

Welcome to Today's Webinar

Celebrating Women's History Month: Uniting to Inspire Inclusion

Thursday, March 14, 2024, 12:30 p.m. Eastern time



Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



American Staffing Association



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UI control panel for a video player. It features a dark grey bar at the bottom with three icons: a hand for 'Raise Hand', two speech bubbles for 'Q&A', and a 'CC' icon for 'Live Transcript'. A mouse cursor is hovering over the 'Live Transcript' button. A dark grey dropdown menu is open above the 'Live Transcript' button, containing three options: 'Show Subtitle' (highlighted in blue), 'View Full Transcript', and 'Subtitle Settings...'.

ASA Certification Continuing Education

Today's webinar qualifies for 1.0 CE hour

- **Live webinar:** Submit this earned CE using the online submission form at *americanstaffing.net*.
- **On-demand viewers:** Submit this earned CE using the online submission form at *americanstaffing.net*.
- This program is valid for **PDCs** for the SHRM-CP® or SHRM-SCP®.

Activity ID: 24-VGR2X



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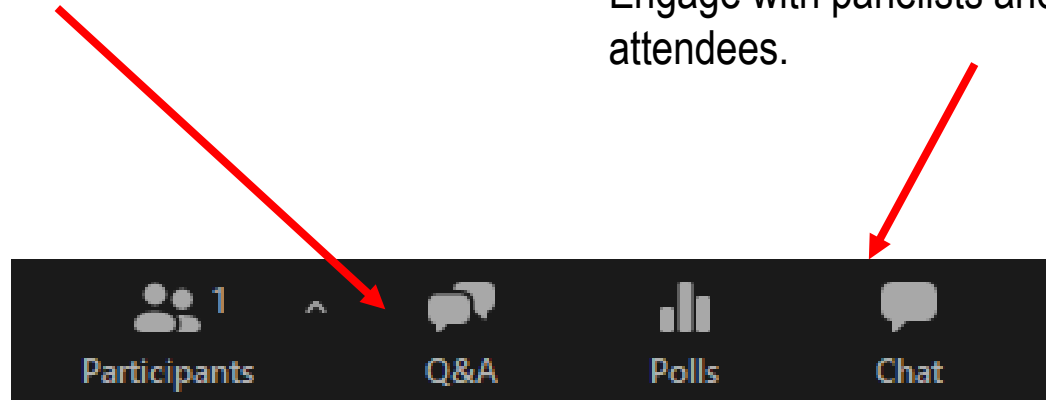
Ask a Question, Engage With Other Attendees

Q&A

Type your questions for the panel into the Q&A box

Chat

Start a conversation—say hello. Engage with panelists and other attendees.



