

GENDER EQUITY IN SPORTS

KAYLA M. GROSS

Founder & Executive Director

EQUITY 

AGENDA

- 1) Women in the Workplace 101
- 2) What Can We Do About It?
 - > Women, Allies, Organizations
- 3) Equity U
- 4) Questions

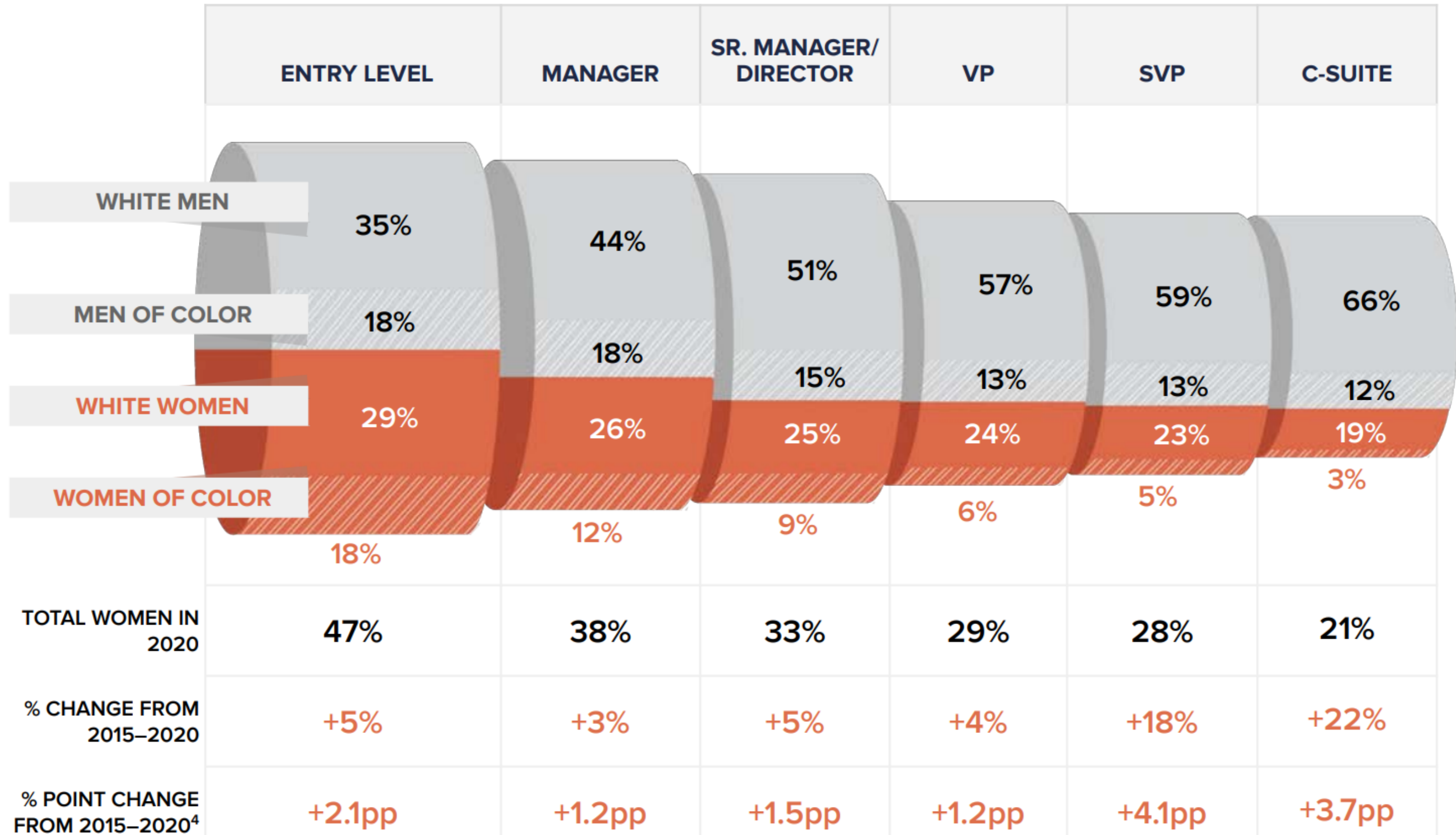
WOMEN IN THE WORKPLACE

101

REPRESENTATION OF CORPORATE PIPELINE BY GENDER AND RACE

■ MEN ■ WOMEN

% of employees by level at the start of 2020



Gender Representation & Hiring in Sports

College Sports

C+

NBA

B

NFL

C+

MLS

C-

MLB

C

WNBA

A

What are top 4 contributing factors to gender inequality in the workplace?

