



Southeast Region



HANDBOOK

INTRODUCTION

The Southeast Region Tradeswomen Committee has existed in various forms over time, with the shared goal of supporting and representing women working in the field.

While NAWIC has long supported women in construction, there has historically been a gap in consistent representation and engagement for tradeswomen specifically. This committee was created to bridge that gap by focusing on the unique experiences, challenges, and contributions of women in the field.

However, before this handbook, there has not been a formal structure, documented process, or consistent framework passed down to guide the growth and continuity of the committee. As a result, each leadership transition required rebuilding from the ground up.

This handbook was created to change that.

Since October 2025, the committee has focused on establishing a stronger foundation through the development of key initiatives such as the Site Sister Kit program, the launch of the SER Tradeswomen Awards, and the creation of a regional newsletter platform. These efforts mark a shift toward consistency, visibility, and long-term sustainability.

This document is intended to provide clarity, direction, and continuity for current and future committee chairs. It serves as both a guide and a starting point — not a limitation — allowing each Chair to build upon what has been created while continuing to grow the committee.

The long-term vision is to move from a regional initiative to a fully integrated structure across the Southeast Region.

While developed within the Southeast Region, this framework is designed to serve as a model that can be adapted and implemented across other regions and chapters within NAWIC.

Stephanie Rodriguez

2025-2026 SER Region Tradeswomen Committee Chair

1. COMMITTEE PURPOSE & DEFINITION

PURPOSE

The purpose of the Southeast Region Tradeswomen Committee is to create a dedicated space within NAWIC that supports, represents, and elevates women working in the field.

Each Tradeswomen Committee should aim to

- Increase visibility of tradeswomen across the Southeast Region
- Provide support and resources tailored to women in the field
- Encourage engagement and participation within NAWIC
- Create opportunities for recognition, leadership, and growth

Through its initiatives, the committee works to ensure that tradeswomen are not only included in the conversation but actively represented within the organization.

DEFINITION

The SER Tradeswomen Committee is a regional-level initiative focused specifically on tradeswomen and field professionals within NAWIC.

It functions as:

- A platform for visibility (highlighting tradeswomen and their work)
- A connection point between chapters and tradeswomen in the field
- A driver of initiatives that directly impacts job-site experience and engagement
- A pipeline for leadership, encouraging tradeswomen to step into greater roles within NAWIC

This committee is not limited to one type of role or experience level — it is inclusive of all women working in or connected to the field, including skilled trades, field leadership, and those supporting jobsite operations.

As the committee continues to grow, it is intended to expand beyond a regional effort into a structured presence within each chapter of the Southeast Region.

2. COMMITTEE STRUCTURE

The Southeast Region Tradeswomen Committee is designed to function as a scalable and evolving structure, allowing for growth at both the regional and chapter levels.

While the committee is currently led at the regional level, its long-term success relies on increased participation and leadership within individual chapters.

Regional Level

The SER Tradeswomen Committee is led by the Southeast Region Tradeswomen Committee Chair.

The Regional Chair is responsible for:

- Leading the direction and growth of the committee
- Developing and overseeing regional initiatives
- Communicating with Chapter Presidents and the SER Director
- Creating opportunities for engagement across the Southeast Region
- Act as liaison between SER Chapters and NAWIC National

The Regional Chair may be supported by:

- A Co-Chair (if applicable)
 - Active committee volunteers
 - Chapter Committee Chairs
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Chapter Level

Recommended Structure Model

- Chapter Committee Chairs
- Volunteers

Committee Growth Philosophy

The SER Tradeswomen Committee is built on participation, collaboration, and shared ownership.

Rather than operating as a top-down structure, the committee grows through:

- Chapter involvement
- Volunteer engagement
- Open communication
- Initiative-driven participation

This flexible structure allows each chapter to engage at a level that fits their capacity, while still contributing to the overall growth of the Southeast Region.

3. ROLE OF THE SER TRADESWOMEN COMMITTEE CHAIR

The SER Tradeswomen Committee Chair is responsible for leading, developing, and sustaining the Committee's growth across the Southeast Region.

This role is both strategic and operational, requiring initiative, communication, and the ability to build engagement across multiple chapters.

The Chair is not only responsible for maintaining current initiatives, but also for creating opportunities that expand visibility, participation, and leadership for

tradeswomen within NAWIC.

