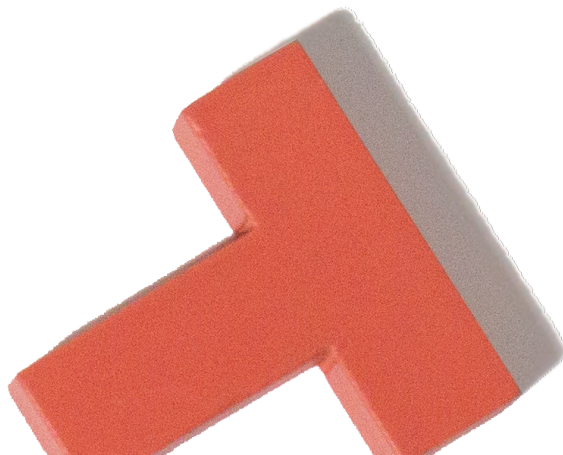
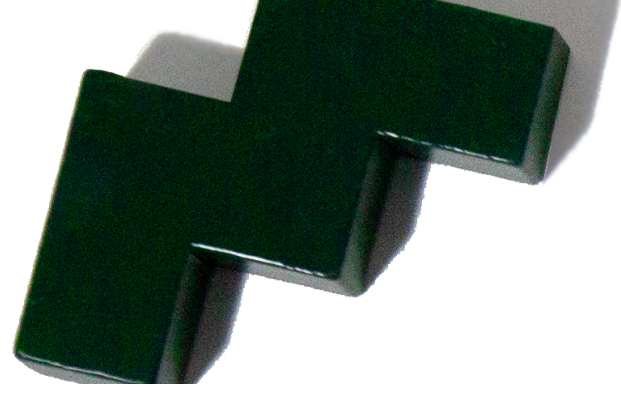


Women's History Month

Programming Guide

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March 1st marks the first day of Women's History Month, an annual celebration of women's contributions to American history and society. Women's History Month was first celebrated in 1981 as Women's History Week but became a month-long observance in 1987.

Every year on March 8th since 1975, the United Nations has simultaneously celebrated International Women's Day as a commemoration of women's achievements. In their founding message, the United Nations said their mission was "to recognize the fact that securing peace and social progress and the full enjoyment of human rights and fundamental freedoms require the active participation, equality and development of women; and to acknowledge the contribution of women to the strengthening of international peace and security." By 1975, the world knew of Harriet Tubman, Rosa Parks, Billie Jean King, Hillary Clinton, and many others who had made or were making history in America. Their contributions to women's equality -- and racial equality -- formed the forefront of the women's movement.

Women's equity in the workplace is not a new topic. In fact, [the Equal Pay Act of 1963](#) was the first piece of legislation to forbid all employers from paying women less money than men for jobs that require the same skills and responsibilities. So why nearly 60 years later, is this still such a prominent topic of conversation? The reality is that we are still far from pay equality.

Recent studies by PayScale indicate that women in America still make only [\\$0.81 for every dollar a man makes](#). While this figure represents a 2% improvement from 2019 and a 7% improvement from 2015, we still have a long way to go, especially considering that this gap widens when we talk about women of color. Black, Latina, and American Indigenous and Alaskan Native women earn only \$0.75 for every dollar a white man makes, and Native Hawaiian and Pacific Islander women make just \$0.80. The exception to this rule is that Asian women actually make more than white women, earning \$0.95 for every dollar a white man makes*.

**Please note that while this statistic is true, we are not claiming that Asian women experience better treatment in the workplace than other women of different racial categories. The data suggests only a difference in financial outcomes.*



With that context in mind, this March, we encourage you and your organization to learn more about women's history, accomplishments, and experiences. Commemorate women's stories. Celebrate women's achievements. And remember, it shouldn't be the responsibility of female employees to organize their own recognition. Encouraging employees of every background to participate during Women's History Month will foster the most change and positive discussion. Similarly, don't assume that someone wants to be involved simply because of their gender expression, your assumption of their gender identity, or their true gender identity.

We cannot discuss women's contributions to modern American society without discussing the contributions made by Black women. It should be emphasized as well that, although white, Black, Latina, Asian, and other women from diverse racial and ethnic backgrounds have contributed significantly to women's equality, their experiences cannot be equated with one another's. As we dive into the female experience, we cannot ignore intersectionality: the concept that multiple pieces of an individual's identity come together to create the whole person and that whole person's experience of the world. Thus, white women's history in the U.S. looks different from that of Black women's history, which is different from that of Latina women, Asian women, American Indian women, and so on. The same is true for women of varying abilities, gender identities, sexualities, and more. Although this guide focuses primarily on female commonalities and achievements, we want to acknowledge those differing experiences and their equal validity.



