



MEETING IN A BOX: 2023 Women's History Month



Every March, we celebrate Women's History Month to recognize the strength, tenacity and resilience of women around the globe. It's also a month to celebrate the contributions women have made to society throughout history. This month, we'll give all women of different backgrounds, sexual orientations and abilities the credit they deserve while also addressing the obstacles that still lie ahead for women in society.

Use this Meeting in a Box as a tool to continue your employees' cultural competence education, open conversations about identity and gender equality, and spotlight women's accomplishments.

LEVELING THE PLAYING FIELD FOR WOMEN IN SPORTS

2022 was a pivotal year for women's sports.

The Women's Sports Network debuted with 24/7 streaming content, the first network ever focusing on female athletes. The first all-female team referee team made history at the World in a match between Germany and Costa Rica.

Fans broke attendance records at games across the globe and viewership numbers soared. Three out of 10 sports fans in the U.S. say they're watching more women's sports now than five years ago because the games are easier to find on television.

The National Women's Soccer League (NWSL) championship game was broadcast for the first time in a primetime slot on CBS. Last year was also the first time since 2016 that ESPN moved the NCAA women's basketball championship to primetime.

“Women’s sports shouldn’t be viewed as a cause, it should be viewed as a good business decision,” says Jay Kaufman, Executive Vice President, Head of Sports at the National Research Group.

“Numbers back it and ESPN has known this for a while now. While they want to do the right thing, they’re not putting women’s NCAA basketball or volleyball or softball on in primetime or in key windows as a charity. They’re doing it because the numbers that women’s sports generate are giant.”

Globally, broadcasters were willing to pay more for the rights to women’s games last year than they were in the past, with the biggest increase happening in Spain. From youth to professional levels, girls and women have enjoyed improved access to sports opportunities. Despite the progress, women still face an uneven playing field.



Investment Gap

It’s a fight as old as the Olympics — female sports athletes still struggle to achieve the same rights and recognition as their male counterparts.

U.S. broadcast networks spend just **0.2%** of their rights budgets on women’s-only sporting events. This doesn’t include broadcast packages like the Olympics, with both men and women competing.

“Who is the next generation of women’s sports fans? Figure out who that is and make sure you’re engaging them.” says Mary Moczula, Communications Director at the National Research Group. “Look at the next generation of female athletes and leagues. Make sure you’re engaging them and thinking of strategic ways to put your money in so you can get the most money out.”

There is also a discrepancy in how fans approach men’s and women’s sports. Viewership of women’s sports lags behind men’s events. People view men’s sports as more exciting and competitive than women’s. Fans are also less willing to pay for the experience like spending money to watch women’s games or purchasing memorabilia.

Moczula says increasing fan engagement can involve building narratives and branding around women’s leagues and players.

“Looking at what happens around game moments is important,” she says. “Some of the storytelling you see happening in men’s sports — you see documentaries on men’s teams and you get that emotional investment. Even if it’s not on my screen automatically, I’m going to make that extra step to find the game because now I’m emotionally invested.”

Pay Disparities

The U.S. Soccer Federation (USSF) made history in 2022 by announcing that players for the men’s and women’s teams would get paid equally. But the USSF is the exception, not the rule.

Professional female athletes are paid much less than their male counterparts and the pay gap has been increasing yearly. While tennis has the lowest pay gap in sports, women still earn 34% less than men.

The average male NBA player earns \$5.3 million a year, while a WNBA player earns an average of \$130,000.

This has forced some WNBA players to play overseas during the off-season to supplement their incomes, as was seen with WNBA star Brittney Griner traveling to Russia.

“The fact that players need to do that is a problem,” says Kaufman. “There has to be a better fix, whether that’s salary, sponsorship opportunities or other things related to basketball or whatever sport they are playing.”

Kaufman notes that eliminating pay disparities in sports does not have a simple solution.

“There are differences between FIFA and leagues where there are collectively bargained agreements,” he says. “There are restrictions to what the pie can be based on, like rights deals. But it’s all intertwined. The more networks invest in primetime slots for women’s sports, the better the rights deals will be. The more they are featured in primetime, the sponsorship should start to get more equal.”