Core Responsibilities

Leadership & Vision

- Establish and communicate a clear direction for the committee each term
 - Identify opportunities to grow tradeswomen engagement across the region
 - Support and encourage chapter-level involvement and leadership
 - Represent tradeswomen interests within regional discussions and events
 - Collaborate with the SER Director on budget planning and allocation to support committee initiatives
 - Identify, secure, and maintain sponsorship and donation opportunities to support committee initiatives
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Committee Development

- Build and maintain the structure of the Tradeswomen Committee
 - Encourage volunteer participation and engagement
 - Support the development of future leaders within the committee
 - Work toward the long-term goal of establishing chapter-level Tradeswomen Chairs
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Initiative Oversight & Growth

The Chair is responsible for overseeing, maintaining, and growing the committee's core initiatives, including but not limited to:

- Site Sister Kits
- Tradeswomen Regional Awards
- Tradeswomen Regional Newsletter
- Volunteer & Engagement Platforms
- Support & Resource for Tradeswomen
- Encouraging New Initiatives

This includes:

- Ensuring initiatives remain active and consistent

- Expanding participation across chapters
 - Tracking impact and growth where possible
 - Serving as a resource and point of support for tradeswomen across the region
 - Identifying gaps and developing new initiatives that support tradeswomen across the region.
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Communication & Coordination

- Communicate regularly with Chapter Presidents and Regional leadership
 - Provide updates, resources, and opportunities to chapters
 - Coordinate newsletter distribution and content collection
 - Respond to inquiries related to Tradeswomen initiatives
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Operations & Organization

- Maintain access to and organization of committee tools, including:
 - Committee email
 - Forms (volunteer, spotlight, etc.)
 - Newsletter platform
 - Ensure continuity of documents, templates, and resources
 - Document processes and improvements for future leadership
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Representation

- Act as the primary representative for Tradeswomen initiatives within the Southeast Region
 - Participate in regional events, meetings, and forums when applicable
 - Advocate for visibility, support, and inclusion of tradeswomen across NAWIC
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Leadership Approach

The SER Tradeswomen Committee Chair is expected to lead with:

- Initiative — identifying needs and taking action without waiting for direction
- Collaboration — working alongside chapters, not above them
- Consistency — maintaining momentum across initiatives

- Adaptability — evolving the committee as needs change

This role is not intended to function in isolation. The committee's strength comes from engagement across the region, and the Chair plays a key role in fostering that connection.

Recommended Responsibilities

- Establish a yearly or quarterly committee plan
 - Create or participate in regional calls or check-ins
 - Contribute content to regional newsletters or social media
 - Develop new initiatives based on regional needs
 - Identify and recommend future committee leadership
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Succession Responsibility

A key responsibility of the SER Tradeswomen Committee Chair is to ensure a smooth transition for future leadership.

This includes:

- Maintaining organized records of initiatives, contacts, and resources
- Updating this handbook as the committee evolves
- Identifying and encouraging potential future leaders
- Providing a clear and supportive handoff at the end of the term.

4. CORE INITIATIVES

The SER Tradeswomen Committee is driven by a set of core initiatives designed to increase visibility, engagement, and support for tradeswomen across the Southeast Region.

These initiatives are intended to be repeatable, scalable, and adaptable, allowing future Chairs to maintain consistency while continuing to build and expand upon them.

SITE SISTER KITS

Purpose:

To provide essential items and support to women working on jobsites, while increasing visibility of NAWIC and Tradeswomen initiatives in the field.

Overview:

Site Sister Kits are distributed to jobsites and chapters across the Southeast Region, particularly during Women in Construction (WIC) Week and other key outreach opportunities.

Chair Responsibilities:

- Promote and support the expansion of Site Sister Kits across chapters
- Encourage company and vendor involvement (donations, partnerships, etc.)
- Share resources or guidance for chapters interested in implementing kits
- Track and communicate impact when possible (ex: number of kits distributed)

TRADESWOMEN REGIONAL AWARDS

Purpose:

To recognize and celebrate the contributions of tradeswomen within the Southeast Region.

Overview:

The SER Tradeswomen Awards are presented at the Spring Forum and are intended to highlight women actively working in the field and making an impact within the industry.

Chair Responsibilities:

- Oversee the nomination and selection process

- Promote award submissions across chapters
 - Coordinate with Regional leadership regarding presentation logistics
 - Ensure consistency of award categories and criteria year by year
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TRADESWOMAN AWARDS

AWARD OVERVIEW

The NAWIC Southeast Region Tradeswoman Awards were established to recognize and celebrate the women who build our communities from the field and beyond.

