WOMEN IN PLANNING: GUIDING EMERGING PROFESSIONALS

DECEMBER 15, 2017
OVERVIEW

WHY WE DO THIS WORK

INTO THE WORKPLACE

JOB SEARCH & FIRST OFFER

YOU HAVE A JOB! NOW WHAT?

NEXT STEPS – MENTORSHIP AND ADVANCING YOUR CAREER
WHY WE DO THIS WORK

- Women can benefit from peer mentorship.
- Women are less likely to receive advice from managers and senior leaders on career advancement.
- On average, women are promoted at a lower rate than men.
- Women of all races and ethnicities negotiate for raises and promotions at rates comparable to men. However, men may not have to negotiate as often as women to get what they want.

LeanIn.org and McKinsey & Company
“When you’ve worked hard, and done well, and walked through that doorway of opportunity, you do not slam it shut behind you. You reach back, and you give folks the same chances that helped you succeed. Women are force multipliers, who spread opportunity.” ~ Michelle Obama
WOMEN IN THE CORPORATE WORKPLACE

GENDER REPRESENTATION IN THE CORPORATE PIPELINE IN 2016

% OF EMPLOYEES BY LEVEL

<table>
<thead>
<tr>
<th>ENTRY LEVEL</th>
<th>MEN</th>
<th>WOMEN</th>
<th>SR. MANAGER/ DIRECTOR</th>
<th>MEN</th>
<th>WOMEN</th>
<th>VP</th>
<th>MEN</th>
<th>WOMEN</th>
<th>SVP</th>
<th>MEN</th>
<th>WOMEN</th>
<th>C-SUITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTRY LEVEL</td>
<td>54%</td>
<td>46%</td>
<td>63%</td>
<td>67%</td>
<td>33%</td>
<td>71%</td>
<td>76%</td>
<td>24%</td>
<td>81%</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% OF WOMEN IN PIPELINE IN 2015</td>
<td>45%</td>
<td>37%</td>
<td>32%</td>
<td>27%</td>
<td>23%</td>
<td>17%</td>
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LeanIn.org and McKinsey & Company
WOMEN & YEARS OF EXPERIENCE

Who are Planners?

APA Salary Survey
# YOUNG WOMEN & MEN: VIEWS ON GENDER

## GOOD NEWS...

Young women and men are more likely to aspire to be top executives than their older counterparts—and young women are far more likely than older women to say they want a top job.

Young women and men view their company's efforts to support women more similarly than older women and men do. For example, 29 percent of young men and 22 percent of young women think managers challenge biased language when it happens. In comparison, this gap is considerably larger among older employees: 38 percent of older men and 23 percent of older women share the same view.

## BUT...

Young women are still less interested in becoming top executives than young men and significantly less confident they can reach the top of their organization.

Young men are far less likely than young women to say gender diversity is a top personal priority. In fact, we see the biggest gap in personal commitment to gender diversity in this age group: young women are the most committed, while young men are the least.

[LeanIn.org](http://www.leanin.org) and [McKinsey & Company](http://www.mckinsey.com)
INTO THE WORKPLACE
QUESTIONS!

• What were your first impressions of the planning profession in terms of women and finding opportunities for jobs and growth?
• What do you like most about working in the private and/or public sector?
• How do you handle work politics in the office?
• What are some lessons learned from being the only woman or the youngest person in a meeting?
• How do you handle sexism or sexual harassment in the workplace?
JOB SEARCH & FIRST OFFER
Job Searching

In their most recent job search....
• 55% of young planners applied for 5 or more jobs
• 37% of young planners applied for 10 or more jobs

Top 4 Places Young Planners Search for Jobs:
1) University Career Center Website
2) Professional Association Listserv (APA, ASLA, WTC, etc.)
3) LinkedIn
4) Government Listserv/League of Minnesota Cities

Emily Jorgenson & Connor Schaefer, Washington County
Job Preferences

Top 5 Priorities When Considering a Job Offer
1. Location
2. Type of Planning Work
3. Salary
4. Work Culture
5. Work Schedule

Top 5 Influencing Factors When Evaluating an Employer
1. Word-of-Mouth
2. Personal Experience
3. Employer Responsiveness during the Application Process
4. Employer Vision/Mission Statement
5. Average Tenure of Employees

Emily Jorgenson & Connor Schaefer, Washington County
WHAT ARE EMPLOYERS LOOKING FOR?

