



Science for Community: Diversity, Equity and Inclusion in the Skilled Trades

Russell Hess 3M

This session is eligible for 0.5 Continuing Education Hours.

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session



Online Evaluation

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3M Program Background

- In September 2021, 3M [pledged \\$50 million over 5 years to address racial opportunity gaps.](#)



In the wake of George Floyd's murder, our company, communities, and society became more aware and engaged in social justice, racial equity and inclusion. Education and workforce development are key to racial equity, and 3M plans to invest \$50 million over the next five years to address racial opportunity gaps through workforce development initiatives. As a global science and technology company, 3M has a long tradition of philanthropy and volunteer initiatives that progress STEM equity and skilled trades as bridges of opportunity. Through our new investments, we will broaden access to science, manufacturing and skilled trades careers inside and outside 3M, with a focus on progress for underrepresented groups.

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Equity in Community Goals Align to Areas of Expertise

Safety & Industrial BG Skilled Trades Upskilling



Connect under-represented students & adults interested in vocational training with skilled career opportunities in fulfilling roles that provide equitable living wages



Transportation & Electronics BG Urban Safety & Mobility



Improve urban safety for pedestrians, bikers, and drivers by enhancing visibility and signage in 30 U.S. city centers



Health Care BG Healthcare Access



Address disparities in healthcare access for marginalized communities in two select cities based on social determinants of health



Consumer BG Homeownership



Address homeownership gap by partnering with organizations that increase ownership access for URGs and through meaningful product innovation that makes a house a home



3M Company-wide STEM Outreach



Partner with schools and universities to ensure students have the tools, resources, and knowledge needed to succeed in STEM courses and careers



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High Value Problem We Are Addressing

Forming Occupational Identity

Barriers to Earnings Equity

Target Territories

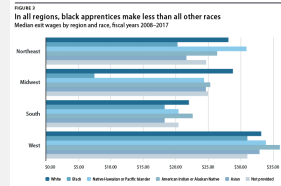


There is an 11% gap in middle-skill jobs compared to available workers, and 62% of firms that hire skilled workers are struggling to fill their open positions¹

By 7th-8th grade, students have started to form an "occupational identity"

By 9th-10th grade, many have already selected a career pathway focus

¹Adecco USA



Region and race influences earnings upon exiting apprenticeship programs, with African Americans earning only 26% of their white counterparts - \$7.45/hr vs. \$28.79/²

African Americans comprise 12% of all working Americans but represent only 7% of those employed in the 10 highest-paying, middle-skill jobs.

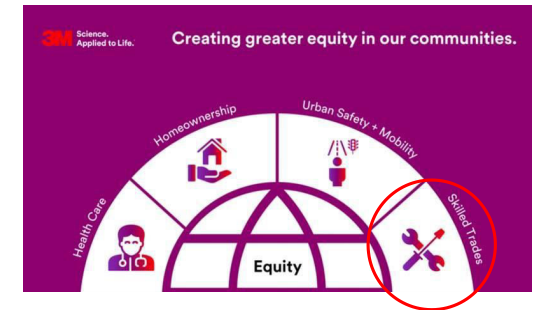
²CenterforAmericanProgress

- Under-Represented Groups (URG)* with primary focus on racial and gender disparities
- Middle school & secondary school pathways, with post-secondary vocational training
- Occupations with higher earning potential (e.g. electricians, HVAC, renewable energy), to drive towards earning equity

* 3M uses the National Science Foundation definition of URG (underrepresented groups): Women, persons with disabilities, Blacks, Hispanics and American Indians or Alaska Natives are underrepresented in science & engineering education and employment as compared to the US population.

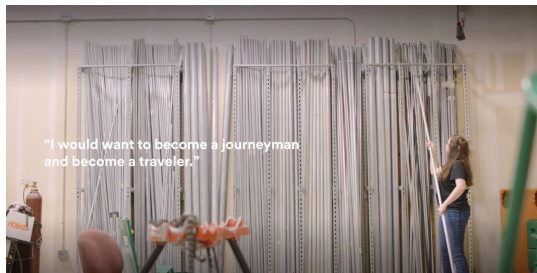
Program Background

- 3M's Safety & Industrial Business Group (SIBG) that includes the automotive aftermarket as well as personal safety, electric markets and others will focus on promoting skilled trades
- The commitments will leverage the power of SIBG's people, products, philanthropy, and partnerships
- Each equity commitment is uniquely ownable for our group, bold, measurable, globally scalable and aligned to the United Nations Sustainable Development Goals



