



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.

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.

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.



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TIPS TO BUILD, RECRUIT AND SUPPORT NONTRADITIONAL CAREER PATHWAYS

RAISE AWARENESS

- Develop marketing materials that depict an inclusive range of learners, allowing students to see themselves in nontraditional programs or fields.
- Create a CTE Ambassador program through which current nontraditional students can visit middle school and ninth grade classes to share their experience and explain who is considered a nontraditional student.
- Empower counselors to use labor market tools to promote high-wage, in-demand fields when assisting prospective nontraditional students.
- Provide prospective students the opportunity to visit a nontraditional tech program during open house.

PROVIDE EQUAL OPPORTUNITIES

- Provide services and recruitment for nontraditional students but refrain from singling them out.
- Engage students with realistic work-based learning activities.
- Discuss how specific fields apply to real-world problems and situations.
- Present instructional content in multiple ways including interactive simulations, infographics and gamification.
- Be flexible in how you allow students to work and accomplish tasks, including student re-teaching and collaborative projects.
- Provide tutoring and basic skills instruction to students who may need extra time and support.
- 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 with statewide agencies and organizations.
- 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 with images of nontraditional students.
- Provide overview of benefits to hire CTE students.

CONNECT WITH FEEDER SCHOOLS

- 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.

HELP 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 technology center.
- Coordinate training sessions and class activities for peer groups to enhance student support.

CONNECT WITH STUDENTS

- Address stereotypes and debunk the stereotype myths that careers are gender-specific.
- Recognize potential isolation issues and personalize attention to students.
- Send a welcome letter to each nontraditional student with support service information.
- Foster self-esteem and self-efficacy in potential nontraditional students.
- Follow up when students leave the program to learn how to better support future students.
- Listen to student enhancement ideas for future students.

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.

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.

BRIDGE NONTRADITIONAL TRAINING WITH EMPLOYMENT

- Inform students about nontraditional jobs.
- Educate students about the higher pay associated with many nontraditional jobs.
- Provide career/job fairs, e-mentoring and job shadowing opportunities.
- Invite employers to present to the class about employment opportunities and expectations.
- Develop an advisory group of technology center staff and industry partners to explain the benefits hiring nontraditional students.
- Facilitate work-based learning experience to provide students with first-hand experience in the field.

RESOURCES FOR NONTRADITIONAL STUDENTS



Advance CTE

www.careertech.org

American Association of University Women

<https://www.aauw.org/>

Association for Career and Technical Education

www.acteonline.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

OK Career Guide

www.okcareerguide.org

United States Department of Labor Women's Bureau

www.dol.gov/wb/



NONTRADITIONAL CAREERS FOR WOMEN

For women, nontraditional career paths fall into a few broad categories: labor-intensive jobs, science, technology and supervisory.

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/Chemist
- Fire Protection & Safety Technology/Technician

Transportation, Distribution & Logistics

- Autobody/Collision & Repair Technician
- Automobile/Automotive Mechanics Technician



NONTRADITIONAL CAREERS FOR MEN

For men, these careers tend to involve education, health and service-related jobs.

Business, Management and Administration

- Administrative Assistant Specialist
- Office Management & Supervision

Education

- Child Care Worker/Provider
- Childhood Education Teacher
- School Librarian
- Special Education Teacher

Health Science

- Dental Assisting/Assistant
- Registered Nurse or Nurse Practitioner
- Therapeutic Massage Therapist

Human Services

- Cosmetologist
- Social Work

Law Public Safety Corrections & Security

- Court Reporting/Legal Assistant/Paralegal



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Contact us at 405.743.5596

For more information:

<https://oklahoma.gov/careertech/educators/counseling-and-career-development.html>