

Women's History Month

For All Employees



For Women's History Month, we are supplying a historic Timeline of women's achievements, Facts & Figures demonstrating women's advancement (and opportunities) in education and business, and our cultural-competence series "Things NOT to Say," focusing on women at work. This information should be distributed to your entire workforce and also should be used by your women's resource group both internally and externally as a year-round educational tool.

1 HISTORIC TIMELINE

We recommend you start your employees' cultural-competence lesson on the increasing value of having women in leadership positions by using this historic Timeline. It's important to note how women's roles have evolved, how flexible work arrangements allow more women to combine family and professional responsibilities, and how many glass ceilings still have not been shattered. The Timeline shown here illustrates significant dates in women's history and major historic figures.

Discussion Questions for Employees

» What have been the most significant changes in women's roles in the past 50 years? In the past 10 years?

Ask the employees why they think there has been so much rapid change and, most importantly, if it's enough. Have women talk about their own experiences and men talk about the experiences of their wives, daughters, sisters and friends.

» Why are "firsts" important to note? What other barrier breakers have you witnessed in your lifetime?

This is a personal discussion designed to help the employee note other barrier breakers historically. Cite Elizabeth Blackwell, Muriel Siebert and female CEOs. Note: There are 25 women CEOs of Fortune 500 companies, including [Virginia M. Rometty](#) of [IBM](#) (No. 23 in the DiversityInc Top 50). Other Top 50 female CEOs are [Christi Shaw](#) of [Novartis Pharmaceuticals Corporation](#) (No. 1) and [Beth Mooney](#) of [KeyCorp](#) (No. 47). Cathy Engelbert will become CEO of [Deloitte](#) (No. 11) on March 11.

[DiversityInc's 25 Noteworthy Companies](#) include two Fortune 500 women CEOs—Mary T. Barra of General Motors and Ellen J. Kullman of DuPont. Debra L. Reed is CEO of Sempra Energy, one of [DiversityInc's Top 7 Utilities](#).



2 FACTS & FIGURES

After discussion of the Timeline, the next step is to review available data and understand areas in which women have made significant progress in the United States but major opportunities remain. The data we have chosen to present here represent information of relevance to corporate America, such as education (available labor pool), business ownership, and progress in gaining executive and management positions. Where applicable, national data are compared with DiversityInc Top 50 data, to show what progress the leading D&I companies are making.

Discussion Questions for Employees

- » **Why has it been so difficult to get girls and women into STEM (Science, Technology, Engineering and Mathematics) positions and what should schools and companies do to change that?**
- » **What are the best ways to convince girls (early) of the benefits of math and science?**
To see how some tech companies are working on getting girls early, go to BestPractices.DiversityInc.com/women-tech-jobs.
- » **How do you get more women in your company interested in operational roles versus traditional support/staff roles?**
- » **Why do you think women represent only 5 percent of Fortune 500 CEOs?**
To understand how important corporate culture is in defining a woman's success, go to BestPractices.DiversityInc.com/best-places-executive-women.
- » **Who do you see as the leading female role models in your company?**
Have a higher-level discussion on what it takes to become a senior executive at your company, the role of resource groups and mentoring in supporting this, and what employees see as valuable ways to increase the pipeline. To understand ways to support working mothers, go to BestPractices.DiversityInc.com/working-moms-spouse.
- » **Do women have different management styles than men? How is having a woman boss and/or mentor different?**
Use this teachable moment to honestly discuss different styles, including confrontation/criticism, self-promotion/branding and decision making. For more information, go to BestPractices.DiversityInc.com/male-female-leader.



3 THINGS NOT TO SAY TO WOMEN AT WORK

Our popular “[Things NOT to Say](#)” series includes these interviews with four women leaders about offensive phrases they’ve heard in the workplace and how best to respond to them to further cultural-competence education.

???

Discussion Questions for Employees

» **What other phrases have you heard addressed to women and others from underrepresented groups?**

Discuss how these phrases and stereotypes impact office morale and productivity. For more information on this topic, go to www.DiversityInc.com/atwg-oxford-dictionary/ and www.DiversityInc.com/atwg-black-friends/.