Diversity and Fairness Challenges

2022 marked the 50th anniversary of Title IX, the federal law signed in 1972 that prohibits gender discrimination in educational programs and activities receiving federal financial assistance.

Women are more likely than men to say the legislation needs to go further to increase opportunities for women in sports. Female athletes and their sports programs still have fewer teams, fewer scholarships and lower budgets than their male counterparts.

Gender bias is a stark reality. !!

National Research Group's study found that while **34%** of U.S. sports fans believe that men are naturally better at sports than women, only **19%** believe men deserve to be paid more than their female counterparts.



Diversifying the ranks of women in sports remains a challenge, with intersectionality bringing factors like gender identity, ableism and race to the forefront.

Sporting organizations like the International Olympic Committee and NCAA have different regulations on how transgender athletes can compete in sports. More than a dozen states have laws preventing transgender girls from participating in sports with other girls.

The Fairness in Women's Sports Act states an athletic team or sport designated for females, women or girls may not be open to students, boys and men based on their assigned sex at birth. !!

Female athletes with disabilities often face societal impediments and limited sports access. Black, Latinx, Asian, Indigenous and other girls and women of color have more significant barriers to participation, participate in sports at lower levels and are historically underrepresented in sport leadership.

When Title IX was passed, women's college teams were coached almost exclusively by women. Since 1972, the number of women coaching women steadily declined. By the late 1980s, there were more male head coaches of women's teams than female head coaches, a trend that has continued.

Kaufman says that increasing the diversity of women in sports at all levels makes business sense and is the right thing to do. "Whether it's advertising, games, cameras, talent or leadership – it's not a sports thing, it's a world thing," says Kaufman. "There needs to be better representation worldwide and sports is no exception."





TIMELINE: WOMEN'S HISTORY THROUGHOUT THE YEARS

1789

U.S. Constitution is ratified. The terms “persons,” “people” and “electors” allow for interpretation to include men and women, although women remain largely left out of the public sphere for years to come.

1839

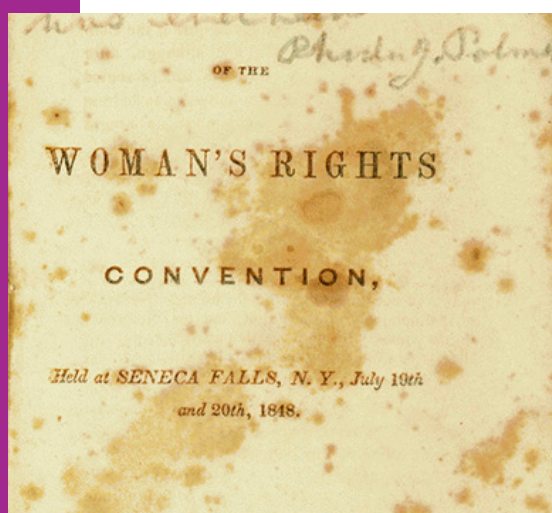
Mississippi becomes first state to grant married women the right to hold property in their own names, independent of their husbands.

1843

Isabella Baumfree takes on the name **Sojourner Truth** and later goes on to become a famed abolitionist and women's rights activist. Her famous “**Ain't I a Woman**” speech in 1851 outlined her relationship with Blackness and womanhood.

1848

First women's rights convention is held in Seneca Falls, New York, to sign the Declaration of Rights and Sentiments. The document, modeled after the Declaration of Independence to demand equal rights for women, was signed by 68 women and 32 men.



Courtesy of the Library of Congress.

1849

Harriet Tubman escapes to Philadelphia and helps approximately 300 enslaved people escape to the North for freedom via the Underground Railroad, a network of secret routes and safehouses that guides slaves in their escape.

1916

Jeannette Rankin of Montana becomes first woman elected to Congress.



1920

19th Amendment gives women the right to vote.

1921

Reproductive activist Margaret Sanger founds the **American Birth Control League**, which is now Planned Parenthood. Though its history is complex and tainted with the eugenicist beliefs of the time, it goes on to help many women have access to reproductive healthcare and education.