The guide below will provide you with some tips and ideas for creating your own Women's History Month Programming.



communicate



internal

While your employees probably read your organization's social media posts and newsletters, having specific, internal programming is equally important. Also, if you are not already prioritizing diversity, equity, and inclusion (DEI) at your organization, your Women's History Month programs may appear insincere or performative. Remember, women's history shouldn't be celebrated only in March but should be integrated into programming all year long. If women at your company are treated inequitably, you may need to take more foundational steps prior to launching a full month of programming. A great first step is learning more about allyship and how to be an ally.

Consider adding stories of relevant accomplishments of women to your team meetings, morning stand-ups, or internal Slack channel. For instance, if you are a tech company, take some time to highlight women innovators who changed history. If you are in the finance industry, take some time to recognize Jolen Anderson or Abigail Johnson. If you're a healthcare organization, spend some time discussing the gender disparities within the medical field and investigating potential changes your company can make.



external

Share your organization's recognition of Women's History Month on social media, external publications, and in your email newsletter. Make sure to emphasize implemented programming that shows your deeper commitment to equity. Highlight your Women's Business Enterprise (WBE) and Women-Owned Small Business (WOSB) suppliers, partnerships with female-led organizations, and employees that volunteer with female youth organizations.

Request that women within your organization post to their personal social media channels about what Women's History Month means to them personally and what it means within your organization. Make sure these posts are voluntary and that all participants feel encouraged to speak authentically.

The great thing about Women's History Month is that nearly all people have at least one woman in their life that they might wish to celebrate. Whether that's a caregiver, a daughter, a partner, a friend, or a coworker, Women's History Month is a great time to bring people together.



educate

teach outside the box

As mentioned before, Harriet Tubman, Rosa Parks, Billie Jean King, Hillary Clinton, as well as Michelle Obama, Ruth Bader Ginsberg, and others, are recognizable names in American history and are often highlighted during Women's History Month. However, there are many other notable figures to highlight. For example, if you are a marketing company, you might choose to highlight Maria Winans, Bozoma Saint John, or Alexandra Weiss; if you are a legal organization, you might highlight Janet Napolitano. If you are an academic institution, you might highlight Amy Gutmann. Who are the women making history in your field?

bring in a speaker or plan a workshop

Engage an external speaker or organize a panel of experts who can speak to employees about women's history, women's rights, and other topics surrounding women's experiences. Workshops are also a great option to foster participation and discussion and are good opportunities for connectivity and empathy exercises.

Consider planning a virtual group museum tour, utilizing the online exhibits from the Women's History Museum in Alexandria, VA. Some of the current online exhibits include Standing up for Change, The Women of NASA, First but Not the Last, and Parading for Progress.

read, watch, listen, learn

You can find many Women's History Month events in your local community. However, with the required restrictions on events and gatherings due to COVID-19, online events and experiential apps like TDM Connect are great ways to engage and learn more safely. Here is a short list of resources that may be helpful in broadening your perspective on women's history and experience.

Books

Becoming by Michelle Obama

Know My Name by Chanel Miller

Tomorrow Will Be Different by Sarah McBride

From the Corner of the Oval by Beck Dorey-Stein

Unbowed by Wangari Maathai

In Pieces by Sally Field

Under Red Skies by Karoline Kan

Documentaries/Movies

Hidden Figures about Katherine Johnson, Mary Jackson, and Dorothy Vaughan

AKA Jane Roe about Norma McCorvey

Miss Representation starring Margaret Cho and Katie Couric

The Invisible War directed and produced by Kirby Dick, Amy Ziering, and Tanner King Barklow

Podcasts

The History Chicks hosted by Beckett Graham and Susan Vollenweider

What's Her Name hosted by Dr. Katie Nelson and Olivia Meikle

#HerStory a project by Chick History

Stuff Mom Never Told You by iHeart Radio





serve/donate

Here is how you can integrate Women's History Month in your organization's culture and daily contributions.