American Staffing Association



**Leslie
Vickrey**

*Founder + CEO
ClearEdge*



Kip Wright

*Chairman
Inspyr Solutions*



**Francesca
Profeta**

*Research Analyst
Staffing Industry
Analysts*



Eric Gregg

*CEO
ClearlyRated*



Sue Thaden

*President + CEO
CRI*



Nicole Bauk

*Women's Leadership Council
Insight Global*



**“Women belong in all places
where decisions are being made.
It shouldn’t be that women are
the exception.”**

- Ruth Bader Ginsburg

WBC Staffing Industry 2023 Gender Equity Benchmark Survey

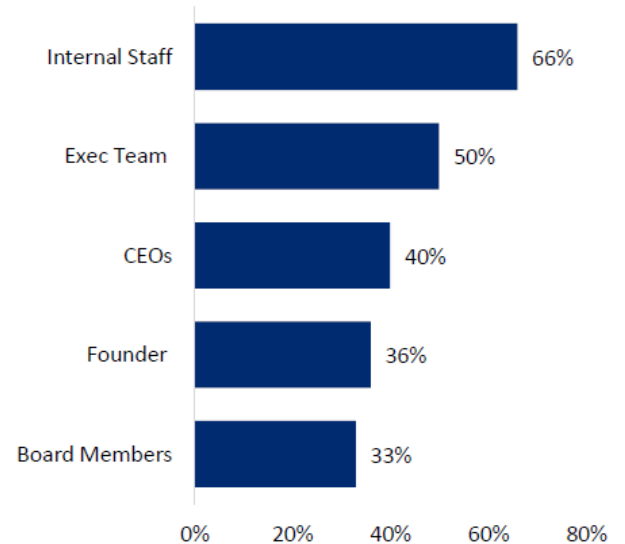


Kip Wright, Chairman, INSPYR Solutions

Survey Results: Key Takeaways

- Women accounted for 36% of staffing firm founders and 40% of CEO positions. Commercial staffing had the highest representation, followed by healthcare staffing
- Only 11% of large staffing firms with over \$100 million in revenue were founded by women. Women founded 54% of the small staffing firms in this survey.
- When the founder of the company was a woman, 84% of CEOs are female. Conversely, only 17% of CEOs were female if the founder of the staffing firm was male.
- DE&I and well-being rank low in concerns and priorities based on study data. New business development was ranked as the most pressing concern/priority at 68% of respondents. Tied for second, both at 53%, are finding and placing candidates in a continued tight labor market and concerns over the uncertain economic future.
- Only half of survey respondents measure, track, and analyze pay equity in their organization. Men are significantly more optimistic than women about gender and ethnic pay equity.

Percent of women by role, founders, internal staff, executive team, and board members



Source: Women Business Collaborative (WBC) Benchmark Survey on Gender Equity in the Staffing Industry. Data was collected in August 2023

Gender Equity—Representation Hasn't Changed Much

How has leadership diversity changed over past two years?

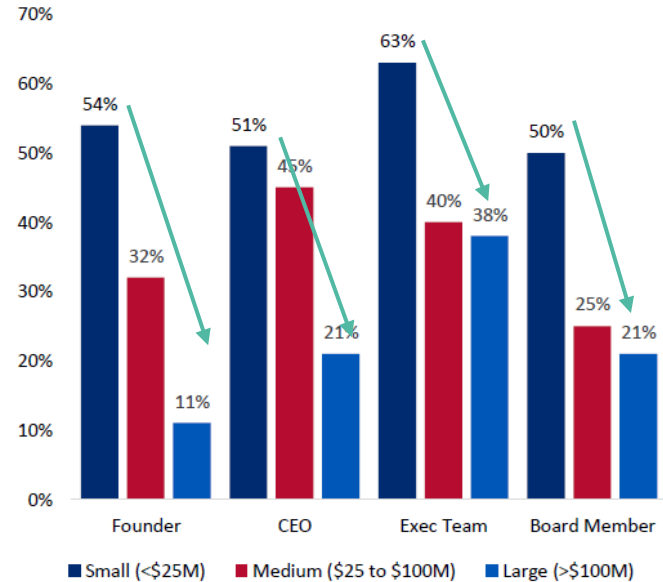


Gender Equity—Size Matters (Smaller Is Better)

Further analysis shows stark differences based on company size

- Smaller companies tend to see more female representation across key roles
- CEO roles held by women drop precipitously in large staffing firms
 - From 51% down to 21%
- Executive team roles also see a notable drop across medium and small staffing firms
 - From 63% down to 38%
- And board roles also see a significant drop in female representation
 - From 50% down to 21%
 - This, despite notable public awareness of boards of directors' gender representation

Female representation in staffing firms by company size (%)



Source: WBC Benchmark Survey 2023

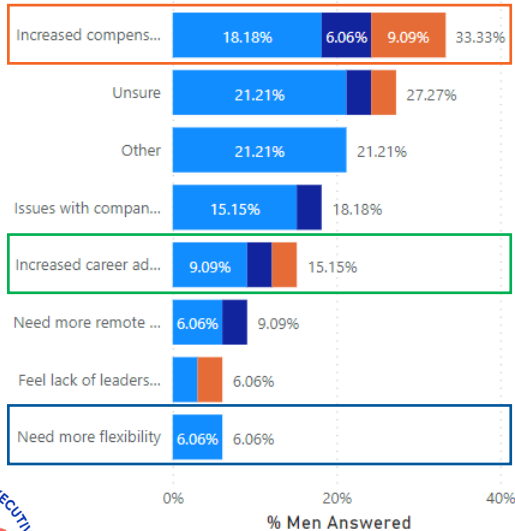
A Woman's Perspective Matters

In your opinion, when women leave your current company, what are the primary reasons they leave?

