

100% Talent

A Gender Equity Initiative for King County



seattle metropolitan chamber of commerce



Live. Lead. Thrive.

100% Talent

Think.

Act.

Share.

Invest.

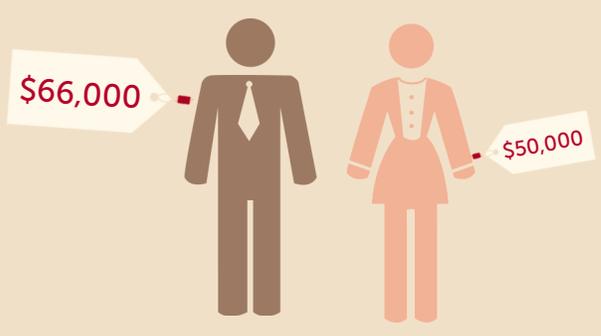
The **Seattle Metropolitan Chamber of Commerce** and **Women's Funding Alliance** have joined forces in response to our local, gender equity challenges by launching a voluntary, employer-led, solutions-based initiative called: **100% Talent**.

Introduction

King County leads the way in opportunity and innovation. Home to some of the most recognizable companies in the world, our region is an incubator for cutting-edge research and clean technologies. Our workforce is diverse, skilled, educated and creative.

Even as we are held up as an economic model for the rest of the country, we face a serious challenge within our labor force—one that conflicts with our deeply held local values of inclusion and fairness.

In 2013, women in King County who worked full time year-round earned 76 cents for every dollar earned by their male counterparts.¹



IF WE CONTINUE WITH BUSINESS AS USUAL, WOMEN IN OUR REGION WON'T EARN THE SAME AS MEN UNTIL 2071.²

This represents a significant long-term problem for our region to solve. It has direct consequences for the King County labor market, our regional economy and our quality of life.

The **Seattle Metropolitan Chamber of Commerce** and **Women's Funding Alliance** have joined forces in response to this local challenge by launching a voluntary, employer-led gender equity initiative. **We call this solutions-based initiative: 100% Talent.**

Working together, we can create a more inclusive economy and vibrant King County for all:

- Let's expand the use of best-practice solutions!
- Let's shine a positive light on businesses tackling the gender wage gap effectively!
- Let's get ahead of one-size-fits-all government directives by being proactive!

WE INVITE YOU TO JOIN US

IN PURSUING 100% TALENT

Recognizing the value of women in the workplace is good business.

The wage gap in King County

100% Talent builds off the momentum from the Seattle Metropolitan Chamber of Commerce's Women in Business & Leadership Initiative, and is informed and inspired by similar proactive efforts in Boston, San Francisco and the United Kingdom.

With employers in our region leading the way, our 100% Talent initiative exemplifies the partnership and dedication required to tackle an issue as complex as gender equity in the workplace.

100% TALENT HAS IDENTIFIED 33 STRAIGHTFORWARD BEST-PRACTICE SOLUTIONS FOR EMPLOYERS TO INCREASE GENDER EQUITY IN KING COUNTY.

First, though, we have to understand where we stand within the context of a healthy economy.

Our economic growth is strong.³

- From October to December 2014, jobs in King County grew by 3.4 percent, outpacing national employment growth.
- Job growth in construction was particularly strong, and service jobs grew as well, with the professional and business services and information sectors driving much of the growth.
- Unemployment in King County dropped to 4.1 percent in December 2014, the lowest rate in the state of Washington and well below the national rate of 5.6 percent.

BUT A GULF EXISTS BETWEEN THE IMPRESSIVE TALENTS OF WOMEN IN OUR LOCAL WORKFORCE AND THE PAY THEY RECEIVE.