» **What role do you think the company should play when offensive comments occur?**

Have the employees talk about under what circumstances they would report offensive comments and what they believe the company should do. Get advice from DiversityInc CEO Luke Visconti at www.DiversityInc.com/atwg-offensive-language.

» **After today's lesson, what would you do if you overheard a colleague make one of these comments?**

Continue the discussion with each employee having a plan of action on how to address offensive language.



**NEXT
MONTH**

Asian American and Pacific Islander Heritage Month for all employees and Global Diversity for D&I staff, global HR, talent-acquisition and communications staff, employee-resource-group leaders and diversity-council members.



1837



1843



1967



1972

Timeline

- 1789** U.S. Constitution is ratified. The terms “persons,” “people” and “electors” allow for interpretation of those beings to include men and women
-
- 1837** Oberlin College in Ohio becomes first coeducational college in the U.S.
-
- 1839** Mississippi becomes first state to grant married women right to hold property in their own names, independent of their husbands
-
- 1840** Catherine Brewer becomes first woman to receive a bachelor's degree, from Georgia Female College (now Wesleyan College) in Macon, Ga.
-
- 1843** Isabella Baumfree takes the name Sojourner Truth and goes on to become a famed abolitionist and women's rights activist
-
- 1848** First women's rights convention is held in Seneca Falls, N.Y., to sign the Declaration of Rights and Sentiments
-
- 1849** Elizabeth Blackwell becomes first woman to receive a medical degree, from Geneva Medical College (now SUNY Upstate Medical University in Syracuse, N.Y.)
-
- 1869** First women's suffrage law is passed, in territory of Wyoming
-
- 1872** Susan B. Anthony is arrested for trying to vote
-
- 1872** Victoria Claflin Woodhull becomes first woman Presidential candidate, for the Equal Rights Party
-
- 1916** Jeannette Rankin of Montana becomes first woman elected to Congress
-
- 1920** 19th Amendment gives women right to vote
-
- 1924** Miriam Ferguson (Texas) and Nellie Tayloe Ross (Wyoming) become first women elected governor
-
- 1932** Amelia Earhart becomes first woman to fly solo across Atlantic
-
- 1932** Hattie Caraway of Arkansas becomes first woman elected to Senate
-
- 1933** Secretary of Labor Frances Perkins becomes first woman Cabinet member
-
- 1934** Lettie Pate Whitehead Evans is first woman to serve on board of directors of major corporation, The Coca-Cola Company
-
- 1938** Fair Labor Standards Act establishes minimum wage without regard to gender
-
- 1955** First lesbian organization in U.S., Daughters of Bilitis, is founded
-
- 1963** Equal Pay Act is passed by Congress to close gender pay gap
-
- 1963** Betty Friedan's *The Feminine Mystique* is published
-
- 1964** Title VII of Civil Rights Act of 1964 prohibits employment discrimination on basis of race, color, religion, national origin or sex
-
- 1967** Muriel Siebert becomes first woman to own a seat on the New York Stock Exchange
-
- 1972** Title IX bans gender discrimination in federally funded education programs
-
- 1972** Katharine Graham of The Washington Post Co. becomes first woman CEO of a Fortune 500 company
-
- 1972** Shirley Chisholm becomes first major-party woman Presidential candidate

- 1973** In *Roe v. Wade*, Supreme Court protects woman's right to terminate pregnancy

- 1977** Secretary of Housing and Urban Development Patricia Harris becomes first Black woman Cabinet member

- 1978** Pregnancy Discrimination Act prohibits discrimination "on basis of pregnancy, childbirth, or related medical conditions"

- 1981** Sandra Day O'Connor becomes first woman Supreme Court justice

- 1982** For the first time, more women than men receive bachelor's degrees

- 1984** In *Roberts v. United States Jaycees*, Supreme Court prohibits public organizations from refusing membership to someone because of gender

- 1984** Geraldine Ferraro becomes first major-party woman Vice Presidential nominee