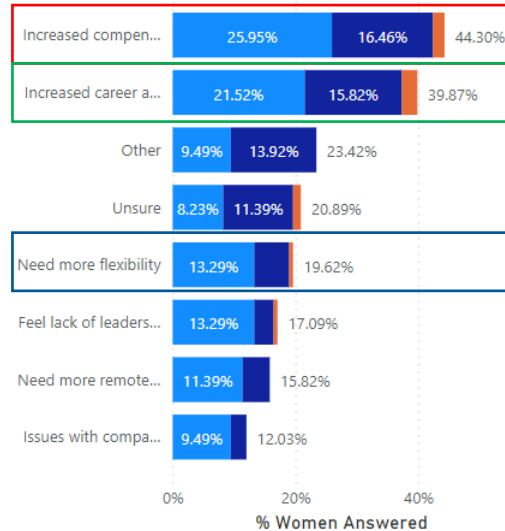
CEO Gender ● Man ● Woman ● Unknown

All ▼

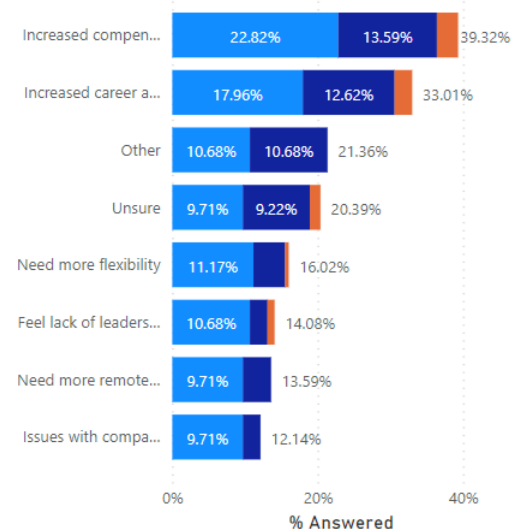
Respondent is a Man



Respondent is a Woman

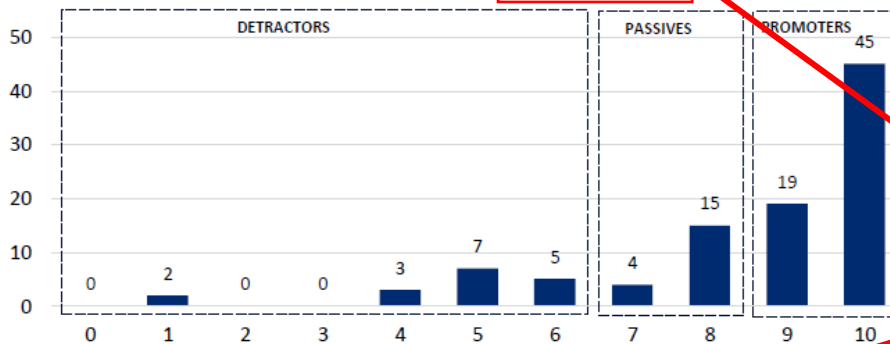


All Respondents

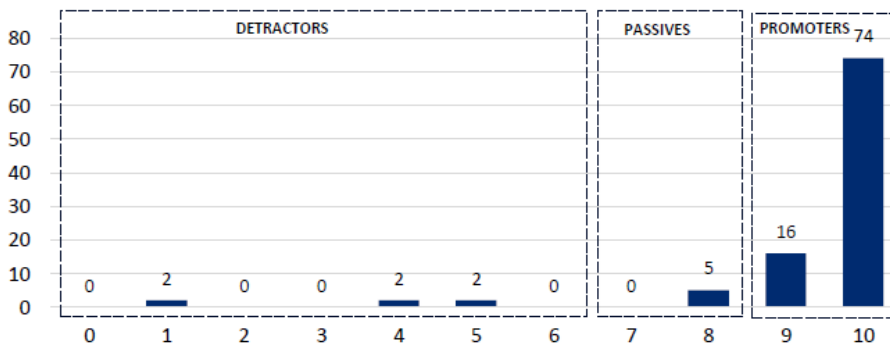


Where That Perspective Pays Off

Net Promoter Score for staffing firms with a male CEO = 47



Net Promoter Score for staffing firms with a female CEO = 83



The Net Promoter Score (a generally accepted measure of engagement and satisfaction) is nearly double when the CEO is a female.

Perhaps that balanced perspective, along with the recognition that roughly 2/3rds of the workforce are women, contributes to this notable difference