Women in King County⁴

Women are

50%

of the population in King County

6 of every **10**

women in King County are in the local workforce

3 out of **10**

privately-held businesses in King County are owned by women

Almost
Half

of all women in King County have a bachelor's degree or higher

Women dominate some of King County's largest industries including **HEALTHCARE, EDUCATION, FINANCE and INSURANCE.**

Impacts of the gender wage gap

10 SIGNIFICANT INDICATORS & OUTCOMES

1. In 2013, women in King County who worked full time year-round earned just 76 cents for every dollar earned by men.⁵
2. Over the course of a year, a woman working full time in King County earns an estimated \$16,000 less than a man in King County. **This wage deficit adds up to a collective \$4.9 billion annually.**⁶
3. **Women of color experience an even wider wage gap.**
Compared to the average earnings of white men in King County:
 - Hispanic women/Latinas earn just 41 percent.
 - African-American/black women earn 49 percent.
 - Asian and Pacific Islander women earn 60 percent.
 - White women earn 69 percent.⁷
4. **The wage gap between mothers and fathers is staggering.** Women with school-age children who work full time earn 58 percent what fathers with school-age children earn.⁸
5. As working women attain higher levels of education, **the gap between their pay and that of men with the same education generally widens.** While almost half of all women in King County hold a bachelor's degree or higher, they earn 63 percent to that of men with comparable education.⁹
6. Over a 40-year career, a woman working full time in King County and earning median income **makes an estimated \$544,000 less** than her male counterpart.¹⁰
7. The wage deficit makes it more difficult for women to pay off college loans, save for retirement and support their families. It also translates to less spending power.
8. Women in the U.S. control an estimated 73 percent of household spending.¹¹ But when they are paid less, single women and two-income families have less disposable income. **Closing the wage gap would contribute to increased spending power for women in King County.**
9. Nearly two in 10 families in King County are headed by single women.¹² **Due to the wage gap, these mothers face a deficit in earning power that makes it more difficult to adequately care for themselves and their families.**
10. **King County boasts a higher percentage of women in the workforce than Washington state or the nation, but has a wider gender wage gap than either the state or country as a whole. If King County was a state, its wage gap would be worse than 41 other states.**¹³

Obstacles + Solutions

OBSTACLES¹⁴

SOLUTIONS¹⁵

Women are underrepresented in high-paying majors and degrees and overrepresented in low-paying ones.



HIGHER EDUCATION

Women are clustered in low-paying jobs and sectors.



OCCUPATIONS

Women entrepreneurs earn less and receive less funding support relative to male entrepreneurs.



ENTREPRENEURSHIP

Women job applicants are less likely to get interviews, particularly in male-dominated industries.



HIRING

Remove bias from hiring processes.

Women are less likely to negotiate starting salaries or ask for a raise or promotion.



WAGE NEGOTIATIONS

Empower women to negotiate.

Women are paid less than men in industries with greater ambiguity around pay.



WAGE TRANSPARENCY

Improve wage transparency.

Men are promoted on future potential while women are promoted on past performance.



PERFORMANCE EVALUATION

Design fair employee performance evaluations.

Working mothers are undervalued and underpaid relative to fathers and non-mothers.



MOTHERHOOD

Improve workplace flexibility.

Women remain underrepresented in senior levels and women executives are paid less than their male peers.



SENIOR REPRESENTATION

Increase representation of women at senior levels.

Best Practices

A series of straightforward, simple-to-adopt remedies are available to achieve gender equity in King County. **The following 33 best-practice solutions have been shown to work.**¹⁶

While no one solution is a panacea, the broad array provides a flexible toolkit of actions that employers and higher learning institutions can tailor to their unique environments.

COLLEGE MAJOR

- 1 Support initiatives that expose young girls to STEM fields, as well as finance and law.
- 2 Expose young women to female role models in fields where they are underrepresented.
- 3 Expand STEM introductory college courses.
- 4 Recruit female faculty into tenure-track positions in fields where they are underrepresented.
- 5 Train faculty to be aware of unconscious gender bias and stereotyping.

CAREER PATH

- 6 Evaluate female student perceptions of male-dominated industries.
- 7 Create recruiting initiatives for women in underrepresented fields.
- 8 Support training programs for women in the trades.

ENTREPRENEURSHIP

- 9 Seek gender diversity among investment partners.
- 10 Showcase successful women entrepreneurs.
- 11 Design incubators and co-working spaces to support entrepreneurs with families.