- 1987** Congress declares March as National Women's History Month

- 1990** Dr. Antonia Novello becomes first woman (and first Latino) U.S. surgeon general

- 1993** Family and Medical Leave Act provides job protection and leave for family, medical issues

- 1993** Janet Reno becomes first woman Attorney General

- 1994** Gender Equity in Education Act establishes programs to train teachers to treat boys and girls equally

- 1997** Madeleine Albright becomes first woman Secretary of State

- 1997** Small Business Administration Administrator Aida Alvarez becomes first Latina to hold Cabinet-level position

- 1998** Supreme Court rules that employers are liable for workplace sexual harassment

- 1999** Eileen Collins becomes first woman to command shuttle mission

- 2001** Secretary of Labor Elaine Chao becomes first Asian woman Cabinet member

- 2007** Nancy Pelosi becomes first woman Speaker of the House

- 2008** Hillary Clinton becomes only First Lady to run for President

- 2009** President Obama signs into law the Lilly Ledbetter Fair Pay Act, intended to reduce the pay gap between men and women

- 2009** Sonia Sotomayor becomes first Latina Supreme Court Justice

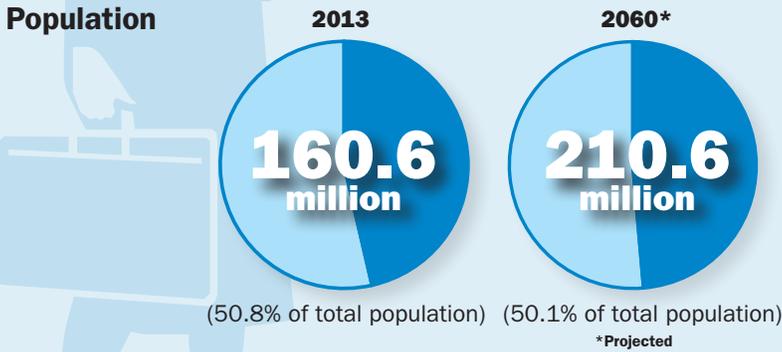
- 2014** General Motors becomes largest company with a woman CEO (Mary Barra)



Sources: Bureau of Labor Statistics, Catalyst, Infoplease.com, Women's International Center

Facts & Figures

DEMOGRAPHICS

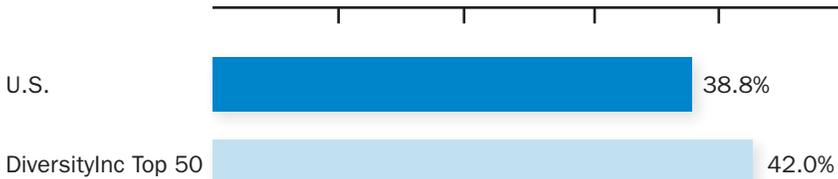


Median Age

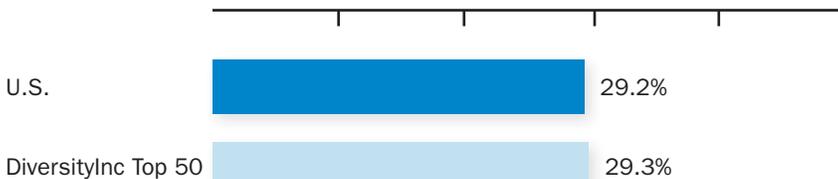


BUSINESS

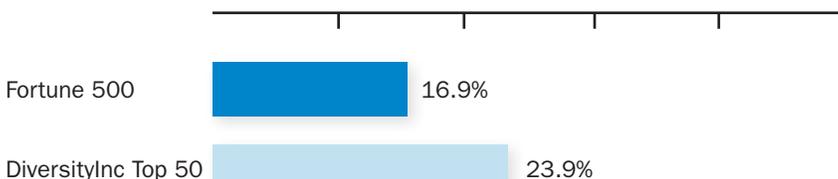
Women in Management



Women in Senior Management



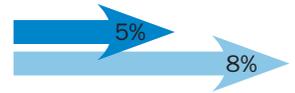
Women on Boards of Directors



Women CEOs

FORTUNE 500

DIVERSITYINC TOP 50



Christi Shaw
Novartis Pharmaceuticals Corporation (No. 1)



