



Powering Women's Pathways to Union Careers in Energy

A National Movement to **Close the Gender Gap** in the Skilled Trades and Union Careers



What is **Hire PowHER?**

Hire PowHER is a transformative national initiative uniting unions, employers, community-based organizations, and energy trade associations to attract and prepare 5,000 women for high-demand, high-wage union careers across America's energy sector. It's not just a program; it's a movement to build bridges of opportunity into the skilled trades.

Why It **Matters**

Women remain dramatically underrepresented in the energy sector and unionized skilled trades. Hire PowHER will offer a comprehensive ecosystem of support to help women, especially those who are unemployed or underemployed, enter and thrive in these careers, particularly in energy generation and transmission, construction, infrastructure modernization, and advanced manufacturing.

Hire PowHER tackles well-known barriers to entry:



Lack of awareness



Career readiness gaps



Emotional & financial challenges



Limited access to role models



A lack of guidance



Insufficient support structures

Our Collaborative Power

This work is driven by the power of partnership. These partnerships tell the story of unions recruiting and training a non-traditional workforce. Employers are strengthened by workforces that reflect the communities and customers they serve, as well as by community-based organizations that provide critical local outreach and training.