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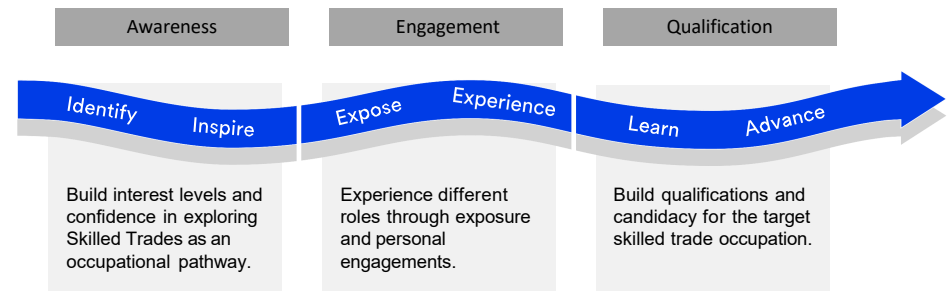
Continued Refinement



- We are working to raise awareness of skilled trades as a viable career
- Our effort focuses on underrepresented students and young adults interested in vocational training for jobs that provide a living wage
- The commitment intersects a community challenge and a customer challenge, as customers tell us that one of their biggest challenges is an expanded need of qualified workers in the skilled trades.

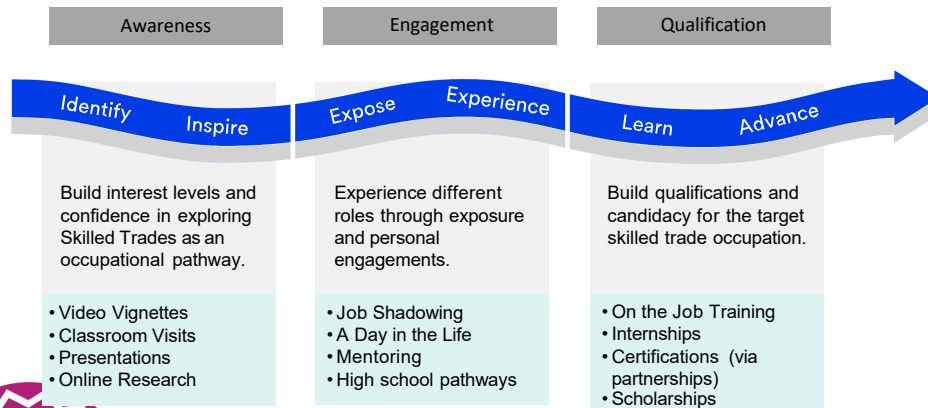
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Skilled Trades Path to Occupation



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Connecting the Path

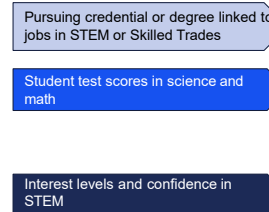


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Setting Our Goal

Through 2025, we will advance economic equity by investing in nonprofit partnerships **creating 5 million STEM and Skilled Trades learning experiences** designed to inspire curiosity, improve educational outcomes, and provide transformational opportunities for underrepresented individuals.

KPIs



Qualification

Engagement

Awareness

2021-2025 Reach

Scholarships, internships, and robust student services – 9.5K learning experiences

Varying experiential learning opportunities – 330K learning experiences

3MGives investments – 2.1M reached
 3M Visiting Wizards – 1.9M reached
 Science at Home – 620K reached

Connection Overlay

Certification Programs

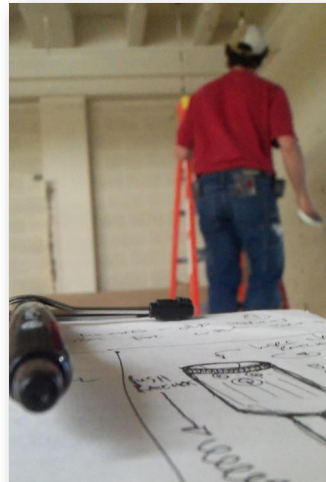
Highschool Pathways

Middle school

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Opportunity

- With the electrification of our energy consumption there continues to be an increased need for electricians
- 84,700 openings for electricians projected each year (2020 – 2030) – 9% growth
- 2020 Median Pay: \$56,900
- Can enter workforce with a High School diploma

