
CLOSING THE GAP

Understanding How Girls
of Color Become Leaders

GIRLS
LEADERSHIP

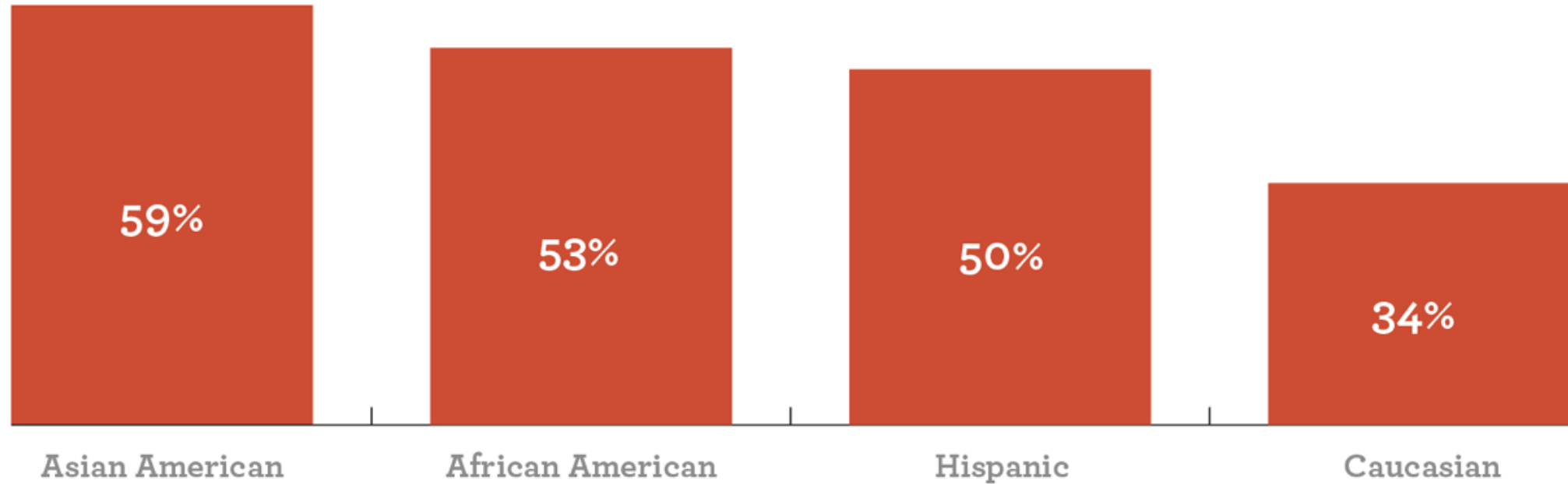


WHAT WOULD OUR SOCIETY BE CAPABLE OF IF OUR MOST AMBITIOUS GIRLS WERE GIVEN A SEAT AT THE TABLE?

- While women of color are 33% of the workforce, they are only 12% of managerial and professional positions, 3% of board seats at Fortune 500 companies, and 6% of congress.
- The challenges women of color face do not begin their first day on the job—they begin in girlhood.
- Research shows that black girls are the most confident female demographic group in adolescence, and girls of color are the most ambitious to become leaders.
- We need data to better understand how race, culture, and socioeconomics impact the leadership pipeline of the most *underleveraged* group at the very start—in girlhood.

HOW WOULD OUR SOCIETY CHANGE IF WE DIDN'T LOSE THE LEADERSHIP OF THE MOST CONFIDENT GIRLS?

“I Want to Be a Leader”



WHAT IF OUR MOST EDUCATED DEMOGRAPHIC GROUP WERE TACKLING OUR BIGGEST CHALLENGES ACROSS EVERY SECTOR?

Percent of Group Enrolled in College:

9.7%

Black Women

8.7%

Asian Women

7.1%

White Women

6.1%

White Men

THE IMPACT OF THE LOSS IS REAL



Black Women Are Leaning In And Getting Nowhere

Ambitious women are repeatedly sidelined, a new study shows.

© 09/27/2016 10:11 am ET | Updated Sep 29, 2016



Women and Minorities Are Penalized for Promoting Diversity

Forbes

Latina Leaders: An Untapped Business Asset

The Washington Post

There could soon be no black female CEOs among America's largest companies

WALL STREET JOURNAL

Gender Bias in Hedge Funds?

A study finds that funds run by women have a harder time raising capital

FAST COMPANY

Why It's So Difficult For Minority Women To Find Mentors

When they're carving their own paths, minority women want mentors to guide the way—but there are few to be found.



Emotional Tax: How Black Women and Men Pay More At Work and How Leaders Can Take Action

THE WALL STREET JOURNAL.

Women of Color Hit a 'Concrete Ceiling' in Business

Black, Hispanic and Asian women have lots of ambition. But that isn't getting them into the C-suite.



Women of color trail white women in leadership

GIRLS LEADERSHIP

WHY SHOULD CORPORATE AMERICA CARE? THE CASE FOR CHANGE

THE WORLD IS CHANGING

- Over the next five decades, the majority of U.S. population growth will be linked to new Asian and Hispanic immigration; by 2055, the U.S. will not have a single racial or ethnic majority.

