HERFORCE

EMPOWERING WOMEN IN THE WORKFORCE
The HerForce Initiative Combats

Wage Disparities

Childcare Accessibility

Skills Gaps
The Urgency

Women's Labor Force Participation Rate is **less** than Men's

**LABOR FORCE PARTICIPATION RATES**

<table>
<thead>
<tr>
<th>Group</th>
<th>3-yr History</th>
<th>Rate</th>
<th>Δ1 mo</th>
<th>Δ1 yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td>62.8%</td>
<td>0.0%</td>
<td>+0.5%</td>
</tr>
<tr>
<td>Women</td>
<td></td>
<td>57.5%</td>
<td>-0.2%</td>
<td>+0.7%</td>
</tr>
<tr>
<td>Men</td>
<td></td>
<td>68.3%</td>
<td>+0.1%</td>
<td>+0.2%</td>
</tr>
</tbody>
</table>

Average % of women in STEM fields is **only 26%**

Source: US Dept of Labor Women's Bureau
30% of working women cite lack of affordable childcare as a barrier to career growth

Source: US Census Bureau
Households with Children Under 18 Where Moms are Sole Earners

Disruptions in Childcare

Source: US Dept of Labor Women's Bureau
The Wage and Opportunity Gap

Women earn roughly $0.71 cents for every $1.00 earned by men

Source: Workforce Solutions Borderplex
What does this cost us?

Annual Salary $60,000
Years off the job \( \times 5 \)
Lost Earning $300,000
Lost Wage Growth and Retirement Benefits $400,000

$700,000 TOTAL LOSS

**The Hidden Cost of a Failing Child Care System**

**What happens when parents leave the workforce because they cannot afford child care?**

The annual cost of a child care center for a typical American family with an infant and a four-year-old is nearly $18,000. As a result, many parents face the untenable choice between spending an average of nearly 30 percent of their paycheck on child care or leaving the workforce altogether.

**There needs to be a better option.**

A recent poll found that three-quarters of mothers and half of fathers have either left the workforce or switched to a less demanding job in order to care for their children.

When parents leave the workforce, **they lose much more than just their annual salary; the cost of this decision follows them for life.** After taking into account the potential wage growth and lost retirement savings over time, a parent who leaves the workforce loses up to four times their annual salary per year.

The nation needs a major national solution to put child care within reach for working families. To learn more about how you can get involved in the fight to make child care affordable for working families go to [www.withinreachcampaign.org](http://www.withinreachcampaign.org).

For more information on the nation’s failing child care system, and an explanation of these numbers, see the authors’ issue brief [here](http://www.withinreachcampaign.org).

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>female</td>
<td>26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current salary</th>
<th>$44,000</th>
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</table>

<table>
<thead>
<tr>
<th>Age started working full time</th>
<th>22</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Age you plan to take time off for caregiving</th>
<th>26</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Years planned to be out of labor force</th>
<th>5</th>
</tr>
</thead>
</table>
What do working parents need to stay in the workforce?

U.S. employers earn 47% average ROI on their investment in employer health insurance. – or $1.47 for every $1 invested.

First-time mothers who use some form of paid leave are 32% less likely to quit their jobs before or after childbirth and are 19% more likely to return to the same employer after leave.

Of the 30% of credentialed women who leave the workforce, 70% say they would have stayed if they had access to flexibility.

Cultivating Leadership - A Business Service

Businesses can utilize TWC initiatives to cultivate the next generation of talent by utilizing:
✓ Incumbent Worker Training
✓ Skills Development Fund
✓ Skills for Small Businesses
✓ Tuition Reimbursement
It Doesn’t Have to Be Expensive

- Project Management Certification $
- LinkedIn Learning $
- Crucial Conversations $$
- Human-Centered Design $$$
- Management Skills for New Managers $$$$$
Internal no-cost development

• "Lunch & Learns"
• Invite Businesses & Partners to Present
• Internal Media & Content
  • Videos (Curated online or internally developed)
  • Corporate Social Media (Yammer, Slack, Etc.)
  • Wikis
• Internal Leadership Program
• Team Read-Through of Thought Papers
• Mentoring
• Job Shadowing / Job Rotation
• Professional Development Plans
• Stretch projects
When the ADA passed, curb ramps improved mobility and independence for wheelchair users …..but the whole community benefited.
SheBuilds

Enrolling women in DIY courses
• Reduce dependency one someone else for basic home repairs
• Exposure to untapped skills
• Spark interest in construction
Wage Analysis

Providing women with regional market wages per their occupation

Skills to motivate, empower, build confidence to negotiate
Best Place for Working Parents

Assessment for Employers

Promote Family-Friendly Policies

Workforce Solutions Borderplex prides itself on a company culture that highly considers the needs of staff, and are officially designated as a Best Place to Work based on our continuous improvement to adhere to the Family-Friendly policies below.

The Top 10 Family-Friendly Policies

We encourage our clients and Borderplex businesses to consider taking the assessment below to determine how well they rank as a Best Place to Work, because Family-Friendly is Business-Friendly.
Q & A

THANK YOU