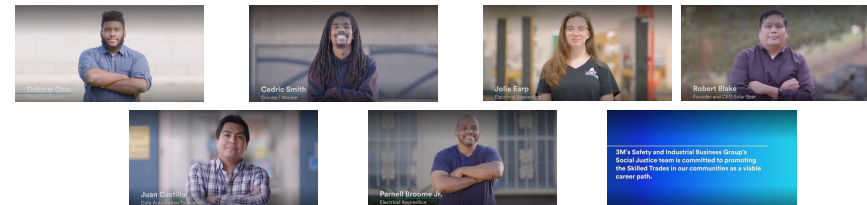


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Share the Story – Awareness



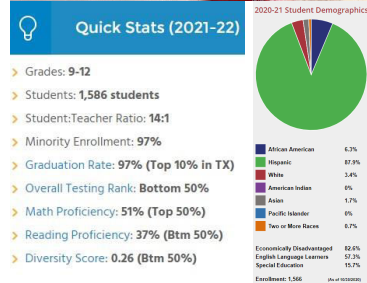
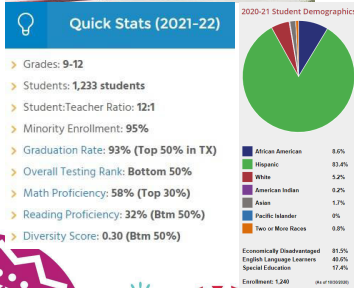
SKILLED

3M Skilled - <https://youtu.be/r5qo-IOEKkg>



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High School Engagement/Qualification

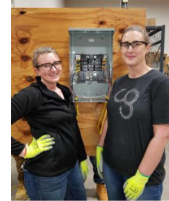


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Adult Engagement/Qualification



Apprenticeship Outreach
Construction Academy
Women in the Trades
Helmets to Hardhats



Women in the Trades



Construction Academy



Helmets to Hard Hats

[Electrical Training with Lone Star - YouTube](#)

FREE ELECTRICAL TRAINING

WOMEN, VETERANS, UNDERSERVED POPULATIONS AND NEW
TRADITIONAL CONSTRUCTION CAREERS

HAVE YOU EVER CONSIDERED A JOB IN THE CONSTRUCTION TRADES?
NOT SURE WHERE TO START OR IF IT'S GOING TO BE A GOOD FIT FOR YOU?

NOW YOU CAN TRY A TRADE!

Lone Star CTT provides a FREE 40-hour hands-on electrical training that covers basic electrical theory, electrical code, blueprint, tool safety and hands on training to include wiring switches, GFCI receptacles, 3-way switches, duplex receptacles, conduit bending and wiring a panel.

TEAMING: Nov 15-19, 2021
TIME: 7:30am - 4pm
LOCATION: 4000 CAVERN ROAD AUSTIN, TX

CLASS HIGHLIGHTS

- ✓ Tool bag filled with electrical hand tools
- ✓ State ID Card
- ✓ State of Texas Apprenticeship License
- ✓ Blueprint reading
- ✓ Tool identification and practical application
- ✓ Safety of an electrician
- ✓ Job site safety
- ✓ Professionalism and ethics
- ✓ on-site attitudes and behaviors

Eligibility:

- Must be at least 18 years old or 17 with a parent's signature
- Must have a GED or equivalent
- Must have a drivers license

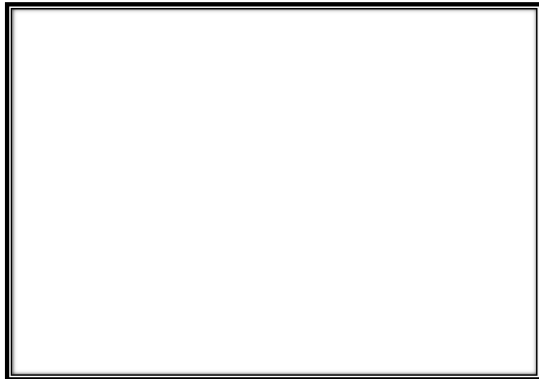
SCAN FOR APPLICATION

ON-CLINK HERE TO APPLY AT [LONESTARCTT.ORG](#)

For Austin class please apply@lonestarctt.org

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Parnell Video (Lonestar and NECA)



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Working Together

- Sharing the message/supporting the need
- Long term partnerships are paramount to success
- We are always looking for more partners to help in the development of our future



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Thank you!

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Complete the Online Evaluation



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