



Request for Proposals – Women’s Perspective Research

Scope of Work Background

CareerRise seeks proposals from qualified consultants or firms to conduct qualitative research exploring women’s perceptions and experiences related to non-traditional occupations (NTOs) — including careers in construction, skilled trades, and manufacturing. The goal of this project is to better understand how young women view NTO career pathways, what attracts or deters women to enter these occupations, and what workplace practices can make these fields specifically and apprenticeships generally more inclusive and supportive for women. Findings from this research will inform future outreach, program development, and employer engagement efforts under the Women in Apprenticeships and Non-traditional Occupations (WANTO) Project.

Objectives

The selected consultant will be responsible for designing and implementing a qualitative research process that:

1. Captures the perspectives of young women preparing to enter the workforce.
2. Documents the experiences of women currently employed in NTOs.
3. Examines the experiences of female apprentices participating in apprenticeship programs.
4. Synthesizes findings into a comprehensive report with actionable recommendations.

Scope of Work and Tasks Task

1: Youth Roundtables

- Collaborate with CareerRise to identify potential targets for youth conversations.
- Gather responses from current female high school students using methods that are most suitable for the project, such as surveys, roundtable discussions, interviews, etc.
- Develop guiding questions to explore perceptions of non-traditional occupations, including:
 - Interest levels and motivations for pursuing NTO careers.
 - Roadblocks to pursuing NTO careers.
 - Factors that make these fields more or less appealing.
 - Gaps in information or misconceptions about NTOs.
- Summarize themes and insights from discussions.

Deliverables:

- Data collection protocol.

- Summary of findings and recommended actions for workforce development stakeholders.

Task 2: Insights from Women in the Field

- Collaborate with CareerRise to identify potential targets for worker conversations.
- Gather responses from women currently working in non-traditional occupations using methods that are most suitable for the project, such as surveys, roundtable discussions, interviews, etc.
- Explore career decision-making, work experiences, barriers, and supports.
- Identify employer practices that contribute to a more supportive and appealing work environment for women
- Identify employer practices that may contribute to a woman leaving work in non-traditional occupations.

Deliverables:

- Data collection protocol.
- Summary of findings and recommended actions for workforce development stakeholders.

Task 3: Apprenticeship Insights

- Collaborate with CareerRise to identify potential targets for apprentice conversations.
- Gather responses from women currently working as apprentices in non-traditional occupations using methods that are most suitable for the project, such as surveys, roundtable discussions, interviews, etc.
- Explore motivations for pursuing apprenticeships, experiences within the program, and perceived challenges or benefits.
- Identify factors that could make apprenticeship pathways more attractive to women.

Deliverables:

- Data collection protocol.
- Summary of findings and recommended actions for workforce development stakeholders.

Task 4: Findings and Recommendations Report

- Synthesize data collected from youth, women in the field, and apprentices into a single comprehensive report.



- Analyze key themes, highlight challenges and opportunities, and provide actionable recommendations for program design, outreach, employer engagement, and system-level actions.

Deliverables:

- Draft Findings Report for review by CareerRise.
- Final Findings and Recommendations Report including:
 - Executive Summary
 - Methodology
 - Key findings by stakeholder group
 - Cross-cutting themes
 - Recommendations

Timeline

The work is expected to be completed within a roughly four-month period from the date of contract execution.

A detailed work plan and timeline should be included in the proposal.

Proposal Requirements

Proposals should include:

- A narrative describing the proposed approach and methodology.
- A proposed timeline and work plan.
- Qualifications and relevant experience conducting similar qualitative research.
- References from previous projects.
- Examples of previous work (if applicable).
- Budget and cost proposal.

Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of the project scope and objectives.
- Quality and feasibility of the proposed methodology and work plan.
- Experience and qualifications of the consultant or team.
- Demonstrated experience engaging underrepresented populations or conducting workforce-related research.
- Cost-effectiveness of the proposal.



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Submission Information:

Proposals Due: April 28, 2026 at 12AM (midnight)

Information Session: Tuesday, April 14, 2026 at 10 AM | [Registration Link](#)

Submit your proposal here: [Submission Link](#)