Cathy Engelbert
Deloitte (No. 11)
Effective March 11

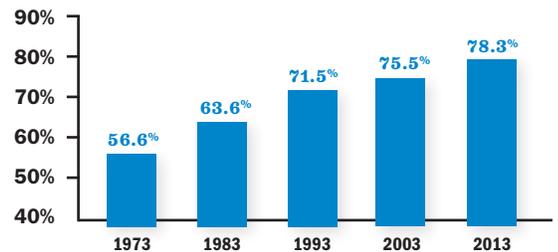


Beth Mooney
KeyCorp (No. 47)

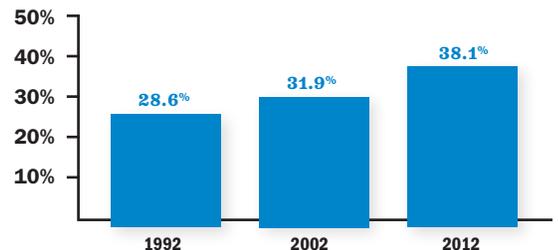


Virginia M. Rometty
IBM (No. 23)

Women's Earnings as a Percentage of Men's



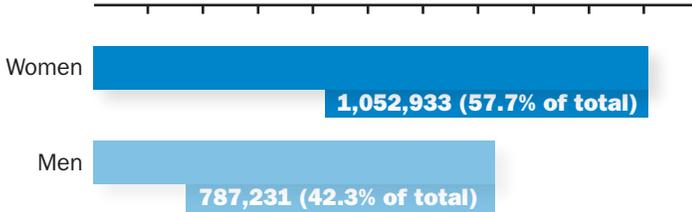
Women Who Earn More Than Their Spouses



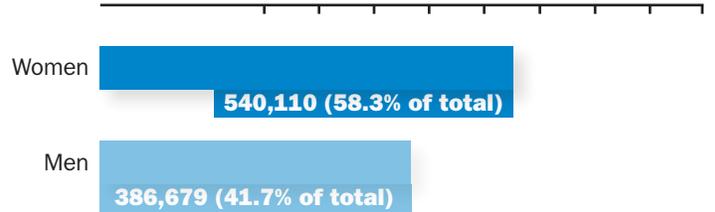
Facts & Figures

EDUCATION

Bachelor's Degrees Awarded (2013)

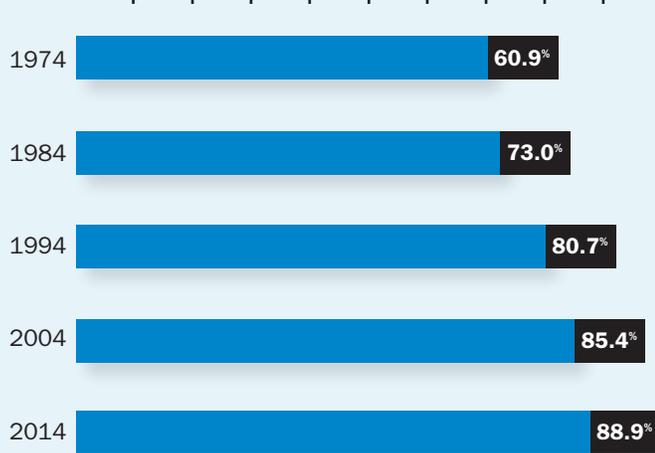


Master's and Doctoral Degrees Awarded (2013)