Source: WBC Benchmark Survey 2023

Motherhood Penalty Gap



Francesca Profeta, Research Analyst, CCWP

Staffing Industry Analysts

Gender Pay in the US

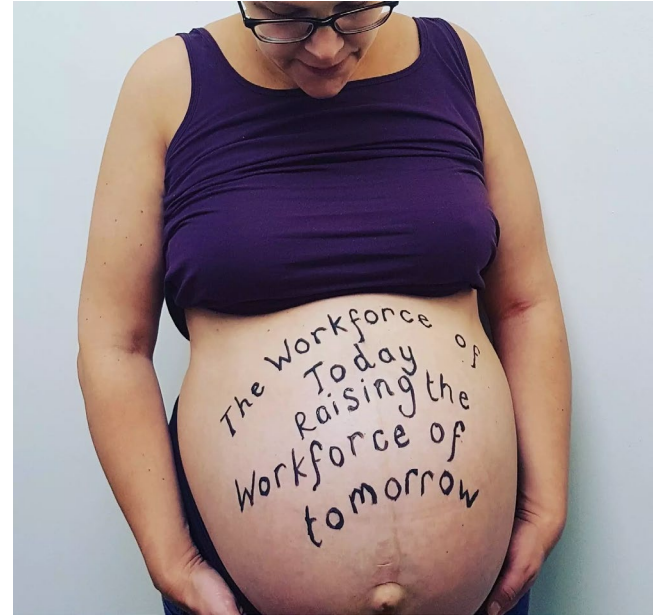


Photo credit: <https://www.theodysseyonline.com/>

Motherhood Penalty Gap

'Motherhood penalty' makes up 80% of the gender pay gap

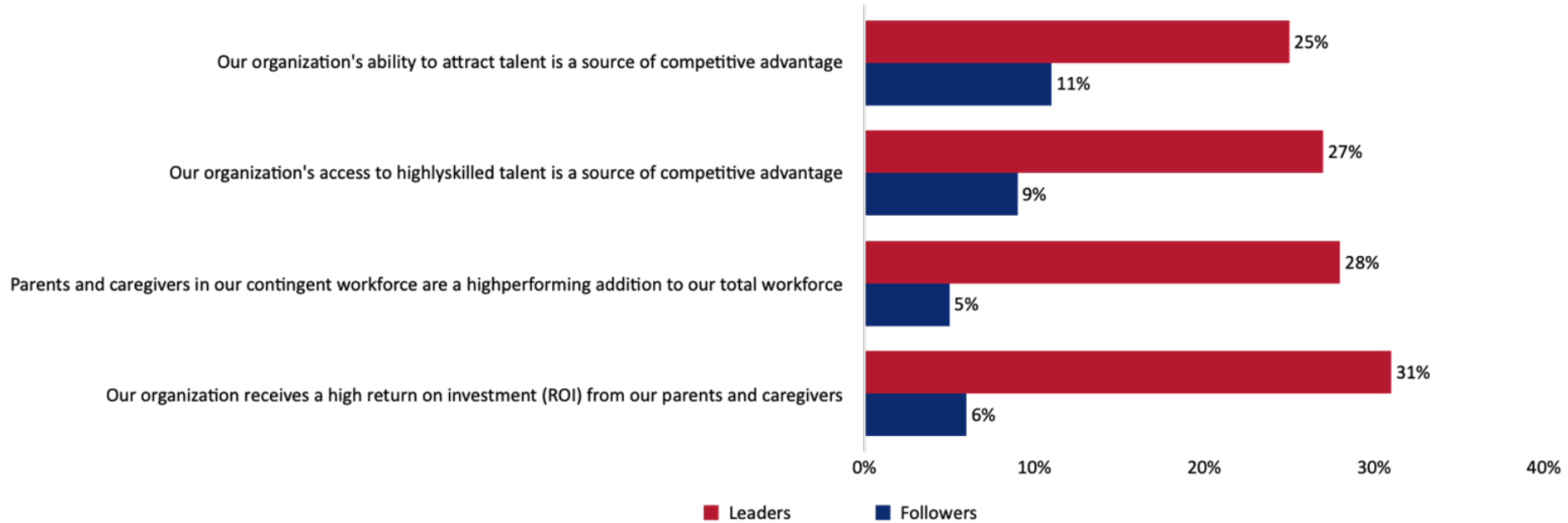
"It is worth noting that this is not really a gender pay gap, but a procreation pay gap with the pay differential between mothers and childless women being more than that between men and women without children."