Top 5 characteristics of a great new hire:

<table>
<thead>
<tr>
<th>Hiring Manager 1</th>
<th>Hiring Manager 2</th>
<th>Hiring Manager 3</th>
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</thead>
<tbody>
<tr>
<td>• Willingness to do a Variety of Work</td>
<td>• Work Ethic and Drive</td>
<td>• Passion for Planning</td>
</tr>
<tr>
<td>• Open, Eager Attitude</td>
<td>• Love of Planning</td>
<td>• Positive, Optimistic Attitude</td>
</tr>
<tr>
<td>• Hunger/Drive</td>
<td>• Knowing what they don't know/ respect for others with more experience</td>
<td>• Professional Maturity</td>
</tr>
<tr>
<td>• Smart</td>
<td>• Intellectual Curiosity</td>
<td>• Looking for advancement in the profession (AICP)</td>
</tr>
<tr>
<td>• Ability to Work Independently</td>
<td>• How they Handle Mistakes</td>
<td>• Intuition to What Needs to be Accomplished</td>
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</table>
WOMEN PLANNERS & WAGES

Median Wages

APA Salary Survey
SEARCHING FOR JOBS & FIRST OFFER QUESTIONS!

- How do you stand out amongst other emerging professionals?
- How did you find a planning related internship position?
- Is getting your foot in the door the same for planners in an urban setting as it is for regional, rural planners?
- What are the top three skill (hard or soft) that you think is vital to having as a new professional?
- How have you negotiated salary in your career?
Project Happiness
Give them a sense that you are thrilled to be there and that you’re excited about the opportunity ahead.

Demonstrate Confidence
People want to know that you’re engaged and confident.

Show Interest in your Coworkers
People will appreciate you showing interest in them right away and making conversation.

Dress Nicely
Until you can get a sense of the work environment, it is always a good idea to look your best.

Show Up Early
Be prompt in all aspects of your business life, but as a first impression, it’s essential.

Leadership Insiders Network: Fortune.com
Without accounting for other variables, the typical AICP member earns $16,100 more in salary than non-AICP members. When we control for experience, AICP members still earn a higher salary across the board but at narrower margins.
YOU HAVE A JOB! NOW WHAT?
QUESTIONS!

• How do you ensure a great first impression at a new job?
• Has saying yes to new opportunities made you a better planner?
• When is it a good time to take the AICP exam? And has the designation helped you in your career? Salary? Job opportunities?
• How important is professional maturity and emotional intelligence?
• What characteristics should a new employee have when joining an organization or team?
NEXT STEPS – MENTORSHIP & ADVANCING YOUR CAREER
MENTORSHIP FACTS

- 25% of mentees and 28% of mentors receive a raise.
- Both are 20% more likely to get a raise than those that did not participate.
- Employees who receive mentoring were promoted 5x more often that those who did not have a mentor.
- Mentors were 6x more likely to have been promoted to a bigger job.
- Nearly 1 out of every 5 women in the U.S. does not have a mentor.

Women in the Channel
BENEFITS OF MENTORSHIP

• Having a mentor is especially meaningful to women.
• Mentorship fosters leadership.
• It’s an exchange of experience, knowledge, and power.
• It enables a mentees to form clear goals and set out to achieve them with an ally.
• Mentoring is a partnership.

Fortune.com
MENTORSHIP & ADVANCEMENT QUESTIONS!

• Who had influenced you the most in your planning career?

• How do you weigh difference career “growth opportunities?”

• Have you had a mentor throughout your career? If so, how has this helped you?

• How has forming a network of planning relationships helped you in your career?

• How do you see the planning profession in ten years in terms of women advancement?
Connect with us!

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www.linkedin.com/groups/5103501
QUESTIONS?

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