



HERFORCE

EMPOWERING WOMEN
IN THE WORKFORCE



HERFORCE

The HerForce Initiative Combats



Wage Disparities



**Childcare
Accessibility**



Skills Gaps

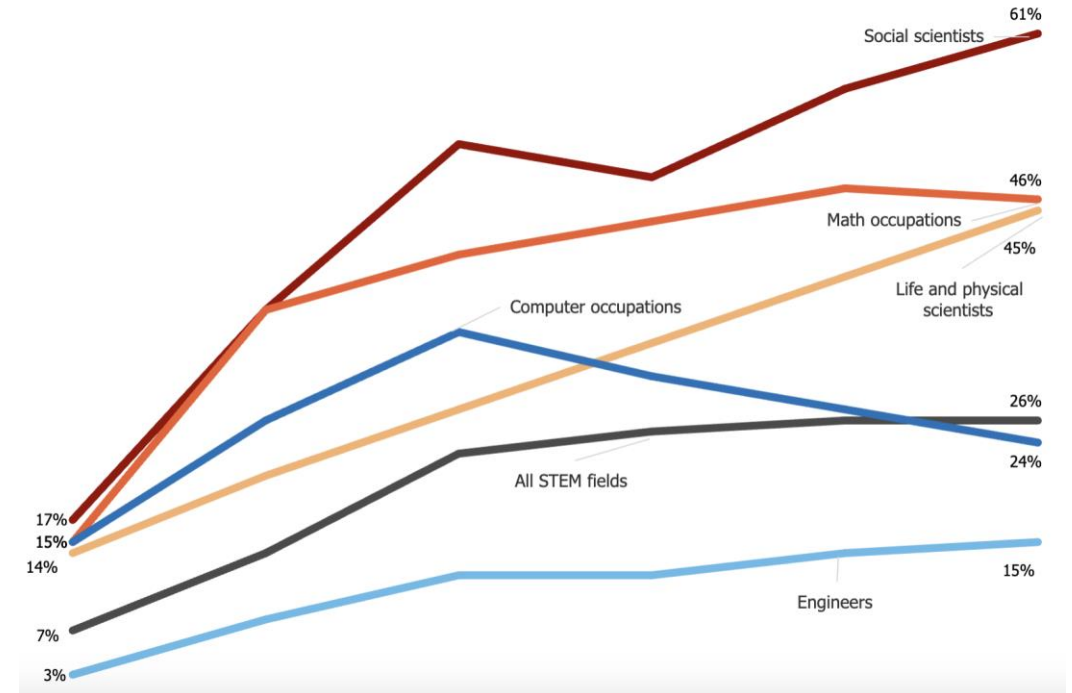
The Urgency



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

LABOR FORCE PARTICIPATION RATES¹

Group	3-yr History	Rate	$\Delta 1 \text{ mo}^2$	$\Delta 1 \text{ yr}^2$
Total		62.8%	0.0%	+0.5%
Women		57.5%	-0.2%	+0.7%
Men		68.3%	+0.1%	+0.2%



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



The Mom ABCs: Always a Barrier in Childcare

30% of working women cite lack of affordable childcare as a barrier to career growth

