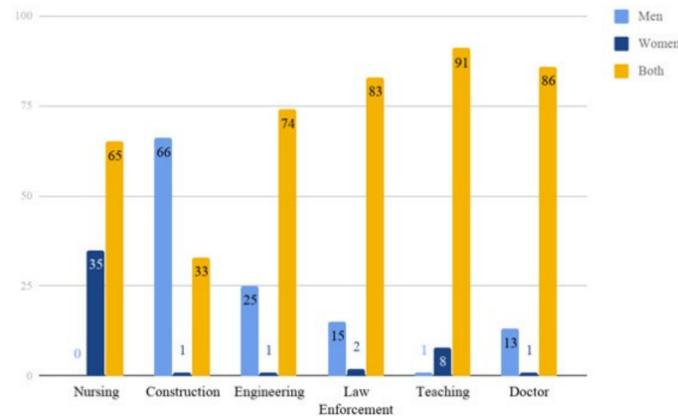
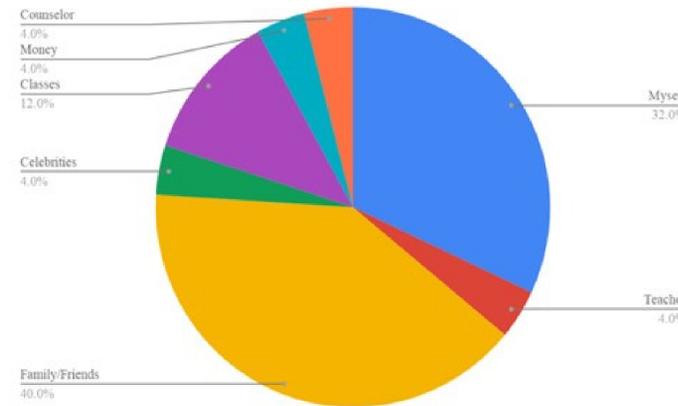


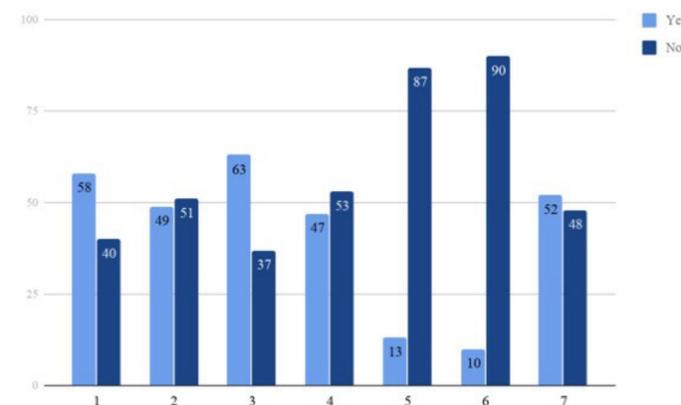
## Pre-Presentation Survey Results



Students' Perception on Which Gender Works in Each Profession



How Students Decided What They Want to Do for a Career



Questions 1-7 from the Pre-Presentation Surveys are as follows:

1. Do you feel that certain careers have a dominant gender?
2. Do you know what construction management is?
3. Do you know what an architect does for a career?
4. Do you know what a construction manager does for a career?
5. Are you interested in working in construction management?
6. Have you taken any architecture classes?
7. Do you know what you want to do for a career already?

# High School Student Perceptions of Women in Construction and How Increasing Awareness Changes Perception

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Diversity is one of the biggest struggles within the construction industry. Specifically regarding gender, women make up a distinct minority of just over 8% for construction managers according to the U.S. Bureau of Labor Statistics. In comparison, women comprise 47% of the overall U.S. labor force. This shows that the construction industry is behind because of certain barriers including perception of women's capabilities, socio-cultural issues, male dominance and more. This paper researches high school students' perceptions of women in construction as well as their prior knowledge and beliefs about construction management. This research also includes a brief presentation on what construction management is and some facts about women in construction. In order to see how student perception changed after they gained knowledge on the career path, this paper researched how their beliefs change. This study is not only to find out about students' prior knowledge, but also to see how effective a brief presentation is in order to increase awareness for the construction management career path and women in construction.