Motherhood Penalty in Figures

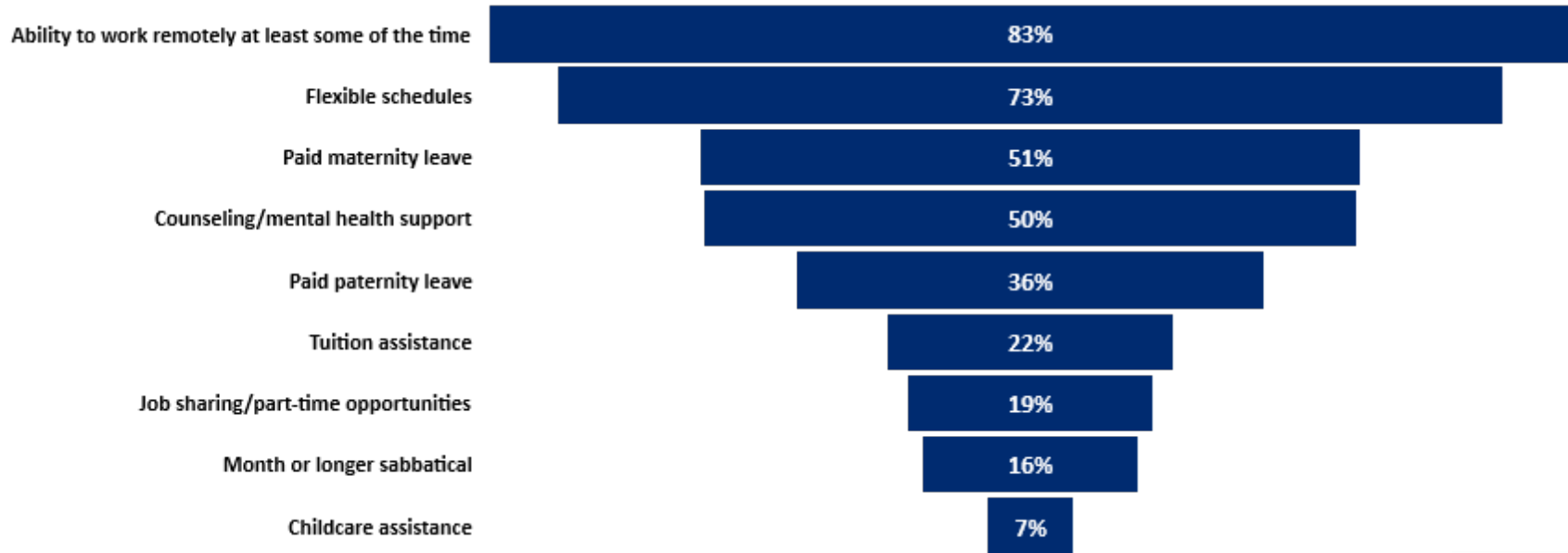
- The motherhood penalty is now the most significant driver of the gender pay gap.
- Mothers experience a 60% drop in earnings compared to fathers in the decade following the birth of a first child
- Women have lower pension balances at the end of their working lives
- The United States Census showed that mothers earned just 71 cents for every dollar earned by fathers—an average loss of \$16,000 per year!

Parents and Caregivers



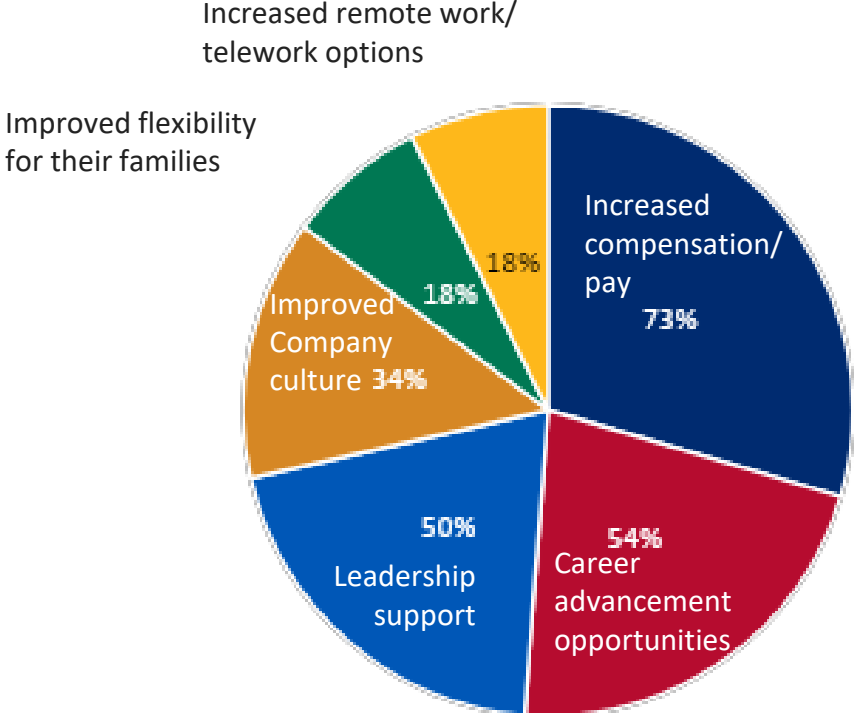
Source: SIA/The Mom Project; unlocking the potential of parents in the contingent workforce

Which of the Following Non-Traditional Benefits do you Offer Employees?