Source: US Census Bureau

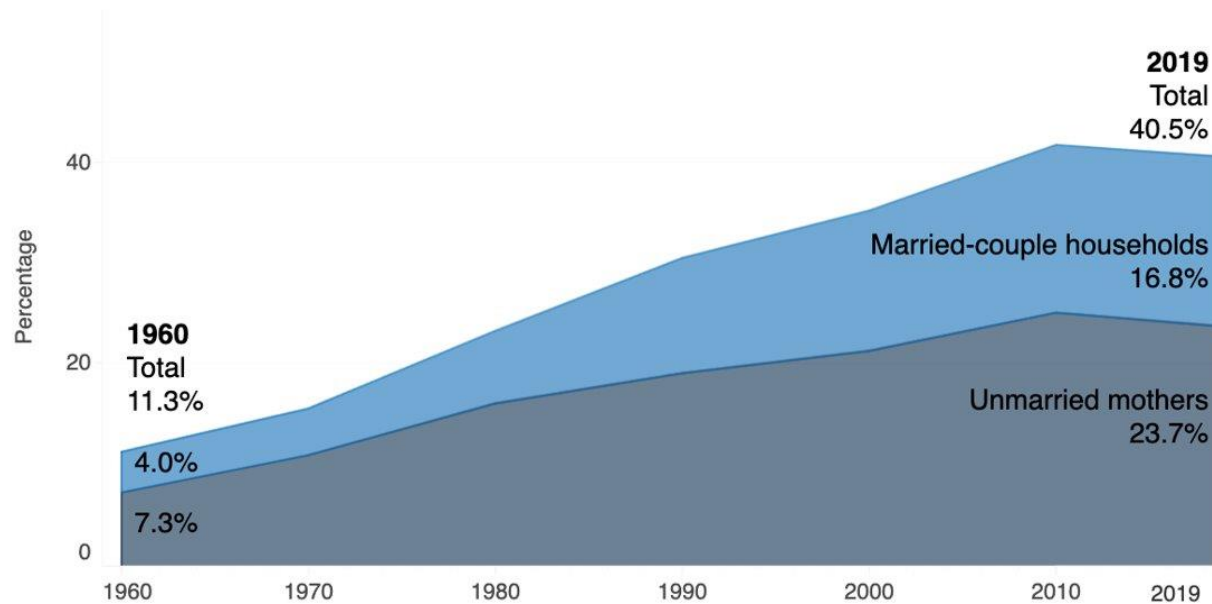


www.borderplexjobs.com

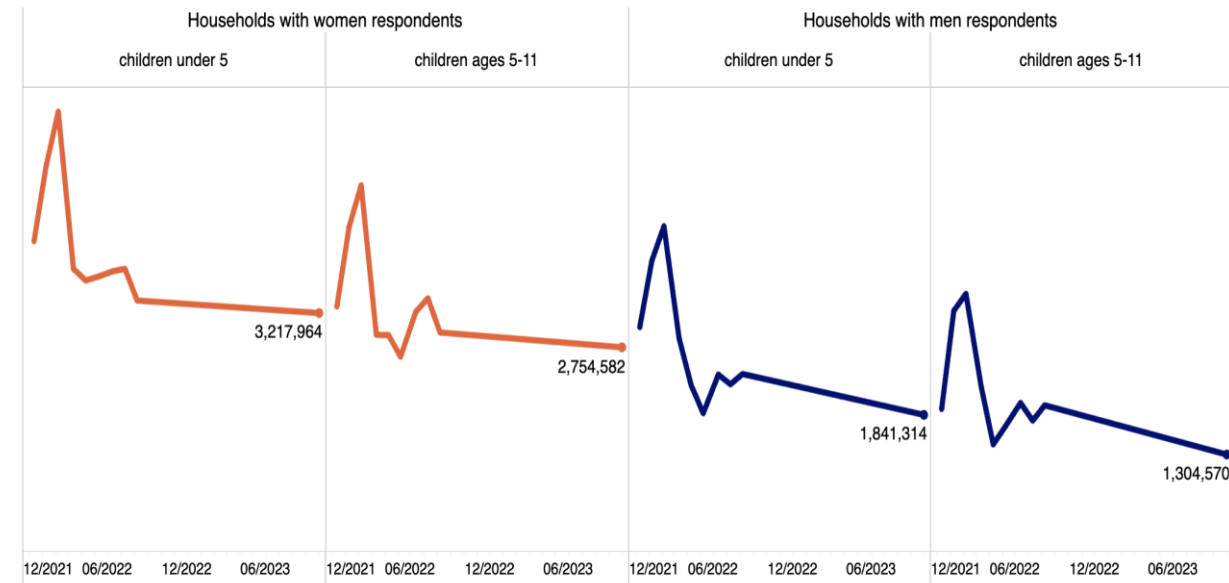
Parenting & Working



Households w Children Under 18 Where **Moms** are Sole Earners



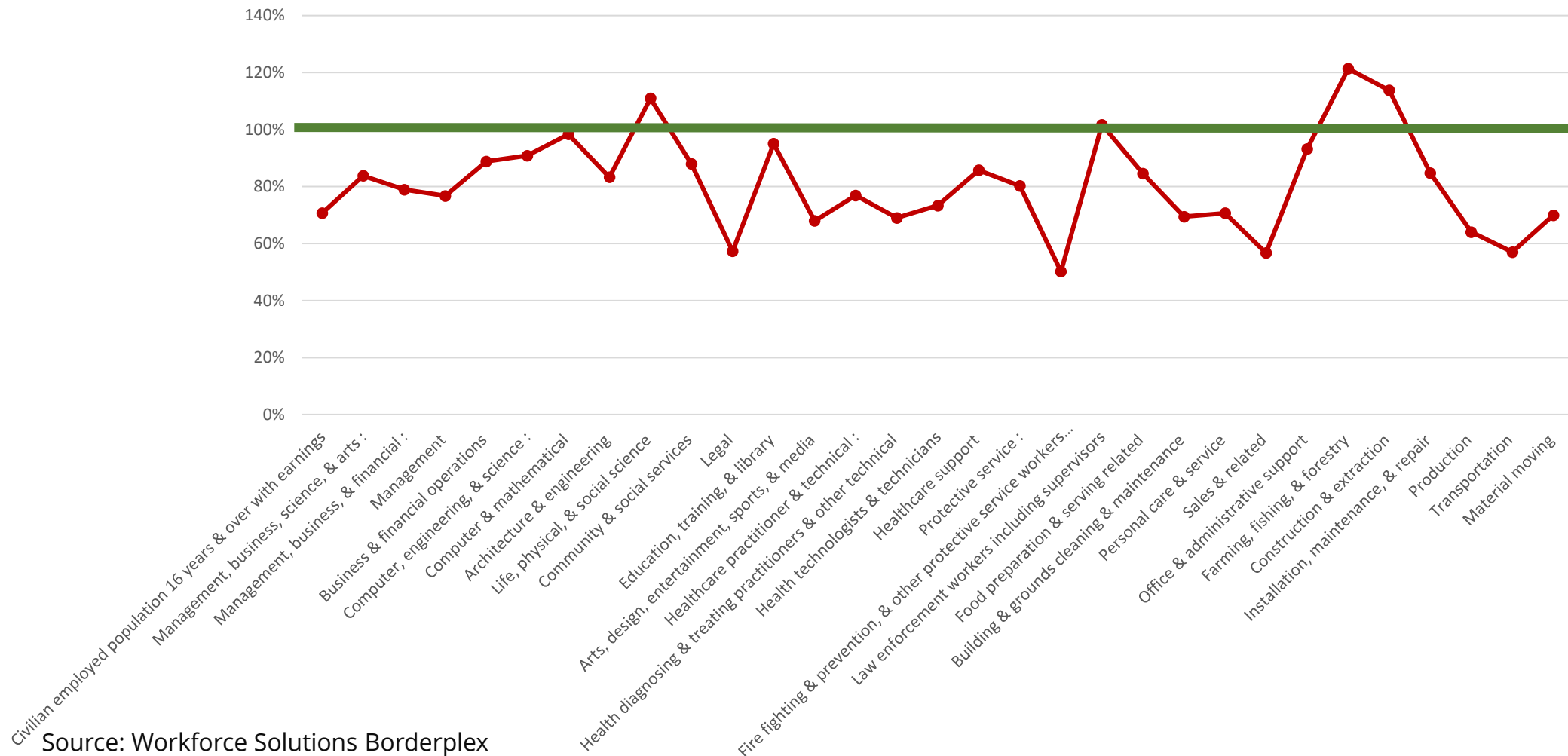
Disruptions in Childcare



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 X 5

Lost Earning \$300,000

Lost Wage Growth and

Retirement Benefits \$400,000

\$700,000 TOTAL LOSS

Live Demonstration of Calculator



The Hidden Cost of a Failing Child Care System

Center for American Progress

Gender female **Age** 26

Current salary \$44,000

Age started working full time 22

Age you plan to take time off for caregiving 26

Years planned to be out of labor force 5

more ↓

CALCULATE

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.

