast & drinks • 10:30 - 12:00 Presentations <p>2. After the networking period, the Chair opened the meeting with a short Video. The Video emphasized that women were committed to hard work and teamwork. It showed PNWRCC’s area sisters/women on the job who displayed a positive attitude, a love for the job, a willingness to do the job, and an ability to do the job.</p> <p>3. After the short Video, the Chair invited the EST to address the audience.</p> <p>4. After the EST’s presentation, the Chair invited the UBC Chief of Staff to address the audience.</p> <p>5. After the Chief of Staff’s presentation, the Chair facilitated a Leadership Panel Discussion. The Panel consisted of 7 women & 2 men. 1 Business Representative/Organizer; 2 Training Staff/Instructors; 2 Contractors; and 4 Journeywomen, including a superintendent.</p> <p>6. The Leadership Panel answered questions from the audience for over an hour. The Chair ensured that a variety of questions were asked; that everyone (who wanted to) was able to ask questions; and that all questions were answered.</p> <p>7. Provided opportunity for Training Staff/Instructors to share information about skills upgrade and other types of training initiatives.</p> <p>8. Provided opportunity for Organizers to share information about organizing campaigns and future work opportunities.</p>
<p>12</p>	<p>Show Appreciation of Apprentices During the Open House <i>Reason: To keep the apprentices motivated and encouraged; promote attendance at SIB committee meetings and other events; and provide incentives and reinforcements to stay in the industry.</i></p>	<p>1. Conducted a Raffle for “apprentices only” for the prize of Work Boots.</p>

<p>13</p>	<p>Show Appreciation of Contractors During the Open House <i>Reason: To show contractors that you value their support and to encourage them to continue hiring women.</i></p>	<p>1. Gave a “Sisters in the Brotherhood, <i>Building Futures Award</i>” to the contractor who had given Sisters the most work hours during the preceding year (this was done by searching the Trust Fund).</p> <p>See SAMPLE Award.</p>
<p>14</p>	<p>Make Child Care Arrangements During the Open House <i>Reason: To show women that you recognize there may sometimes be a need for child care and that you are willing to assist.</i></p>	<p>1. One Sister brought her 14 year old daughter who served as the baby sitter for 3 children. 2. Thanked her with a gift card</p>
<p>15</p>	<p>Follow Up and Publicize After the Open House <i>Reason: To highlight the role of women carpenters as well as to highlight the contractors that hire women. To encourage other contractors to do more hiring of women. Also, to reinforce the SIB value to the organization and continue to create support from area women to participate in SIB committees.</i></p>	<p>1. Submitted Press Release (free) to local business journal/trade magazine that describes award given to Contractor (Council Communication Department). 2. Submitted Article to Council newsletter with pictures, interviews, and feedback information. 3. Sent Thank You letters/cards to contractors and all leadership panel participants within one week. 4. Made Personal Telephone Calls to all Sisters on leadership panel with three days of the Open House. 5. Made Follow-Up Telephone Calls to journeywomen and apprentices to get feedback. 6. Inquired and Followed-Up on any potential mentor/mentee assignments.</p>