1925

Miriam Ferguson of Texas and Nelli Tayloe Ross of Wyoming become first women elected as governors.

1932

Amelia Earhart becomes first woman to fly solo across the Atlantic.

Democrat Hattie Caraway of Arkansas becomes first woman elected to Senate.

1955

Rosa Parks refuses to give up her seat to a white man on a bus in Montgomery, Alabama, a key moment in the Civil Rights Movement.

The first lesbian civil and political rights organization in the U.S., Daughters of Bilitis, is founded in San Francisco by Del Martin and Phyllis Lyon.



1963

Congress passes **Equal Pay Act** to prohibit sex-based wage discrimination between men and women in the same establishment who perform jobs that require comparable skill, effort and responsibility under similar working conditions.

1964

Title VII of the Civil Rights Act of 1964 prohibits employment discrimination on basis of race, color, religion, national origin or sex.

House Democrat Patsy Mink becomes the first Asian American woman and first woman of color elected to Congress. Later, she became the first Asian American woman to run for U.S. President.

1972

Title IX bans gender discrimination in federally funded education programs.

1973

In **Roe v. Wade**, the U.S. Supreme Court protects woman's right to terminate pregnancy.

1978

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

1980

President Jimmy Carter declares the first week in March as **Women's History Week**.

1981

Sandra Day O'Connor becomes first female Supreme Court Justice.

1983

Astronaut Sally Ride becomes the first American woman in space.

1984

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

1987

Congress declares March as **National Women's History Month**.

1994

President Clinton signs the **Violence Against Women Act** (Title IV of the Violent Crime Control and Law Enforcement Act) to fund programs that protect victims of domestic violence, rape, sexual assault, stalking and other gender-related violence.

1996

Peggy Bird (Kewa), Darlene Correa (Laguna Pueblo) and Genne James (Navajo) found the Coalition to **Stop Violence Against Native Women** in New Mexico as crimes against Indigenous women go underreported and neglected by law enforcement.

1997

Madeleine Albright becomes first woman Secretary of State under President Bill Clinton.

Aida Alvarez becomes administrator of the Small Business Administration — the first Latina to hold a Cabinet-level position.

1999

Retired **U.S. Air Force Colonel Eileen Collins** becomes first woman to pilot and command a space shuttle.

Rapper **Lauryn Hill's The Miseducation of Lauryn Hill** wins the Grammy for Album of the Year. It is recognized as the first hip hop album to earn the distinction. Hill was also the first female solo artist to win five Grammys in one night, setting a record at the time.



2001

Secretary of Labor Elaine Chao becomes first Asian American woman appointed to a presidential Cabinet.

2006

Activist Tarana Burke founds the “Me Too” movement to help support women and girls of color in underrepresented areas who experience sexual abuse. In 2017, it becomes a worldwide, star-studded movement when Alyssa Milano tweets about it in the wake of the Harvey Weinstein sexual assault allegations.

2007

Democrat Nancy Pelosi becomes first woman Speaker of the House.

2008

Hillary Clinton becomes the only former first lady to run for President.



2009

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

Sonia Sotomayor becomes first Latina Supreme Court justice.

2013

The U.S. military allows women to serve in combat positions.

2014

Ava DuVernay becomes the first African American woman nominated for best director at the Golden Globes for her film, *Selma*.

Actor and LGBTQ+ rights activist **Laverne Cox** becomes the first openly transgender woman nominated for a Primetime Emmy for her role in “Orange is the New Black.”



2015

Two of the country’s biggest accounting firms elect their first women CEOs: Cathy Engelbert at Deloitte and Lynne Doughtie at KPMG.

2016

Hillary Clinton becomes the first woman presidential nominee for a major political party and **Kamala Harris** becomes California’s third female U.S. senator, the first Black person to do so.

Massachusetts passes a pay equity law (the first of its kind) forbidding employers in the state from asking about salary history on job interviews and requiring men and women be paid equally if they do “comparable work.”

2017

The Women’s March on Washington brings nearly 500,000 activists to D.C. to protest for women’s rights. Sister protests take place across the country.