These inaugural awards honor excellence in craftsmanship, leadership, perseverance, and advocacy within the skilled trades. The Southeast Region is proud to formally recognize the contributions of tradeswomen across our chapters and elevate their impact at the regional level.

This award program is exclusive to NAWIC Southeast Region Chapter Members.

AWARD CATEGORIES

TRADES TRAILBLAZER AWARD

Purpose

The Trades Trailblazer Award honors a tradeswoman who has forged paths in the field and demonstrated sustained excellence, leadership, and impact within her trade.

This award recognizes established field professionals whose commitment, skill, and influence have strengthened both their crews and the industry.

ELIGIBILITY REQUIREMENTS

- Must be a current NAWIC Southeast Region Chapter Member.
 - Must currently work in a skilled trade field role (“boots on the ground” position).
 - Minimum one (1) year of experience working in a construction trade.
 - Demonstrates craftsmanship, leadership, work ethic, and jobsite impact.
 - Actively supports or uplifts other women in construction.
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FIELD FORWARD AWARD

Purpose

The Field Forward Award honors a woman who began her career in the skilled trades and has advanced into leadership, management, supervisory, ownership, or operational roles within the construction industry.

This award recognizes women who carry the field perspective forward while continuing to advocate for and support tradeswomen.

ELIGIBILITY REQUIREMENTS

- Must be a current NAWIC Southeast Region Chapter Member.
 - Must have a minimum of two (2) years of experience in a field trade role at some point in her career.
 - Currently serves in a leadership, supervisory, management, training, ownership, or operational role within the construction industry.
 - Demonstrates continued advocacy, mentorship, or support for tradeswomen.
 - Contributes to strengthening the trades pipeline and industry growth.
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NOMINATION PROCESS

Each NAWIC Southeast Region Chapter may submit:

- One (1) nomination per award category
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SELECTION PROCESS

Award recipients will be selected by a designated Southeast Region Voting Committee.

The committee will consist of both NAWIC members and non-members to ensure fairness and balanced evaluation.

There will be no public voting.

Final voting logistics will be determined based on the total number of nominations received. The committee will utilize:

- A structured scoring system

TRADESWOMEN NEWSLETTER

Purpose:

To create a consistent platform for visibility, communication, and connection across the Southeast Region.

Overview:

The newsletter highlights committee updates, tradeswomen spotlights, industry awareness topics, and opportunities for involvement.

Chair Responsibilities:

- Develop and distribute newsletters consistently (recommended: quarterly or as capacity allows)
 - Collect and organize content from chapters and members
 - Maintain submission channels (spotlight forms, contributions, etc.)
 - Coordinate distribution through Chapter Presidents and/or the SER Director
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COMMITTEE GROWTH & ENGAGEMENT

Purpose:

To expand participation and build a sustainable network of tradeswomen involvement across the region.

Overview:

This initiative focuses on creating opportunities for members to engage with the committee through volunteering, content contributions, and leadership development.

Chair Responsibilities:

- Maintain and share volunteer interest forms
- Encourage participation from chapters and individual members
- Identify opportunities for increased engagement
- Support the development of future Tradeswomen leaders

5. COMMUNICATION STRUCTURE

Effective communication is essential to the success and growth of the SER Tradeswomen Committee.

The communication structure is designed to be clear, flexible, and scalable, allowing the committee to function efficiently while encouraging participation across all Southeast Region chapters.

Primary Communication Flow

The SER Tradeswomen Committee operates through a **dual** communication structure, ensuring alignment between National, Regional, and Chapter-level initiatives.

Regional Communication Flow

- SER Director → Regional Chair
- Regional Chair → Chapter Presidents
- Regional Chair → Committee Volunteers / Participants

National Communication Flow

- NAWIC National → Regional Chair
- Regional Chair → SER Director
- Regional Chair → Chapter Presidents
- Regional Chair → Committee Volunteers / Participants

Chapter Presidents serve as the key connection point for distributing information to their members and encouraging engagement at the chapter level.

Key Communication Channels

The following channels are used to support committee operations:

- Email
 - Primary method for updates, outreach, and coordination. (Committee email should be maintained and accessible)
 - Forms & Submissions
 - · Tradeswoman Spotlights
 - · Volunteer interest
 - · Newsletter contributions
 - Newsletter Distribution
 - Shared through Chapter Presidents to reach all members
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Communication Expectations

Communication within the SER Tradeswomen Committee should remain:

- Consistent – Maintaining regular updates and visibility without overwhelming communication.
- Clear – Providing direct and actionable information
- Accessible – Ensuring opportunities for involvement are easy to understand
- Supportive – Encouraging participation without creating pressure

Response times and communication frequency may vary depending on capacity, but maintaining ongoing visibility and engagement is a key responsibility of the Chair.