CORPORATIONS ARE CHANGING

- **Equity:** Women of color are 36% of the U.S. female population and approximately 18% of the entire U.S. population. They make up about one-third of the female workforce. Yet, they occupy only 12% of managerial and professional positions. Women, when compared to men, overall lose out on more than \$400,000 in earnings over the course of their careers, and women of color are impacted by double this number. When compared to the earnings of white men, that wage loss figure rises to a shocking \$1,007,080 for Latina women.
- **Culture Change:** Diversity hiring is now a major priority for leading organizations, where it's customary to release statistics on workforce demographics.
- **The Bottom Line:** New Peterson Institute Research on over 21,000 Companies globally finds women in corporate leadership can significantly increase profitability.
- 55% of companies are committed to building racial equity, and 78% percent are committed to gender equity.*

MILLENNIALS ARE THE NEW, DIVERSE MAJORITY—AND EMBRACE WORKPLACE INCLUSIVENESS

- Millennials are the most racially diverse generation in American history: 43% of Millennials are non-white, the highest share of any generation.
- Millennial leaders believe openness, transparency and a cognitively diverse team are better for business.
- For millennials, leaders and culture are supportive when they promote a collaborative environment in which employees can see the impact of their work, understand the value they bring to the organization, and are recognized for their efforts.

*Source: http://www.huffingtonpost.com/entry/black-women-are-leaning-in-and-getting-nowhere_us_57e98908e4b024a52d29b0e8

WHAT ACTIONS NEED TO BE TAKEN?

GIRLS LEADERSHIP, the national not for profit looking to close the confidence gap for girls is partnering with the legendary Billie Jean King through her initiative focused on workplace equality (BJKLI) to advance the first ever research study aimed at providing “influencers” (teachers, coaches, recruiters, talent practitioners) the data and the tools to maximize the unique leadership attributes of Girls and Women of color.



PARTNERS THAT HAVE ALREADY JOINED THIS IMPORTANT COALITION INCLUDE...



THE NEW YORK
WOMEN'S
FOUNDATION®



Paul|Weiss

Morgan Stanley

PARNERSHIP OPPORTUNITY

OUR CORPORATE PARTNER(S) WILL HAVE THE OPPORTUNITY TO:

- ▶ Be a leading voice in a national study to equip businesses on how to better recognize, recruit, retain and engage the women of color, addressing a critical *leak* in the leadership pipeline.
- ▶ Better understand the distinct attributes of four demographic groups (Latina, Asian, Black, and White), both aggregated and disaggregated for each group across the socio-economic spectrum.
- ▶ Demonstrate commitment to the advancement of women of color and reinforce that their unique attributes are seen and valued.

TO LEVERAGE FINDINGS FOR MAXIMUM IMPACT WE WILL:

- ▶ Work with a nationally recognized Advisory Board to create curriculum, messaging and other resources to use directly with girls and their most important influencers.
- ▶ Publish a white paper to ensure that all corporations have the data and understanding they need to retain young women of color.
- ▶ Build a national campaign to communicate the findings to coaches, counsellors, not-for-profits and corporations to change the conversation on women of color
- ▶ Build a *Closing the Gap* microsite to house the study and resources for families, schools and organizations.
- ▶ Consult with companies through our partnership with the Billie Jean King Initiative to help interpret the data's impact on current and future recruitment, talent development and retention strategies and initiatives.

TIMELINE & BUDGET

Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018
Cultivate Research Cabinet & Advisory Board	Conduct Qualitative Research	Quantitative Research	Create Educational Resources to Address Findings	Bi-Coastal Launch & Communications
\$8,000 – Preparation + Design	\$75,000 – Research Costs	\$55,000 – Research Costs	\$75,000 – Educational Materials Design + Production	\$20,000 – Media, PR & Communications
\$1,000 – Travel	\$2,000 – Travel	\$2,000 – Travel	\$2,000 – Travel	\$5,000 – Travel
				\$25,000 – Launch Event
				\$30,000 – Digital Campaign
Phase 1 Total = \$9,000k	Phase 2 Total = \$77,000	Phase 3 Total = \$57,000	Phase 4 Total = \$77,000	Phase 5 Total = \$80,000

SPONSORSHIP LEVELS

\$25K

- Name + Logo on final report
- Early access to final report
- Branding on website + educational materials

\$75K

- Name + Logo on final report
- Early access to final report
- Branding on website + educational materials
- Invitation to pre-launch event
- Recognition in print + media

\$150K

- Industry/Group Exclusivity
- 1 Seat on Corporate Advisory Board
- Name + Logo on final report
- Early access to final report
- Branding on website + educational materials
- Invitation to pre-launch event
- Recognition in print + media

**More exclusive sponsorship opportunities available upon request*

APPENDIX

LEADERSHIP



Rachel Simmons

Rachel Simmons is co-founder of Girls Leadership and Director of Research. She is the author of two New York Times bestsellers, *Odd Girl Out: The Hidden Culture of Aggression in Girls* and *The Curse of the Good Girl: Raising Authentic Girls with Courage and Confidence*. Rachel develops curriculum-based programs for girls, young women and adults. The host of the PBS special “A Girl’s Life,” her writing has appeared in *The New York Times*, *The Washington Post* and *The Atlantic*. She is a regular contributor to Good Morning America.



