



LVI
ASSOCIATES

Strategies to Attract and Retain Female Talent

Introduction



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Learning Objectives

- The state of diversity in the transportation market
- Challenges for hiring managers and job seekers within engineering
- Attracting female talent in a competitive market
- The importance of retention

Survey



- How many of you have women as part of your firm's executive leadership today?
- How many of you have looked at your firm's leadership page?

Industry Overview

- **60%** of women say they have never negotiated their salary
- Women make **.83 cents** to every \$1 a man makes
- Female enrollment in the Tickle College of Engineering at the University of Tennessee has increased by **60%** since 2008

Industry Overview

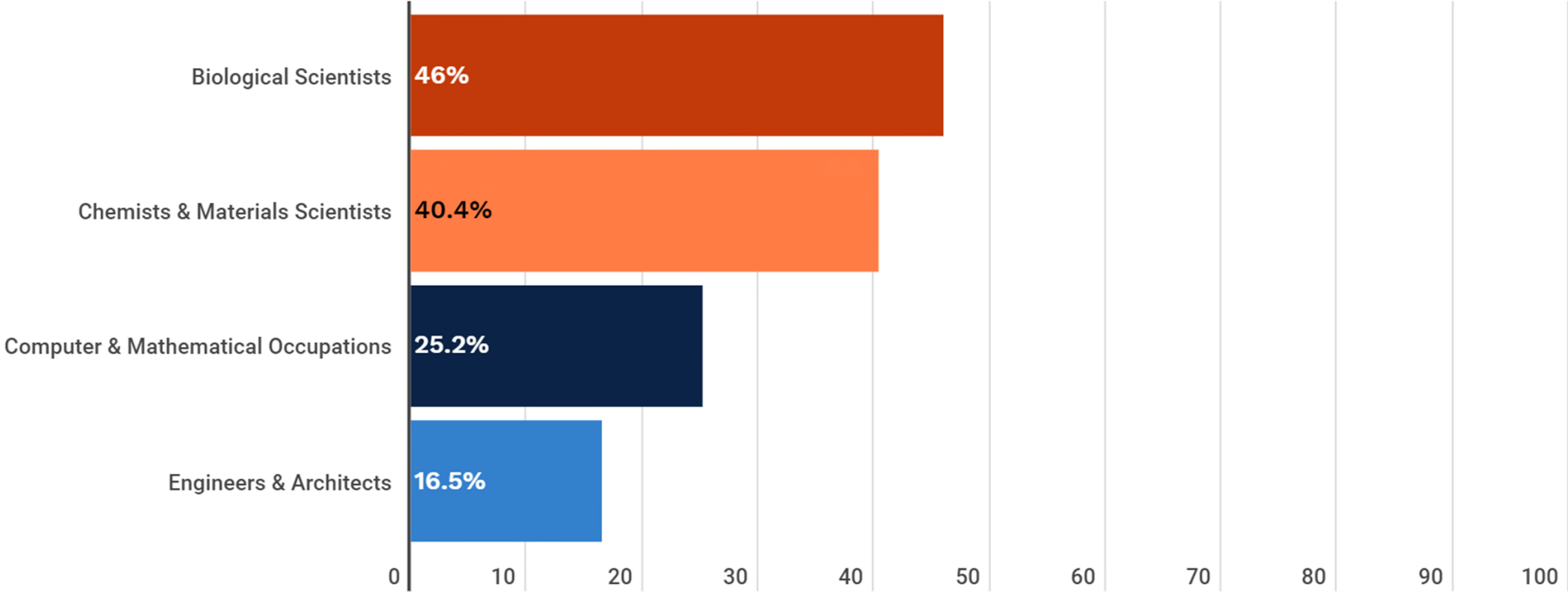


The current state of diversity



The current state of the hiring
market for transportation talent

Women in STEM Occupations



SOURCE: U.S. Bureau of Labor Statistics, "Employed persons by detailed occupation, sex, race, and Hispanic or Latino ethnicity," Labor Force Statistics from the Current Population Survey, Table 11, 2020.

Challenges for Female Engineers

- Lack of flexible work
- Struggles with recognition
- Imposter Syndrome
- Being Heard
- Bias
- Lack of minority representation



Challenges for Companies when Looking for Diverse Talent

- Male dominated field
- Talent leaving the industry
- Organizational climate

Why is this such a concern?

Survey

How many of you feel like your company
is prioritizing diversity in the workplace?

Strategies to Attract Female Engineering Talent

Career Development

- Reboot program
- Scholarships
- Internship programs
- Women in engineering bodies



Strategies to Attract Female Engineering Talent

Culture

- Cast a broader net
- Look at a diverse slate of candidates
- “cultural fit”
- Promote female talent in the company
- Diverse interview panel



Strategies to Attract Female Engineering Talent

Benefits

- Competitive salary
- Competitive benefits
- Mentorship programs



Strategies to Retain Female Engineering Talent

Career Development

- Promotions
- Diverse management
- Engineering awards for women
- Visible representation



Strategies to Retain Female Engineering Talent

Culture

- Open company culture
- Social events
- Identify company values



Strategies to Retain Female Engineering Talent

3. Benefits

- **Flexibility**
 - Flex schedules
 - Work from home flexibility
- Wellness rooms
- Childcare
- Caregiver leave



Takeaways



Provide a flexible work schedule



Be inclusive



Prioritize diverse leadership

Tips for Females in Transportation

- Don't be afraid to negotiate your salary, and explain why you deserve that
- Be confident in your skill set when interviewing
- Don't be afraid to sell yourself on concrete skills
- Remember that you are deserving of promotions and moving up in the transportation industry
- Network with other women in engineering, put yourself out there and connect
- Join industry bodies such as the ACEC, ASCE, ITE, and SWE

Q&A