Source: SIA/WBC: Insights on Gender Parity in the US Staffing Industry

What Women Want ...



Source: SIA/WBC: Insights on Gender Parity in the US Staffing Industry

In Conversation



Nicole Bauk, Program Manager

Women's Leadership Council, Insight Global

Francesca Profeta, Research Analyst, CCWP

Staffing Industry Analysts



What Makes a Company Great for Women to Work For?



Eric Gregg, CEO, Clearly Rated

About the Data

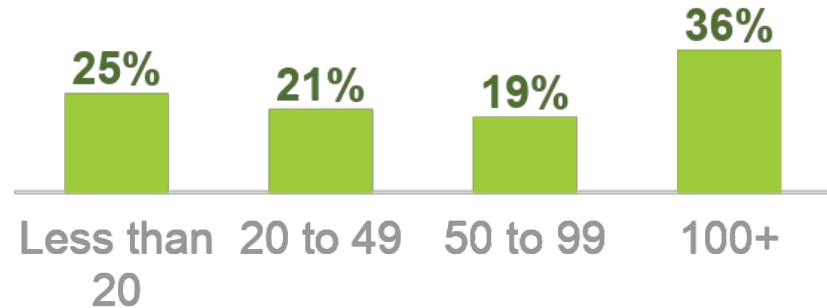
A summary of more than 16,000 internal staff across 72 firms and 102 brands

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STAFFING FIRMS
for **WOMEN**
2024



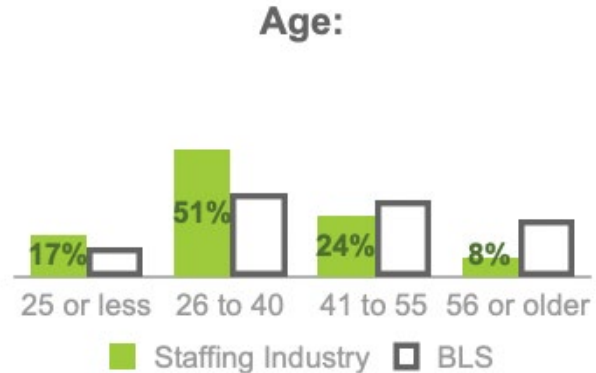
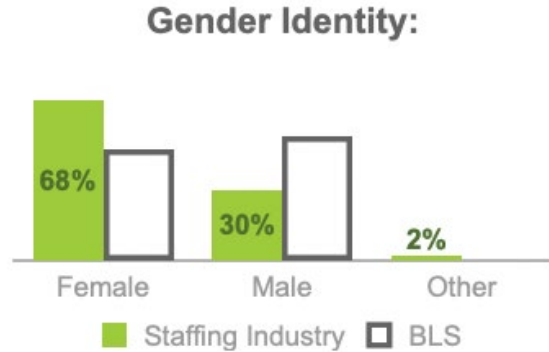
- Study fielded between March 2023 and February 2024
- Survey included a wide variety of sectors and geographic regions.
- Not all firms included demographic questions.

Size of Staffing Firm
(Employee responses):



Profile of Staffing Industry Employees

Staffing industry skews younger and more female than general BLS workforce



NOTE: BLS (or similar) estimates are provided for comparison. While methodologies and question sets are similar, they are not identical in all cases.

Profile of Staffing Industry Employees

The staffing industry indexes female more than the overall workforce

Staffing Industry Representation
by Gender and Race/Ethnicity



NOTE: BLS (or similar) estimates are provided for comparison. While methodologies and question sets are similar, they are not identical in all cases.



5 Keys To Attracting & Retaining An Engaged Female Workforce

- Job flexibility/remote work
- Level the playing field
- Feedback and recognition
- Opportunities to advance
- Listen to feedback

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Flexibility & Remote Work

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2024

Top 5 Non-Compensation Criteria for Female Job Seekers

- 1) **Schedule flexibility**
- 2) Job security
- 3) Traditional benefits
- 4) **Opportunity to work remote**
- 5) Professional development