2018

Some of Hollywood’s most notable women unveil Time’s Up, an initiative to help working-class women fight back against sexual assault.

A record number of 117 women were ultimately sent to Congress this cycle — a significant jump from 2016 when 89 women were elected. Of these 117, 42 are women of color, including the group now known as “The Squad.”

Former AT&T Senior Vice President and Chief Diversity Officer Cynthia Marshall becomes the CEO of the Dallas Mavericks and is the first Black woman CEO in the NBA.

2019

Kathy Warden becomes CEO of Northrop Grumman.



2020

Katie Sowers of the San Francisco 49ers becomes the first woman to coach at the Super Bowl. She is also the first openly gay NFL coach.

Supreme Court Justice Ruth Bader Ginsburg dies at the age of 87. She is remembered for her role as the leader of the Court's liberal-leaning bloc, crucial in many decisions regarding women's rights, immigrant rights and LGBTQ+ rights.

2021

Kamala Harris is sworn in as the first woman, Black and South Asian American Vice President.



Rosalind Brewer becomes the CEO of Walgreens and **Thasunda Brown Duckett** the CEO of TIAA, making them the only Black woman leading Fortune 500 companies.

Delaware State **Sen. Sarah McBride** became the first openly transgender state senator and the highest ranking transgender elected official in the U.S.

2022

Ketanji Brown Jackson is sworn in as an Associate Supreme Court Justice on June 30, making her the first Black female Justice, the third Black Justice and the sixth woman to serve in the nation's highest court.



The Supreme Court overturns **Roe v. Wade** on June 24, ending 50 years of abortion protections for women. Companies like Accenture and Comcast NBCUniversal announce plans to cover travel costs for employees who need an abortion.

Maura Healey becomes the first woman and LGBTQ+ person to be elected governor of Massachusetts.

President Biden signs the Pregnant Workers Fairness Act into law at the end of the year, which will take effect in June 2023. The legislation requires employers with more than 15 employees to provide arrangements for employees and job applicants who are pregnant or have recently given birth and bans employers from discriminating against pregnant workers and job applicants.

2023

Michelle Yeoh, Angela Bassett and Jennifer Coolidge, all actresses over the age of 60, win Golden Globes for Best Performance by an Actress in a Motion Picture, Best Performance by an Actress in a Supporting Role in a Motion Picture and Best Performance by an Actress in a Supporting Role in a Limited Series, respectively.

QUESTIONS FOR DISCUSSION



Looking at the Women's History Month timeline, what was one thing that really stood out to you that you didn't know?



What have been the most significant changes in women's roles in the past few decades?