← **Input your information on the left to learn how much the failing child care system in the United States could cost you.**

For more information on the nation's failing child care system, and an explanation of these numbers, see the authors' issue brief [here](#).

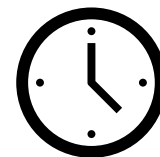
What do working parents need to stay in the workforce?



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



Best Practices Benefit Everyone



When the ADA passed, curb ramps improved mobility and independence for wheelchair usersbut the whole community benefited.



SheBuilds



Enrolling women in DIY courses

- Reduce dependency on 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



HERFORCE

Knowledge is Power!

Arm yourself with relevant, trusted, and current data when negotiating a salary at a new job, promotion, or a raise.



2022 Wages According to Texas Workforce Commission Bureau of Labor Statistics

Region: Workforce Development Area

OCCUPATION

Occupation Code

Last 6 months job openings

Hourly Median Wage

Source: JobsEQ

Annual Median Wage

Top 5 skills

Entry-Level

Experienced-Level

Source: TWC Labor Market & Career Information

Source: O*Net Online

NEW YEAR, NEW FORCE

Tuesday, January 16, 2024
8:30 am - 11:00 am (coffee & light snacks)
EPCC Board Room
9050 Viscount Blvd, El Paso, TX 79925

"SHOW ME THE MONEY" ROLE PLAY
DO'S & DON'TS IN ASKING FOR A RAISE
IN SALARY

Q & A
"What if's"

SCAN THE QR CODE
TO REGISTER



Minimum Wage

The most widely recognized term when it comes to employee compensation, it is the lowest allowable rate of pay at which an employee may sell their work. (\$7.25)



Median Wage

The wage "in the middle" of the group or population. The median wage is currently \$19.24/hour. (2022)



Mean/Average Wage

The sum of all wages, then divided by the number of records in the data set.



Prevailing Wage

The minimum rate of pay contractors & vendors must offer their employees when doing business with a government agency. The Texas Workforce Commission defines prevailing wage as twenty five percent (25%) more than the entry wage for an occupation.



WSB Living Wage

The hourly rate an individual must earn to support their family without the need for public assistance. Reflects geographic costs related to typical minimum family expenses such as food, childcare, health insurance, housing, transportation and other basic necessities. The current living wage for the borderplex is \$17.24. (FY24)



Entry Wage

It is the mean (average) of the first third of wage distribution within each.



Experienced Wage

It is the mean (average) of the upper two thirds of the wage distribution within each occupation.



Consumer Price Index

It is a measure of the monthly changes in prices paid by consumers. It's one of the most popular measures of inflation and deflation. Businesses and consumers also use the CPI to make informed economic decisions. Since it measures the change in consumer's purchasing power, it is often a key factor in pay negotiations.

Best Place for Working Parents

Assessment for
Employers

Promote Family-
Friendly Policies




THE BEST PLACE FOR
WORKING PARENTS®

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

The researched Top 10 Policies speak to benefits for families and their positive impact on business' profitability.

 POLICY 1 Company-paid Health Care Coverage	 POLICY 2 Paid Time Off	 POLICY 3 Parental Leave	 POLICY 4 Nursing Benefits	 POLICY 5 "Best Place" Designation
 POLICY 6 Onsite Child Care	 POLICY 7 Child Care Assistance	 POLICY 8 Backup Child Care	 POLICY 9 Flexible Hours	 POLICY 10 Working Remotely

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