CONTRIBUTING FACTORS

1

Occupational
Segregation

2

Family Roles &
Responsibilities

3

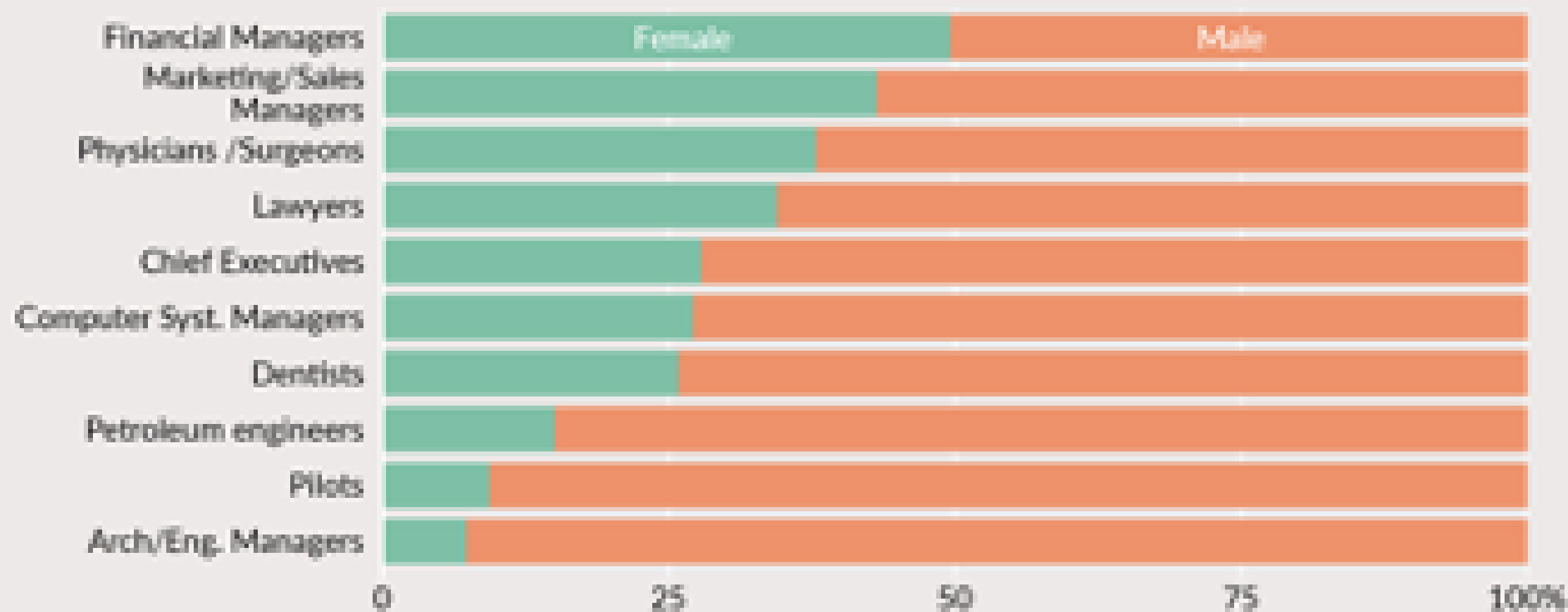
Bias &
Discrimination

4

Organizational
& Legal
Policies

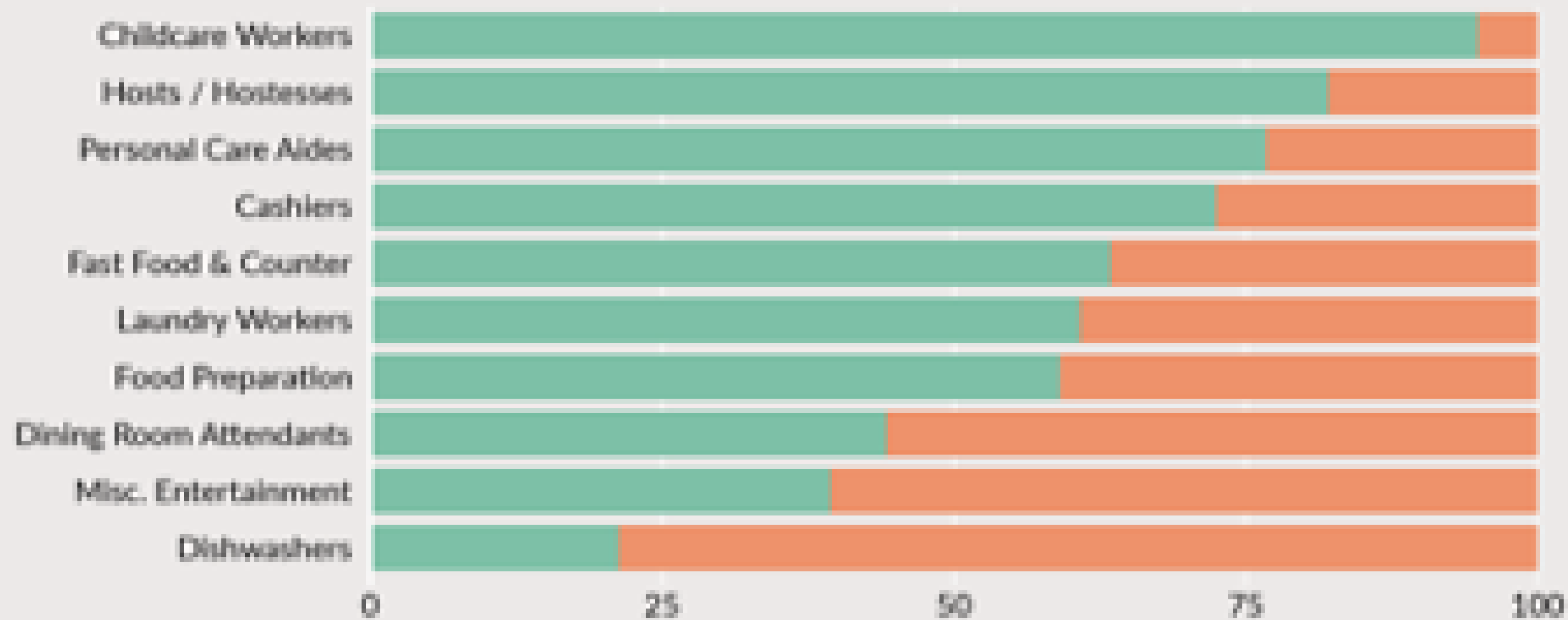
OCCUPATIONAL SEGREGATION

Gender composition of highest paying occupations