HIRING

- 12 Create initial applicant screening processes that are free of gender bias.
- 13 Seek diversity in applicant pools and evaluate candidates as a pool.
- 14 Include diverse evaluators in hiring processes.
- 15 Help evaluators and hiring managers overcome bias.
- 16 Evaluate starting salaries for new hires.

NEGOTIATIONS

- 17 Sponsor negotiations training for high school, college and professional women.
- 18 Conduct regular compensation evaluations for employees of all levels.

WAGE TRANSPARENCY

- 19 Publish salary ranges by level in accessible formats.
- 20 Standardize compensation, particularly discretionary compensation like bonuses.

PERFORMANCE EVALUATION

- 21 Conduct comparative professional reviews and promotions.
- 22 Publish and gain commitment for employee performance criteria.

WORKPLACE FLEXIBILITY

- 23 Evaluate causes of attrition among women, including mothers and non-mothers.
- 24 Offer onsite or subsidized childcare.
- 25 Offer child care referral or back up child care services.
- 26 Offer paid family leave.
- 27 Create and generate awareness of programs that confer employee schedule control, including flex programs.
- 28 Train supervisors to manage a flexible workforce.
- 29 Reorient workplace culture to emphasize results.

SENIOR REPRESENTATION

- 30 Provide structural supports to move women up the talent pipeline.
- 31 Actively recruit women to executive level and board positions.
- 32 Include women on senior search committees.
- 33 Achieve equitable gender representation on compensation committees.

Closing the gender wage gap has profound benefits for the workplace and our regional economy. It also harmonizes with our local values of inclusion and fairness.

Join 100% Talent

Recognizing the value of women in the workplace is good business. This is the concept behind 100% Talent, the five-year initiative of the **Seattle Metropolitan Chamber of Commerce** and **Women's Funding Alliance** to increase gender equity in King County.

100% Talent is grounded in solid understanding of the issues facing women and businesses.

- Working together, we can close the gender wage gap in King County.
- We all understand what we are up against.
- We also now understand how to advance best-practice solutions.

Please join us by making a pledge to:

Think

- Identify issues around gender equity.
- Establish a system to collect and track relevant employment and wage data across your company.
- Understand the root causes within your company that contribute to a gender wage gap.

Act

- Address your most critical issues by implementing at least three best-practice solutions.
- Track and monitor progress.

Share

- Share your best practices and successes with other companies and human resource managers.

Invest

- Become a founding member of 100% Talent with a three-year financial sponsorship.

5-YEAR GOALS OF 100% TALENT

1. 500 companies make the pledge; 100 in the first 18 months.
2. The majority of employees in King County are impacted through engagement of employers of all sizes.
3. Companies report significant, measurable benefits as seen through semi-annual surveys and their own internal annual wage and demographic data collection.
4. A best-practice sharing conference is held within a year.

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Endnotes

1. Institute for Women's Policy Research (IWPR) Analysis of the 2013 American Community Survey from the Minnesota Population Center's Integrated Public Use Microdata Series (IPUMS).
2. IWPR calculations based on the 1960, 1970, 1980, 1990, and 2000 Decennial Censuses and 2010, 2011, 2012, and 2013 American Community Surveys.
3. King County Office of Economic and Financial Analysis, Fourth Quarter 2014 Econpulse. (<http://www.kingcounty.gov/business/Forecasting/EconPulse.aspx>)
4. IWPR Analysis of the 2013 American Community Survey from the Minnesota Population Center's Integrated Public Use Microdata Series (IPUMS).
5. ibid
6. Women's Funding Alliance calculations, 2015
7. ibid
8. ibid
9. ibid
10. Women's Funding Alliance calculations, 2015
11. Michael J. Silverstein and Kate Sayre, Women Want More: How to Capture Your Share of the World's Largest, Fastest-Growing Market (HarperBusiness, September 2009).
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13. Women's Funding Alliance calculations, 2015
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15. ibid
16. ibid

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Women's
Funding
Alliance™

Live. Lead. Thrive.

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