Level the Playing Field

Employees at
winning firms were

1.9x

as likely to mention
fair and equitable practices
at their firm

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for **WOMEN**
2024



Feedback and Recognition

Employees at winning firms were

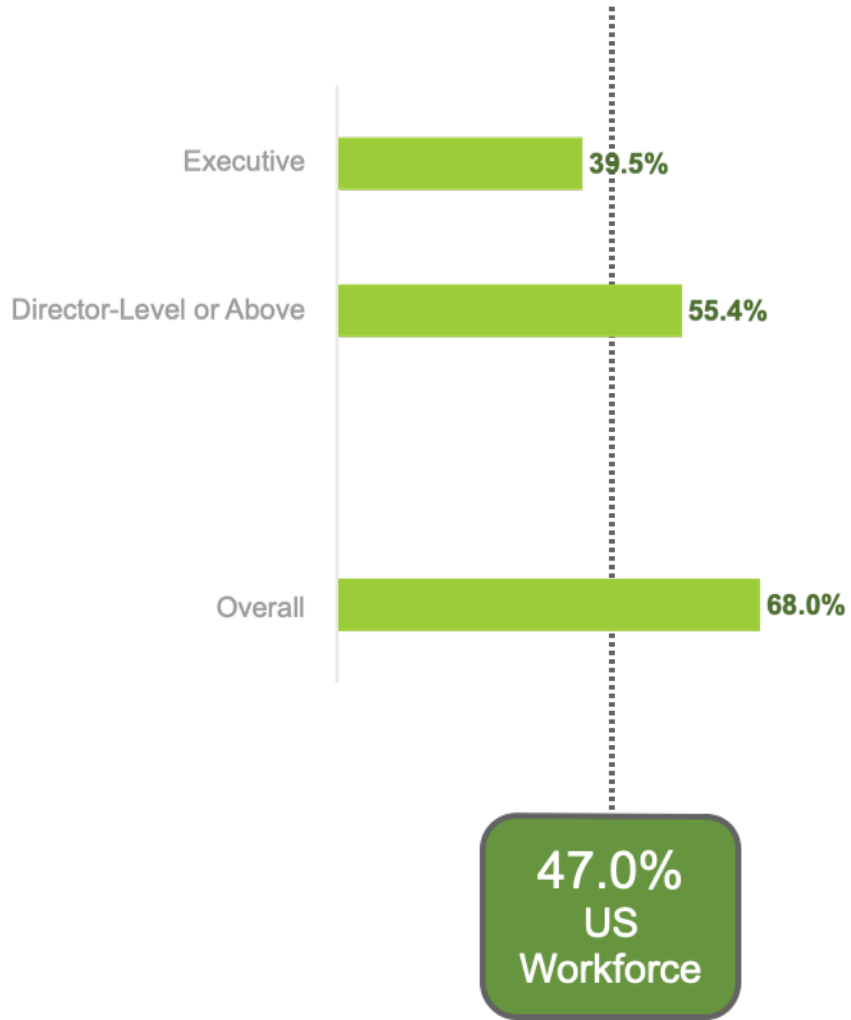
2.4x

as likely to receive ***feedback and recognition*** at their firm

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for **WOMEN**
2024



Opportunities to Advance





Opportunities to Advance



3.3x

less likely to become an executive

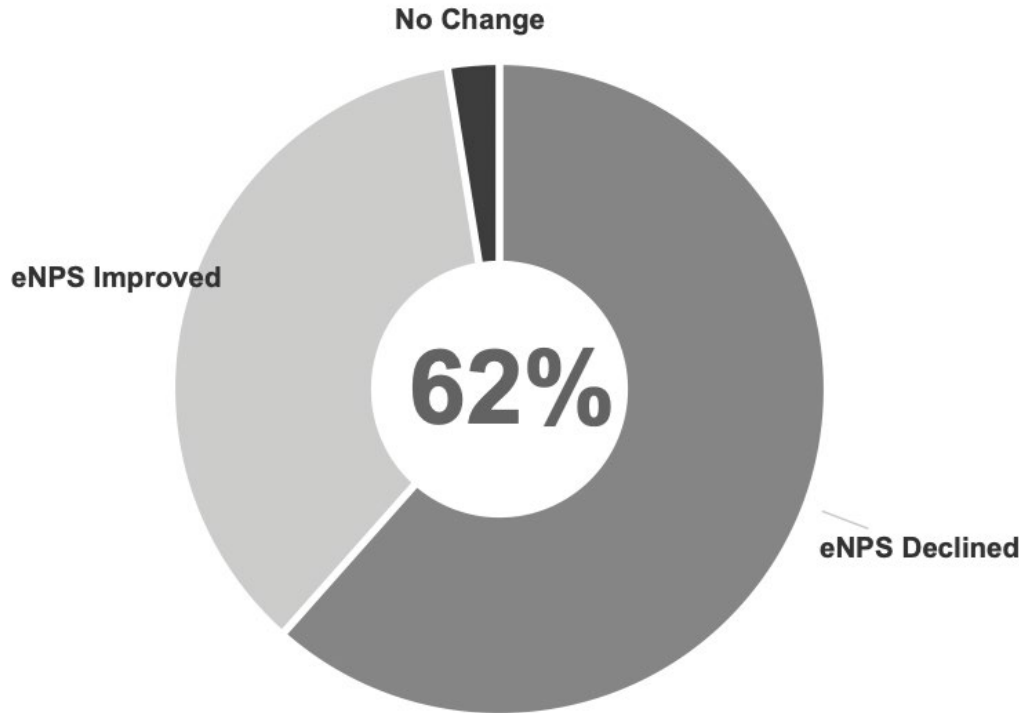
3.8x

less likely to become an executive





Listen to Feedback



of staffing firms saw declines in eNPS in past 12 months

Value of Self Worth



Sue Thaden, CEO + President, CRI

Industry Resources

- WBC Gender Parity Benchmark Survey + Staffing Workstream
 - ASA Women in Leadership & Scholarship Fund
 - ASA IDEA Group
 - ASA THRIVE and THRIVEx
 - SIA Global Power 150 List
 - SIA History of the Staffing Industry
 - ClearlyRated Best Staffing Firms for Women
 - Together We Rise - Book
 - TechServe Alliance Annual Executive Women's Luncheon
 - TechServe Alliance Monthly Executive Women's Roundtable
 - NAPS LinkedIn Women's Group, Quarterly Meetings
 - NAPS Women's Luncheon at Annual Conference
 - ClearEdge Rising Women in Leadership Accelerator
 - TheEdge Podcast Featuring Executive Women in Recruitment
-

I commit to one deliberate act a day to help another woman rise.





Thank you!



**Leslie
Vickrey**

Founder + CEO