Chapter Engagement

Chapters are asked to actively participate in communication by:

- Sharing newsletters with their members by the committee chair and/or chapter president
 - Promoting Tradeswomen initiatives within their chapter
 - Submitting content, member spotlights, and updates
 - Identifying tradeswomen within their chapter who may benefit from involvement
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Committee Email & Shared Drive

A dedicated SER Tradeswomen Committee Gmail account has been established to support organization, communication, and continuity.

This account includes access to a centralized Google Drive containing:

- Committee documents and templates
- Newsletter materials
- Logos and branding assets
- Forms (volunteer, spotlight submissions, etc.)
- Initiative-related resources

This shared system is intended to:

- Ensure continuity between leadership transitions
- Provide easy access to key materials and tools
- Maintain organization across all committee initiatives

The Committee Chair is responsible for maintaining access to this account and ensuring that all relevant materials remain updated and organized, while maintaining continuous access for the SER Director to the shared Google Drive.

6. ANNUAL TIMELINE

The SER Tradeswomen Committee operates on a flexible annual cycle aligned with key NAWIC events and regional priorities.

This timeline is intended to provide general structure while allowing the Chair to adjust based on capacity, opportunities, and regional needs.

The following timeline outlines key focus areas and recurring activities throughout the year:

QUARTER	FOCUS	KEY ACTIVITIES
Q1 (Oct-Dec)	WIC Week & Outreach	<ul style="list-style-type: none"> ● Promote committee visibility ● Establish communication channels ● Begin gathering newsletter content ● Conduct initial outreach to Chapter Presidents, SER Director, and membership ● Begin planning WIC Week engagement and support ● Collaborate with SER Director on budget planning and allocation
Q2 (Jan-Mar)	Recognition & Visibility	<ul style="list-style-type: none"> ● Coordinate Site Sister Kit distribution ● Support chapter participation and engagement during WIC Week ● Present Tradeswomen Awards at Spring Forum ● Highlight tradeswomen spotlights ● Continue chapter outreach
Q3 (Apr-Jun)	Growth & Engagement	<ul style="list-style-type: none"> ● Evaluate initiative effectiveness and identify areas for improvement ● Expand committee involvement ● Promote volunteer participation ● Encourage chapter-level representation ● Identify opportunities for new initiatives based on regional needs
Q4 (July-Sep)	Transition & Sustainability	<ul style="list-style-type: none"> ● Document key processes and lessons learned for continuity ● Organize documents and resources ● Prepare for leadership transition ● Review annual progress & plan for next year ● Ensure continuity of access to shared platforms and resources

Ongoing Throughout the Year

- Maintain communication with Chapter Presidents and members
- Support and promote core initiatives
- Encourage tradeswomen's participation and visibility
- Respond to inquiries and provide resources

7. RESOURCES & TRANSITION

Committee Resources

The SER Tradeswomen Committee maintains a centralized system of resources to support organization, efficiency, and continuity.

These resources are housed within the official SER Tradeswomen Committee Gmail account and its associated Google Drive.

Key materials include:

- Newsletter templates and past editions
- Tradeswomen Award forms and documentation
- Volunteer and spotlight submission forms
- Branding assets and logos
- Initiative planning materials (e.g., Site Sister Kits)
- General templates and communication tools

This centralized system ensures that all committee materials are accessible, organized, and transferable between leadership terms.

Leadership Transition

To ensure continuity and long-term success, a structured transition process is essential when a new SER Tradeswomen Committee Chair is appointed.

The outgoing Chair should:

- Transfer access to the committee's Gmail and Google Drive
- Provide an overview of active initiatives and current progress
- Share relevant contacts (Chapter Presidents, partners, volunteers)
- Review ongoing goals and priorities with the incoming Chair

The incoming Chair should:

- Review all available resources and materials
- Continue existing initiatives where appropriate
- Identify opportunities for growth and improvement
- Establish communication with Chapter Presidents and the SER Director early

Sustainability & Future Growth

This committee is designed to evolve.

Each Chair is encouraged to:

- Build upon existing initiatives rather than starting from scratch
- Adapt strategies based on regional needs and participation
- Continue expanding tradeswomen representation across the SER Region

This goal reflects the commitment to creating lasting infrastructure, increasing visibility, and ensuring that tradeswomen are consistently represented at every level of the organization.