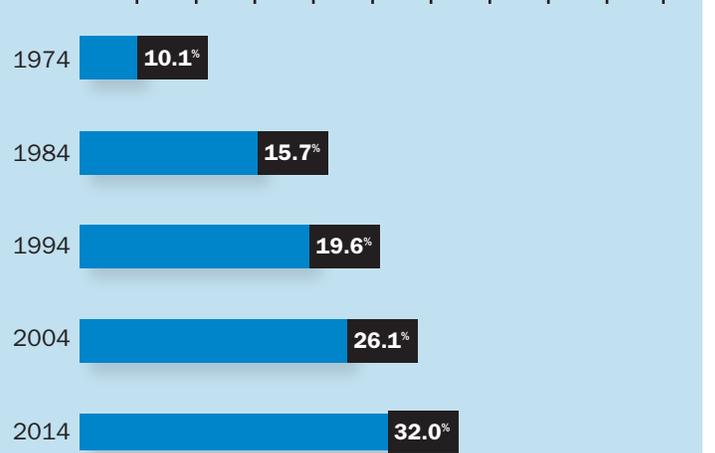
Age 25 and Up With At Least a High School Degree

WOMEN



Age 25 and Up With at Least a Bachelor's Degree

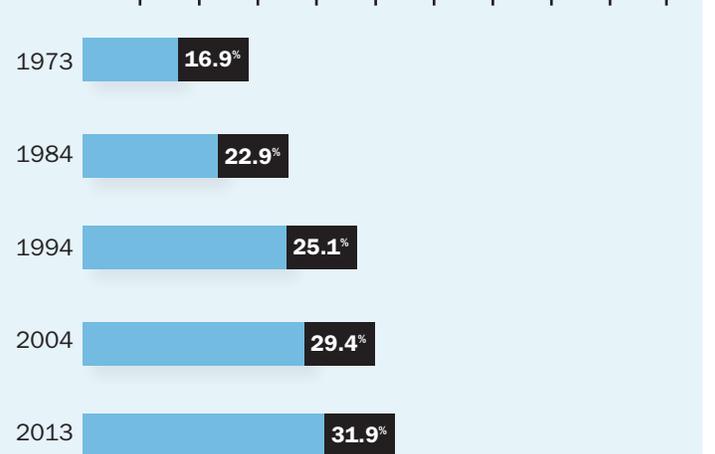
WOMEN



MEN



MEN



Sources: DiversityInc, Bureau of Labor Statistics, Catalyst, Equal Employment Opportunity Commission, National Center for Education Statistics, National Committee on Pay Equity, U.S. Census Bureau

Things NOT to Say to Women at Work

Before you make that “harmless” little comment to the woman in the next office, take a look at things women leaders tell us are absolute no-no’s in the workplace.

1 Terms of “endearment” such as “sweetie,” “hon” or “cutie.”

This is when a term of endearment becomes anything but endearing. In the workplace, such [language can be interpreted as degrading or belittling](#).

2 “You’ve lost weight” or “You look so much better.”

Women as well as men may enjoy compliments on their looks. But saying this to a female coworker or executive at an inappropriate time can make female coworkers feel as though their skills and work are not taken seriously—that male counterparts are focusing only on their looks. Comments on weight and/or physical appearance should not be made to anyone in a business setting, as they imply a level of personal familiarity. They also [suggest the person was fat](#) or looked bad before. And the person might have [an undisclosed illness](#), which would obviously make the comment even more rude.

3 Any kind of sexual comment.

Not only do sexual innuendos and [derogatory terms like “honey”](#) make the female employee on the receiving end feel embarrassed and offended, they also create a problem for the rest of the workplace environment. Think your top women employees will stick around if they know a company does not promote and enforce equal respect?

4 “Is it that time of the month?” or “She’s so emotional.”

There’s a preconceived notion that women cannot handle stress and tend to get too “personally invested” in their work. [Dr. Ella Bell](#), Associate Professor of Business Administration at the Tuck School of Business at Dartmouth, speaks very passionately about her work. As such, she immediately took offense when a senior male colleague said to her: “You sure wear your heart on your sleeve.”

Bell



“You aren't as aggressive with your subordinates as you should be. You need to be more forceful and tougher.”

That “ticked me off because I always try to be concrete. I interpreted it as my work wasn't making intellectual sense,” recalls Bell. “I did pull him over on the side afterward and explained how it made me feel and that it was inappropriate.” Bell notes, however, that she was hesitant to speak up at first as she did not want to draw more negative attention.