**Key Words:** student perception, education, gender-dominated occupation, women in construction, workforce

## Methodology

### Surveys

- 100 students
- Arroyo Grande High School and San Luis Obispo High School
- Age range: 14-18, primarily 14-15
- 61 male, 38 female, 1 prefer not to answer
- Pre-presentation survey and post-presentation survey
- Similar questions to compare perceptions and see if there was a change
- Both quantitative and qualitative questions, mostly quantitative to have numerical comparison

### Presentation

Brief overview of construction management including the following information

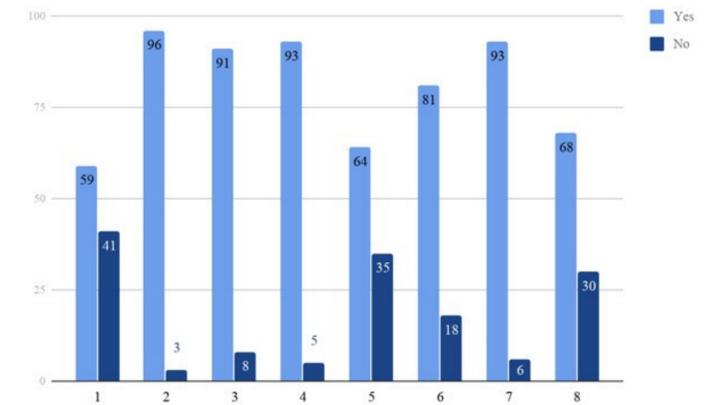
- Key characteristics of someone in the construction industry
- Process of a building and where construction management fits in
- Career paths within construction management
- Building information modeling
- Sectors of construction
- Facts about women in construction

\*\*kept gender-neutral to gauge as many students as possible

## Conclusion/Future Research

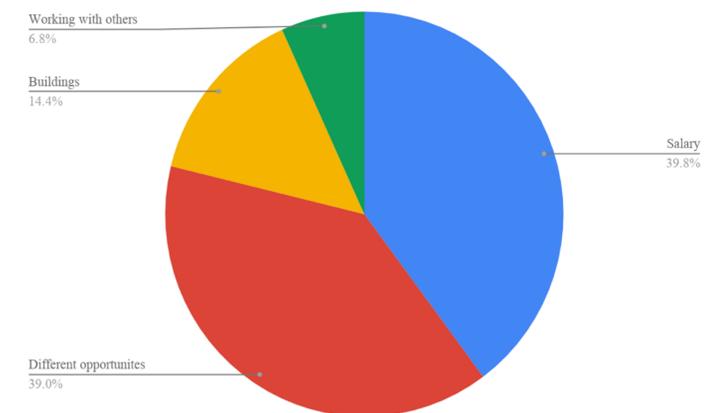
- Most students did not have prior knowledge of construction management as a career option or about women in construction
- Out of 6 professions, construction was the only profession that both genders was not the majority answer for which gender can work in
- Majority of students already have an idea of what they want to do for a career
- Interactive presentation did increase knowledge and interest in construction management
- Presentation can be improved with activities or going to younger students

## Post-Presentation Survey Results



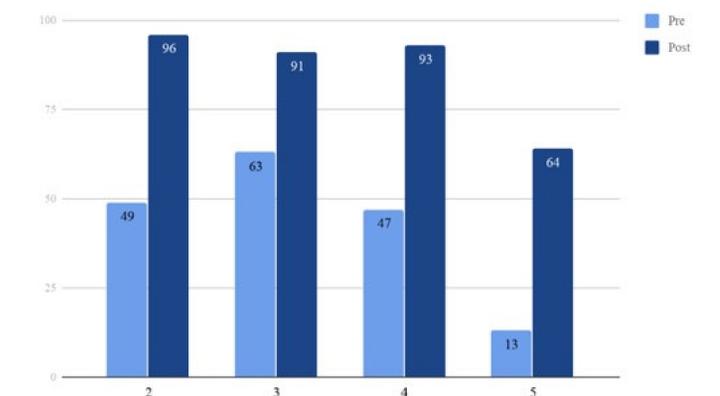
Questions 1-8 from the Post-Presentation Surveys are as follows:

1. Do you feel that certain careers have a dominant gender?
2. Do you know what construction management is?
3. Do you know what an architect does for a career?
4. Do you know what a construction manager does for a career?
5. Are you interested in working in construction management?
6. Did this presentation alter your perception of women in construction?
7. Did this presentation help you understand CM?
8. Would you like to learn more about construction management?



Aspect of Presentation that Increased Students' Interest Most

## Comparison



Questions 2-5 from Pre and Post Presentation Surveys