



Joan Runnheim Olson, Hudson, WI

Joan Runnheim Olson has worked in various venues to encourage nontraditional career paths. As an assessment/placement specialist for a pre-apprenticeship training program for women, Joan helped women break into and succeed in male-dominated jobs in the trades. As a contractor working on a Women in Apprenticeship and Nontraditional Occupations (WANTO) grant from the Department of Labor, she helped move more women into the auto service industry.

As an internationally certified career/leadership coach, Joan travels throughout the U.S. to present workshops to secondary and post-secondary educators, counselors, administrators, and career center staff and teaches them strategies to recruit and retain students in classes and programs which prepare them for nontraditional careers.

Joan serves as an expert blogger on nontraditional careers for the Career Thought Leaders Blog published by the Career Thought Leaders Consortium, a think tank of career industry leaders working collaboratively to support career practitioners, job seekers, and career-minded professionals worldwide. Joan also publishes a monthly eNewsletter focusing on nontraditional careers.

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Workshop Topic:

Gender Tune-Up: Shifting Nontraditional Enrollments into High Gear

This unique workshop is designed to engage participants in helping them:

- Examine how **gender equity issues** relate to career decision-making – and **what you can do to even the balance.**
- Use self-studies to **assess yourself, your classroom, and your school for gender equity – and learn some easy “fixes.”**
- Take away strategies to **immediately increase enrollments** in nontraditional classes and programs and to **retain students** in accordance with Perkins guidelines.

Audience: Secondary and post-secondary educators, counselors, administrators, and career center staff.

Format: Lecture, small and large group activities, and case studies.

Length: Half to full-day and also ideal for conference break-out sessions.

Contracts for Workshops/Breakouts/Keynotes:

Florida Association for Career & Technical Education
Idaho Department of Education
Nevada Department of Education
Michigan Department of Education
Mississippi Department of Education
Great Basin College
Lower Columbia College
Midlands Technical College
Valencia Community College
Union-Baker Education School District
Women's Initiative for Self-Empowerment

Careers Expert:

CareerBuilder, a global leader in human capital solutions

- Provide 1:1 career coaching for associate to master's degree level students and graduates, 2011-Present

Monster.com, the premier global online employment solution

- Careers expert for the following message boards: "Women in Nontraditional Careers," "Women at Work" and "Managing and Leading Others," 2002-2009

Project Work:

WomenVenture, St. Paul, MN, 1999-2004

- Project Coordinator: Women in Apprenticeship and Nontraditional Occupations (WANTO) grant from U.S. Department of Labor
- Consultant: co-created curriculum for elementary and secondary students designed to create awareness of careers in aviation and jobs-in-the-trades
- Trainer: topics including sexual harassment prevention and job search for women in the trades

Qualifications:

M.S., Vocational Rehabilitation, University of Wisconsin-Stout, Menominee, WI
B.S., Sociology/Criminal Justice from Mount Senario College, Ladysmith, WI
Associate Certified Coach (ACC), International Coach Federation (ICF)
Certified Leadership & Talent Management Coach (CLTMC)
Certified Career Management Coach (CCMC)
Certified Five O'Clock Club Career Coach

Member:

National Alliance for Partnerships in Equity (NAPE)
Minnesota Career Development Association

International Coach Federation

Awards:

Advanced Toastmaster-Bronze, Toastmasters International
Advanced Leader, Toastmasters International
Toastmaster of the Year, Hudson Rise N' Shine Toastmasters

Selected Publications:

Book -

WorkSmarts: Be a Winner on the Job published by the Five O'Clock Club, contributing author with chapter titled, *Time for a Change? Why Not Consider a Nontraditional Career?*

Articles -

- *Women Behind the Wheel: Truck Driving as a Career for Women* – Monster.com
- *How Women Can Break into Nontraditional Careers* – Monster.com
- *Women in a Blue Collar World* – Women's Independent Press
- *Women: Good Resource for Easing Technician Shortage* – Automotive Service Excellence

Newsletters -

- *Venture Up the Ladder*, a monthly job search strategies newsletter for women in nontraditional occupations – WomenVenture
- *Strategies for Nontraditional Career Success: Getting & Keeping Students in Nontraditional Classes/Programs* – Pathways Career Success Strategies, LLC