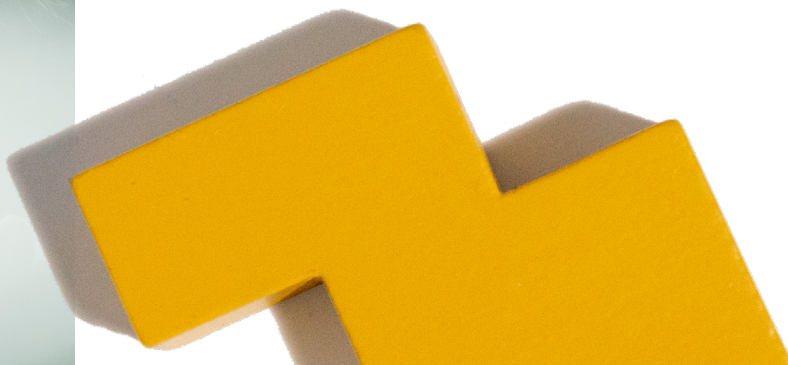
volunteer your time

Consider a day of service. Volunteering with local nonprofits and charities is an excellent way to help the community, bond with your team members, and inspire engagement and motivation in the workplace. Volunteer Match is a great way to find virtual volunteering options, such as becoming a volunteer SEO specialist for the [Women's Global Leadership Initiative](#) or registering as a tutor or mentor with [Unlocking Futures, Inc.](#)

Your team can contribute time as a group to help within local organizations or can contribute individually. If you do decide to contribute as a team, make sure to poll your employees to ensure you are spending time at organizations they are excited about.

donate your funds

Consider making a donation to a worthy organization. Sometimes, the gift of money is the most impactful thing you can give to a charity, especially when it comes to education or legal funds. [Charity Navigator](#) or [Volunteer Match](#) can provide vetted options, or you can look within your local community to make a difference in your own backyard.



invest



complete a pay equity audit

You may think that women and men in your organization are paid and treated equitably - but are you sure? Take some time this month to do an audit of your employee's salaries and ensure women at your organization are being paid \$1.00 for every \$1.00 men are. If a gap exists, analyze what needs to change to ensure equity. Make sure all job descriptions include a pay range, mentorships are available to all employees, and men and women are given equal consideration for internal promotions.

increase supplier diversity

Commit to increasing supplier diversity in your organization as this is a way to provide ongoing support to your community all year long. A supplier diversity commitment benefits your company by promoting innovation through the introduction of new products, services, and solutions while driving competition between existing and potential vendors. Partnerships with diverse suppliers give your business a competitive advantage when faced with changing customer demographics. As mentioned above, look to work with WBE (Women's Business Enterprise) or WOSB (Women-Owned Small Business) certified organizations.

support women-owned businesses

Aside from utilizing women-owned suppliers through your organization, take time this month to be intentional about supporting women-owned businesses on a personal level in your community. From restaurants to goods to vendors for home projects, seek out ways to support others. By choosing more women-owned businesses, you're helping to strengthen local economies.



collaborate



be inclusive and listen

One of the best ways to foster inclusion is by seeking out and listening to the perspectives and opinions of those you're trying to include. Reach out to female leaders in your organization and get their input about how they would like to be recognized during Women's History Month and beyond.

establish groups to encourage belonging

Take it a step further by establishing a diversity, equity, and inclusion (DEI) committee or employee resource groups (ERGs) at your organization. These show that your company is dedicated to growth, development, and inclusion and that you encourage free-flowing ideas and feedback between employees and leadership. Employee recognition is crucial to building inclusive workplaces.

Some great examples of women-focused ERGs at large corporations include Women at Microsoft, Women@hyatt, and Estee Lauder's Women's Leadership Network. Look to these organizations for tips and tricks on how to activate your own ERGs.

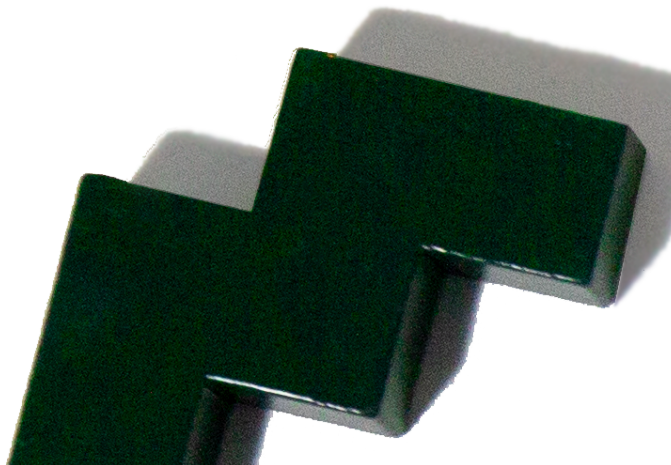




Women's History Month is a great opportunity to build understanding and awareness about women's history, accomplishments, and the continued struggles that women in America face. Organizations that invest the time in celebrating Women's History Month send a clear message that they care about women employees, customers, board members, partners, and suppliers. This messaging can benefit your company by deepening employee and customer relationships and external partnerships, in turn increasing the productivity of your employees and the brand loyalty of your customers.

Want to work with an expert team on your diversity programming?

Contact [The Diversity Movement](#) to get started.



notes

communicate

educate



notes

serve/donate

invest



notes

collaborate

other notes