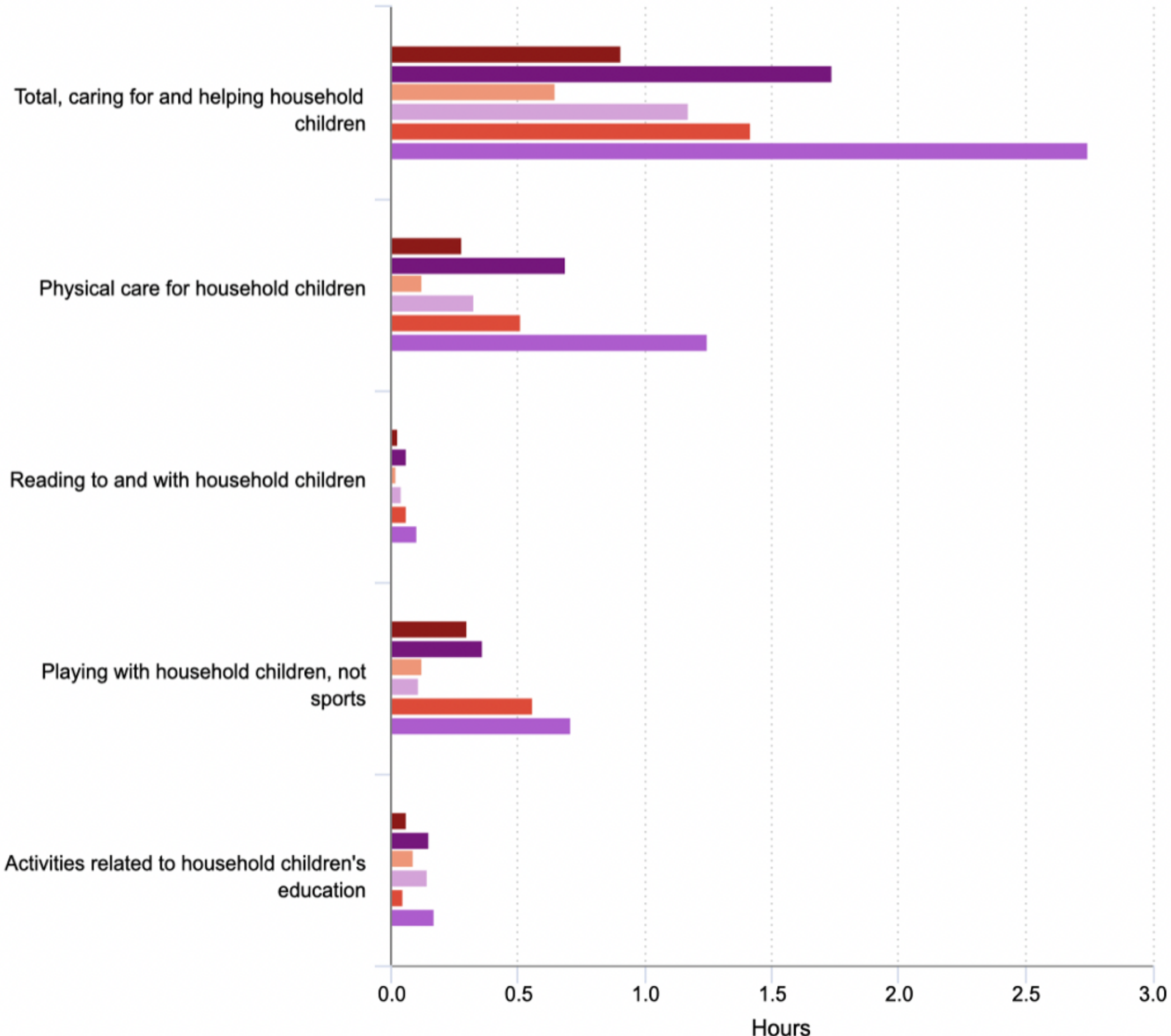
Source:
Equitable Growth

Gender composition of lowest paying occupations



Average hours per day parents spent caring for and helping household children as their main activity, 2019 annual averages

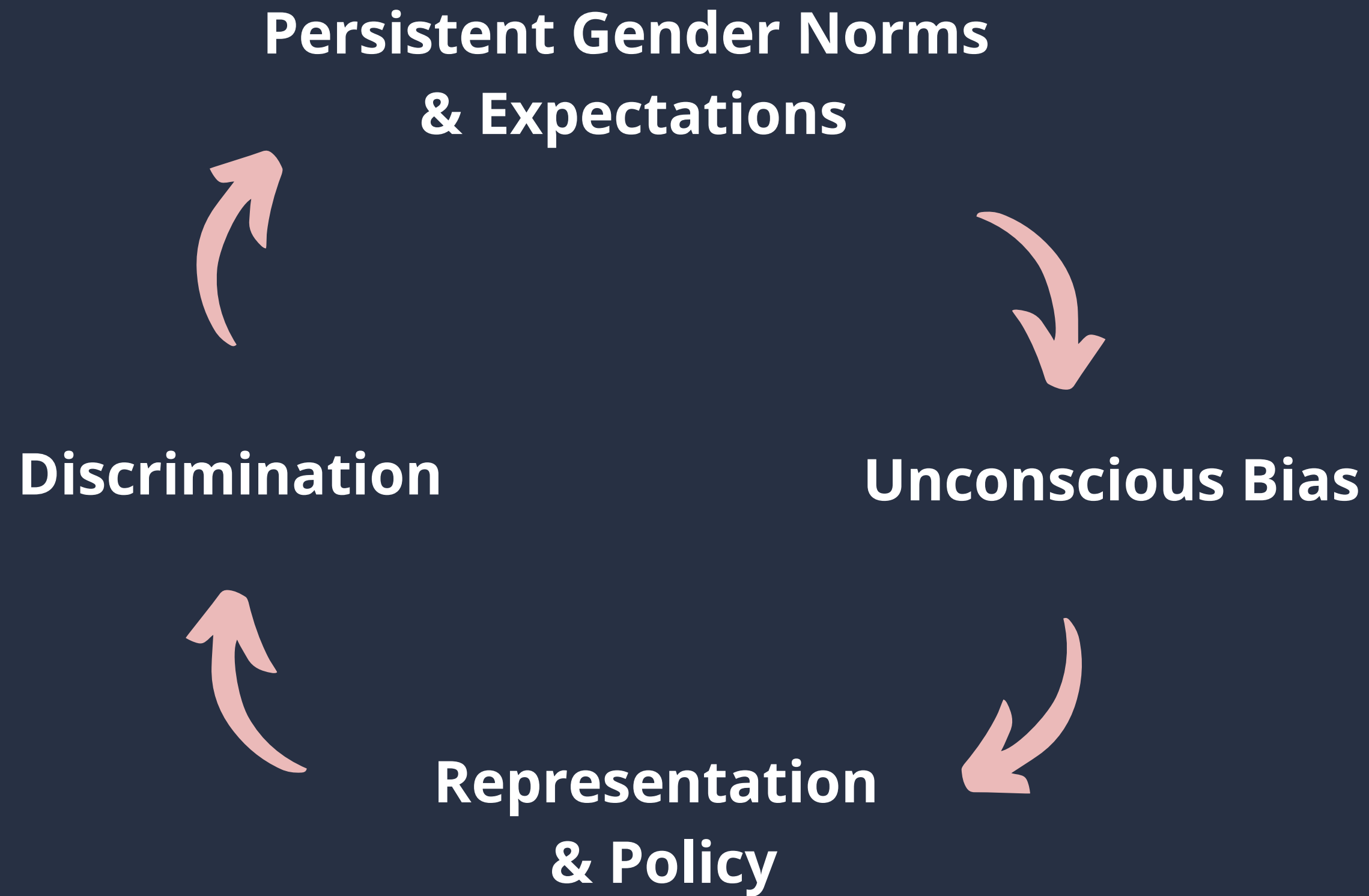
- Parents, child under age 18
- Parents, youngest child 6-12 years
- Parents, child under age 6
- Fathers, child under age 18
- Fathers, youngest child 6-12 years
- Fathers, child under age 6
- Mothers, child under age 18
- Mothers, youngest child 6-12 years
- Mothers, child under age 6