ClearEdge



Kip Wright

Chairman
Inspyr Solutions



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Women's Leadership Council
Insight Global





American Staffing Association





Celebrate Women's History Month With ASA

 MARCH
20
1 p.m. EST: Networking Call: ASA and Innov8ors: Empowering Women in the Staffing Industry
Register>> americanstaffing.net/innov8ors

 MARCH
31
Best Staffing Firms for Women List—Register by March 31
>> [Register to participate in the survey now](#)

 MAY
31
Women in Leadership Scholarship for Emerging Leaders—Applications Due May 31
Learn more>> americanstaffing.net/women-in-leadership/scholarship-program

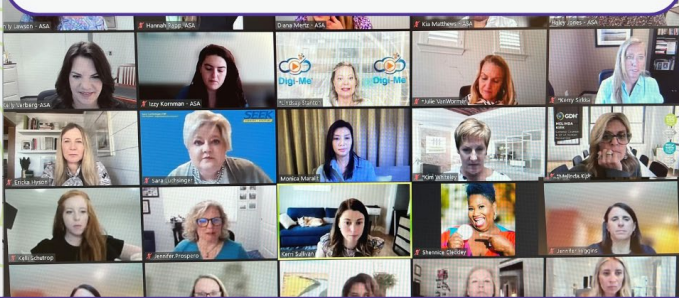
 MAY
31
THRIVEx Speaker Incubator Program—Applications Due May 31
Learn more>> bit.ly/THRIVEx



A Virtual Event | May 2, 2024

Join leading women in staffing for this engaging event, brought to you by the ASA Women in Leadership interest group.

MAY 2, 2024



americanstaffing.net/thrive



2024

STAFFING LAW & COMPLIANCE CONFERENCE

★ MAY 16-17
WASHINGTON, DC

americanstaffing.net/lawconference24





American Staffing Association FOUNDATION

americanstaffing.net/foundation



In memory of Loretta Penn, an industry trailblazer and mentor, ASA members are fundraising for the ASA Women in Leadership Scholarship program to honor her.





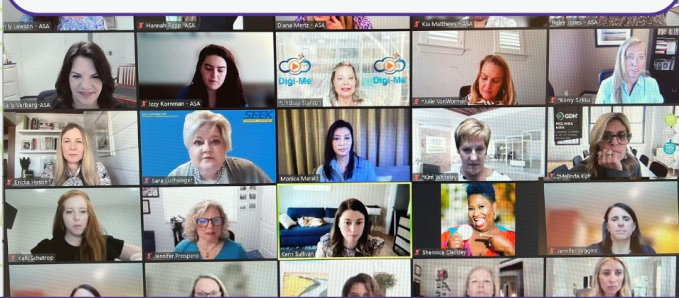
**You will now be redirected
to a brief survey**



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2024

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