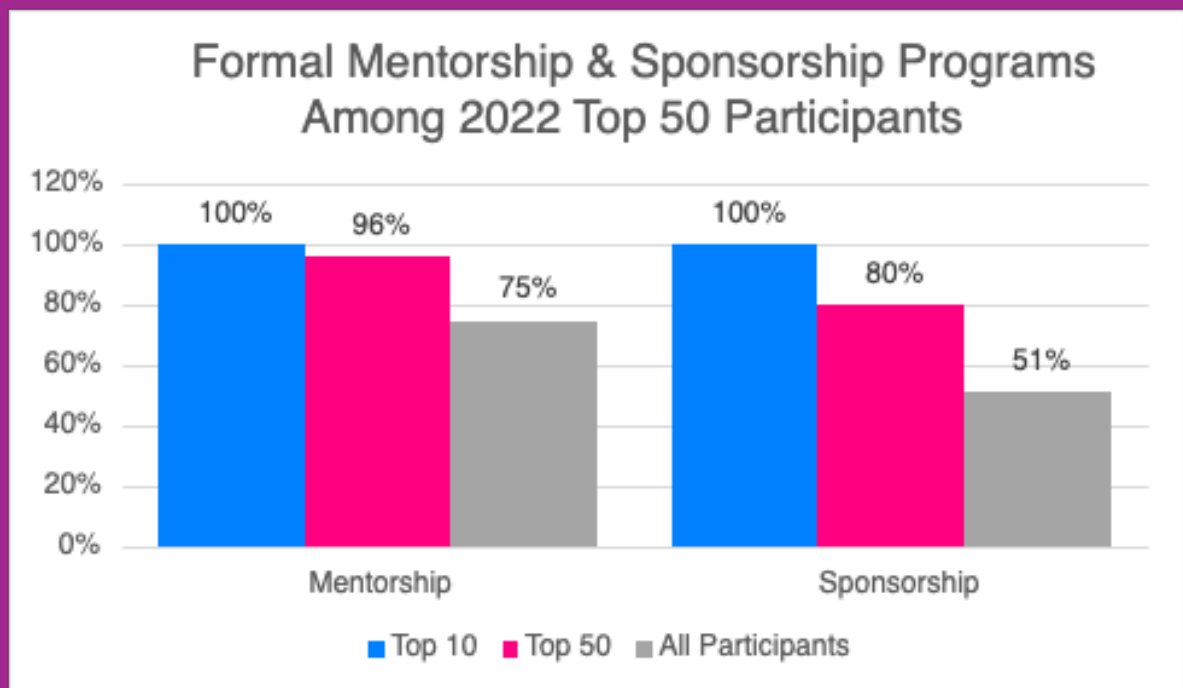
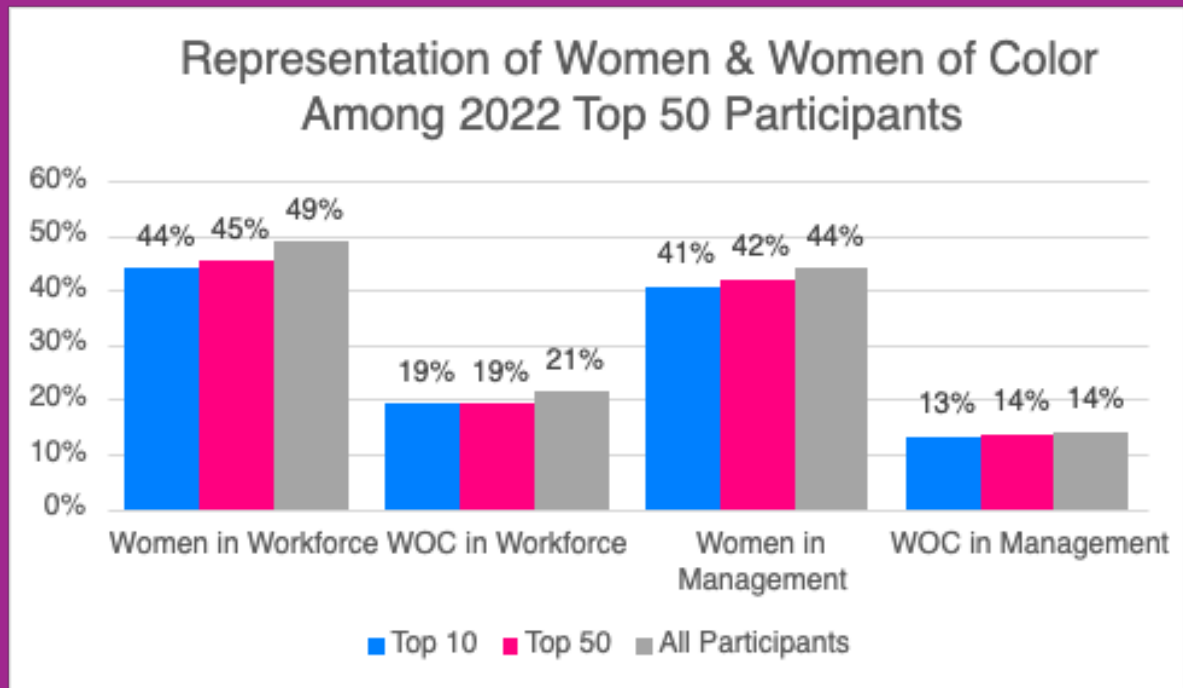
The Pregnant Workers Fairness Act was passed in 2022. How does your company support its pregnant workers and what could be done better?



Much of women's history lessons involve white, middle- or upper-class women like Susan B. Anthony and Margaret Sanger, but women of many different backgrounds have played integral roles in the fight for gender and racial equality. Why is it important to have a historical view on women's rights that is diverse?