Simone Marean

Simone Marean is the Executive Director and Co-Founder of Girls Leadership. She taught Girls Leadership programs and presented on girls across the country and internationally, including the Oprah Winfrey Leadership Academy for Girls. Simone has a Masters degree in Educational Theatre from New York University and taught at many New York City schools including The Young Women’s Leadership School, and The Brearley School. She has appeared on the Today Show and KQED’s Forum. Simone grew up on the north shore of Boston and graduated from Bryn Mawr College Magna Cum Laude. She now lives in Berkeley, CA with her husband and two young boys.

GIRLS LEADERSHIP is a national non-profit working to close the confidence gap for girls. We teach girls skills to be brave, resilient and connected; work with 10,000 girls, parents, and educators, and reach over 500,000 unique visitors online annually. Profiled by the *New York Times* and invited by Oprah Winfrey to work with her girls' academy in South Africa, we are known for our 1) Foundation in emotional intelligence, 2) Expertise engaging adults as partners, and 3) Ability to teach girls' leadership through everyday experiences they can relate to.

Our business model has been 80% earned revenue to date.

FLUENT RESEARCH TEAM

Fluent is widely recognized as an expert on girls' empowerment and gender equity research. It has built a broad portfolio of research studies examining the needs, desires, attitudes, and aspirations of girls in the U.S. and around the globe and informing the development of programs that support girls' leadership, education, and confidence.



Nellie Gregorian
Founder and President



Marsha Williams



William Sandy
Executive Director



Monica Villalobos



Craig Rosen, Ph.D.
Senior Research Director



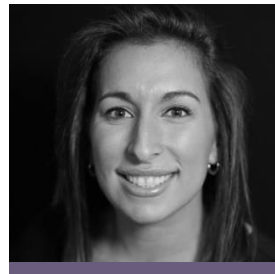
Paula Fleshman, Ph.D.
Educational Research Consultant

RESEARCH CABINET

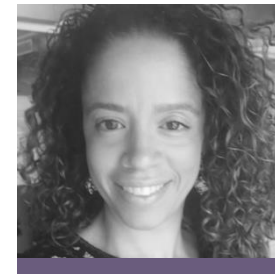
Our Research Cabinet includes experts on minority women and leadership, minority girls and girls' leadership. The group is still being assembled but currently includes:



Stacy Blake Beard, Ph.D.
Deloitte Ellen Gabriel
Professor of Women and
Leadership, Simmons
School of Management



Katie Clonan-Roy
Faculty Fellow in Education
and Women's, Gender &
Sexuality Studies Colby College



Yahaira Gil Maestro
Senior Manager, Girls' Education
Programs and Events at
The Young Women's
Leadership Network



Charlotte Jacobs
University of Pennsylvania
Graduate School of
Education



Pedro Neguero, Ph.D.
Peter L. Agnew Professor of
Education, New York
University/Steinhardt



Niobe Way
Author and NYU Professor of
Applied Psychology, co-Director of
the Center for Research on Culture,
Development, and Education at
New York University

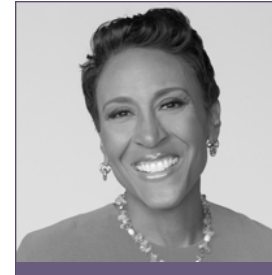
ADVISORY BOARD



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Anchor, Good Morning
America, ABC



Billie Jean King
Founder, Billie Jean King
Leadership Initiative



Alicia Menendez
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Hilary Rosen
Managing Director,
SKD Knickerbocker
Communications
Political Strategist



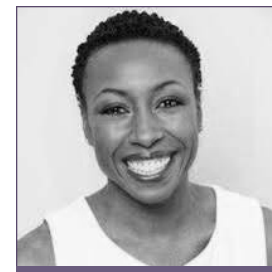
Jane Smith, Ph.D.
Vice President, College Relations
and Executive Director, Center
for Leadership and Civic
Engagement, Spelman College



Juju Chang
Nightline, ABC News



Deborah Roberts
20/20, ABC News



Tiffany Dufu
Chief Leadership Officer, Levo

STUDY DESIGN

- We will allocate nine **FOCUS GROUPS** allocated as follows:

AUDIENCE	NUMBER OF GROUPS
African-American girls	2 groups; age 13-15 and 16-17
Hispanic girls	2 groups; age 13-15 and 16-17
Asian girls	2 groups; age 13-15 and 16-17
Caucasian girls	2 groups; age 13-15 and 16-17
Middle school and High school teachers	4 groups

- We will conduct an **ONLINE SURVEY** among the following targeted audiences:

AUDIENCE	SAMPLE SIZE
African-American girls	N=500
Hispanic girls	N=500
Asian girls	N=500
Caucasian girls	N=500
Middle school and High school teachers	N=1,000

*Additional focus groups may be conducted