When a female executive is [forceful or aggressive, she can be received in a negative way](#), but a man in the same position is perceived as doing his job. One of the ways that negativity can be expressed is by attributing the behavior to hormonal changes. It is never appropriate to comment on a female coworker's menstrual cycle or hormones. But how should a woman deal with the situation if she is the recipient of such a comment? Bell suggests that women find evidence of a male employee behaving the same way, which can help [generate awareness for this common stereotype](#) of women.

5 “You aren't as aggressive with your subordinates as you should be. You need to be more forceful and tougher.”

“These are code words for being more ‘manly,’” says [Barbara Frankel](#), Senior Vice President and Executive Editor of DiversityInc. “There are many different successful styles to manage people. What matters is results and that [the manager's style is inclusive and in keeping with the corporate culture](#).”

6 “You only got the job because you're a woman.”

Suggesting to a woman that she's excelled in her career because of gender is disrespectful. But unfortunately, Bell says this is a common occurrence, and that it's common for those in the academic world to feel they must “justify” picking a woman over a man. “When a woman gets tenure you'll hear others—including women—say, ‘She really wasn't that good but they really wanted to keep her,’ or, ‘She shouldn't have made it but ... ,’” explains Bell. “You never hear that with the men.”

“After a while it rolls off your back. Your skin toughens so that when you hear comments, you can then approach the situation in a constructive way,” she says.

[Elizabeth Vazquez](#), CEO of WEConnect International, a nonprofit fostering [global business empowerment for women](#), says that globally there exists a perception that women do not have business savvy—this includes the ability to grow a company to a significant size and be a very successful business owner. “The public perception creates a cultural barrier for women who do not consider business ownership [or senior management] as a viable option, and it can also make it harder for women to get the support they need from their families and communities,” she explains.

To change this dynamic, Vazquez stresses the need to promote women's success stories in business, including



Lee



Vazquez

“Do you really want that promotion? You'll never see your kids”

how they did it, what barriers they overcame, and the impact it has had on their lives and the lives of their families, communities and industry sector.

7 “Do you really want that promotion? You'll never see your kids.”

There still exists an unspoken belief that a woman executive will not be able to put in the same hours as a man. People assume she won't be able to work more than 40 hours per week if she has a family or she'll have to keep her children, not work, as the priority. This is a fatal error in judgment, especially for companies looking to improve gender diversity among their senior executives.

Don't be quick to assume that a woman employee doesn't value or want to pursue a high-profile executive career because she has (or wants) children at home. In fact, a woman who can simultaneously manage the demands of leading a team with the responsibilities of a busy family life demonstrates exceptional skill.

Similarly, you should never ask a woman, “Do you want to keep working now that you're [married, divorced, pregnant, your husband/partner is relocating, your husband/partner is retiring]?” according to an anonymous female executive. You wouldn't ask a man if he wanted to keep working if his

family status changed or his significant other's job status changed. But many bosses think it totally appropriate to ask women the same thing.

8 “You do that so well for a girl.”

Even jokingly, the phrase implies that women are inferior to men and reinforces dated stereotypes. It also discourages many young women from actively pursuing interests in traditionally male-dominated industries, including STEM (Science, Technology, Engineering and Math) fields. Any conversation that implies that a woman—or any individual from any group—is “less than” is inappropriate. For an inspiring story, read about Wells Fargo Executive Vice President Michelle Lee's experience as the only Black woman in her bank's leadership-training program (www.DiversityInc.com/michelle-lee).

9 “Are you pregnant?” or “When are you due?”

While your intentions here may just be based on goodwill and a little curiosity, this can be a sensitive question to ask ANY woman, at work or outside of the office. Assume it's none of your business unless a coworker decides to bring it up on her own. If you are discussing families and children, you may ask, “Do you have children?” but it's up to the other person how much they want to reveal and when.

MORE THINGS NOT TO SAY

“You look thin. You should eat more.”

Calling your boss or a snarky female coworker the B-word.

“You aren't one of those feminists, are you?”

“Why aren't you married yet?”

“Men and women are treated equally. What are you complaining about?”

“You're being irrational.”