FACTS & FIGURES

DiversityInc's unique Top 50 data reveals progress for gender representation and equity among the country's most competitive organizations as well as the areas where there is room for growth. Here's a closer look at results from of our 2022 Top 50 survey.



EMPOWERING QUOTES FROM 10 INFLUENTIAL WOMEN

From not getting the right to vote until 1920 to having abortion protections taken away with the overturn of *Roe v. Wade* in 2022, the story of women's struggle for equity and equality in the United States has many chapters. If history has taught us anything, it's that women are resilient.

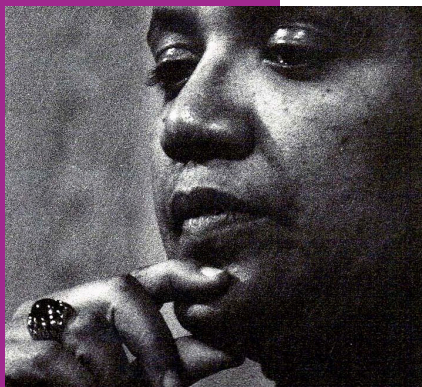
This Women's History Month, we would like to reflect on powerful quotes from 10 influential women. We encourage you to consider their meaning and to discuss them with your family, friends and colleagues.

“You can and should set your own limits and clearly articulate them. This takes courage, but it is also liberating and empowering, and often earns you new respect.”

Rosalind Brewer

President and CEO, Walgreens

(Walgreens is No. 40 on DiversityInc's 2022 Top 50 Companies for Diversity list)



“When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid.”

Audre Lorde

Writer, Feminist, Professor and Civil Rights Activist

“We must not forget that while some have created generational wealth through tools like racism, sexism and classism, fairness and access will always be more profitable.”

Carolynn L. Johnson

CEO, DiversityInc



“The village that I sought out to surround me, to support me, to bounce things off of has propelled me to different positions, different career choices in life.”

Yvonne Spencer

Colonel, U.S. Airforce

“Fight for the things that you care about but do it in a way that will lead others to join you.”

Ruth Bader Ginsburg

Former U.S. Supreme Court Associate Justice

“You deserve to develop. Are you waiting on somebody else? For the company to tap you on the shoulder, or for some other company to tap you? The first piece of developing your mentors, your sponsors, your network, is being really clear and intentional about what you want. And that little voice that says ‘I don’t know’ or ‘I can’t’ and ‘I don’t have this.’ Answer the questions of what do I have and what do I need? Now you are more clear about do you even have the right mentors and sponsors to help you investigate where you want to go and help you get there? Build that map and encourage yourself.”

Rae Livingston

Chief Equity Officer at AbbVie

(AbbVie is No. 23 on DiversityInc's 2022 Top 50 Companies for Diversity list)



“I believe Native Americans, women and all of us deserve representation, and that we all need to fight with everything we have to make it so.”

Deb Haaland

United States Secretary of the Interior

“No country can ever truly flourish if it stifles the potential of its women and deprives itself of the contributions of half of its citizens.”

Michelle Obama

Former First Lady of the United States



“Do every job you’re in like you’re going to do it for the rest of your life and demonstrate that ownership of it.”

Mary Barra

CEO, General Motors

(GM is No. 36 on DiversityInc's 2022 Top 50 Companies for Diversity list)

“I will protect my healing by any means necessary because I like the healthy version of myself much better than the version that’s walking on eggshells. I get to finally meet the healthy me. It’s not about bringing your authentic self to work — it’s about bringing your healthiest self to work.”

Minda Harts

Founder and CEO, The Memo, LLC

QUESTIONS FOR DISCUSSION



Who is an influential woman in the world today that you find inspiring?



Do you feel that the representation of women within your company is insufficient, sufficient, or above average?



How does your organization support the accomplishments of women within the company and throughout the communities it serves?



When it comes to sports, some advancements have been made to be more inclusive of women, but where does more work need to be done?



If you had to think of one major takeaway from this report that could apply to your company what would it be?