FAMILY ROLES & RESPONSIBILITIES

Source:
Bureau of Labor Statistics
American Time Use Survey 2019

**BIAS &
DISCRIMINATION**



In 2019, 33 percent of women and 11 percent of men said they had seen or heard biased behavior toward women.

Yet 73 percent of women experience microaggressions, or everyday slights rooted in bias.

Many employees aren't recognizing biased behavior, and even when they do see it, they don't speak up

Inadequate leave & scheduling policies

- FMLA only provides 12 weeks unpaid leave, unrealistic for most families

Laws that do not cover or apply to all individuals

- Title VII only covers employers with 15 or more employees

Failure to implement best practices related to gender equity

- Only 42% of orgs in a recent survey have designated plans for achieving gender equity

EFFECTS OF COVID-19

Women's jobs are **1.8 times more vulnerable** to this crisis than men's jobs.

In U.S., women account for 46 percent of employment, **43 percent of job losses**

Women are **overrepresented in the front-line workforce**, making up the vast majority of workers risking their lives to provide health care, child care, and other essential services

Parents have nearly doubled the time they were spending on education and household tasks before the coronavirus outbreak, to 59 hours per week from 30, with **mothers spending 15 hours more on average than fathers**

Of the **1.1 million** people ages 20 and over who left the work force between August and September 2020, **over 800,000** were **women.**

WHAT CAN WE DO ABOUT IT?

EQUITY 

W O M E N

Develop a Game Plan

Develop & practice navigating incidents of bias before you find yourself in one.

Focus on Organizational & Legal Policies & VOTE

True gender equity requires collective action and systemic change -
Family leave, childcare, pay equity, representation

Embrace an Intersectional & Inclusive Lens

Educate yourself on and advocate for policies that advance workplace equality for all women.

ALLIES

Educate Yourself

Understand the way unconscious bias presents itself in the workplace and how your company is advancing gender equity

Use Your Privilege & Positionality to Advocate for Women

Women can face significant career consequences for speaking up

Mentor, Sponsor, & Elevate Female Colleagues

Women are less likely than men to have access to high-powered networks and sponsors and to receive crucial career feedback.

ORGANIZATIONS

DATA. DATA. DATA.

Set goals, measure and track every facet of employment pipeline, from recruiting to senior promotion and retention

Set Norms Conducive to Representation

Encourage negotiation, taking advantage of family leave, and for women to apply

Train & Incentive Employees to Create Inclusive Culture

Unconscious bias training, performance-related metrics for supervisors

EQUITY 

Affordable, accessible **leadership education and curriculum** to advance **gender equity**.

We equip **women, allies and organizations** with data and **evidence-based strategies** for navigating bias and **influencing systemic change**.



Affordable, Accessible
Learning Modules



Customizable Curriculum
& Facilitator Training

QUESTIONS?



kmg@equityuonline.com



[@equityu](https://www.instagram.com/equityu)



www.equityuonline.com