



We Want Working Moms Back in the Workforce!

H. Juanita Beecher, Esq.
Counsel
FortneyScott LLC
Washington, DC

Yolanda Hunter
Senior HR Consultant
Washington, DC



1

Presented By:



- **H. Juanita Beecher, Esq.**, of Counsel to Fortney & Scott, LLC, advises clients on a wide range of employment and Human Resources issues. She also serves as Counsel to The Institute for Workplace Equality.
- Currently, Beecher provides advice to clients on a broad range of employment law issues with her primary focus on issues involving discrimination, affirmative action, compensation, and wage and hour matters. She also serves as coeditor of the *Federal Employment Law Insider*; a monthly newsletter updating employers on federal laws and regulations and presents webinars on federal employment law issues.
- Beecher served as an in-house counsel in major corporations for more than 20 years where she advised in-house clients on labor and employment law issues. Beecher also worked as in-house counsel for E. I. duPont de Nemours & Co., Consolidation Coal Company, and Arch Coal Company. From 2000 to 2015, she led networks of senior diversity, EEO and affirmative action corporate practitioners, as well as senior in-house labor, and employment lawyers.
- Beecher has been a regular speaker at many professional meetings, including the leading organization for federal contractors, the Industry Liaison Group ("ILG") National Conference, since 2004.

2

2

Presented By:



- **Yolanda Hunter** is a senior human resources consultant, with over 16 years of Human Resources experience assisting small- to mid-size organizations. Hunter brings a wealth of experience across a diverse range of industries. With extensive experience in talent management, recruiting, training, employee development, and employee engagement, she also has an in-depth understanding of employee relations, benefits, and compliance issues. Her portfolio includes providing HR services for a diverse clientele to include law firms, not-for-profit organizations, government contracting firms, and hospitality management organizations.
- Working directly with and part of organizational Senior Leadership teams, Hunter has provided guidance on strategically integrating effective HR processes, programs, and practices into daily operations. She has proven success in creating cultures of collaboration and implementing change to achieve workforce excellence. She has designed and implemented recruiting/hiring/onboarding processes; aligned and designed benefit programs with cost savings while maintaining the integrity of quality benefits; executed effective recognition and retention programs to help companies become the employer of choice; developed HR policies and procedures; and managed compliance issues and defending legal action.

3

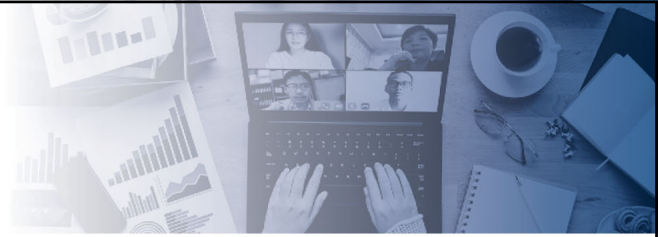
3

Learning Objectives

- At the completion of this educational activity, the learner will be able to:
 - Recognize issues of working mothers in workplace prior to pandemic.
 - Understand the impact of the pandemic on working mothers.
 - Evaluate what working mothers need from employers, post-pandemic.
 - Takeaway what employers should focus on to recruit and retain working mothers, post-pandemic.

4

4



How We Got Here

Even Before the Pandemic Working Mothers Experienced Workplace Challenges

- [2019 Pew survey](#) found working moms were more likely to say being a working parent made it harder for them to advance in their career.
- Working moms were also more likely to say they needed to reduce their work hours and felt like they couldn't give 100% at work because they were balancing work and parenting responsibilities.

Mothers are more likely than fathers to say being a working parent makes it harder for them to advance at work

% of employed parents with children younger than 18 saying being a working parent ____ for them to advance in their job or career

	Makes it easier	Makes it harder	Hasn't made a difference
All parents	10	44	46
Fathers	11	39	50
Mothers	8	50	41

% of employed parents with children younger than 18 saying being a working parent ____ for them to be a good parent

	Makes it easier	Makes it harder	Hasn't made a difference
All parents	11	52	37
Fathers	14	51	36
Mothers	9	53	38

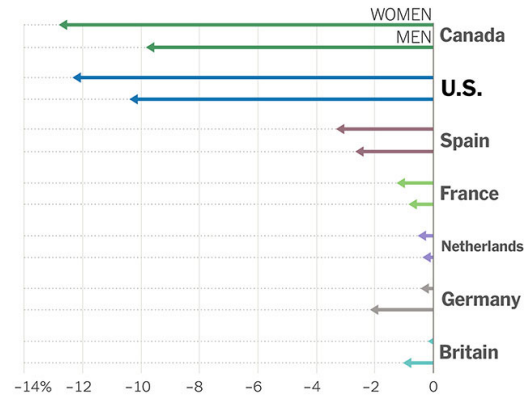
Note: Share of respondents who didn't offer an answer not shown.
Source: Survey of U.S. adults conducted June 25-July 8, 2019.

PEW RESEARCH CENTER

Source: <https://www.pewresearch.org/fact-tank/2019/09/12/despite-challenges-at-home-and-work-most-working-moms-and-dads-say-being-employed-is-whats-best-for-them/>

The Pandemic Created a Global “She-cession”

- Women globally more adversely affected by pandemic job losses.
- In the U.S., the employment gender gap widened by **more than 12%** while in France, that gap widened by **less than 2%**.
- In Europe, workers were put on generous furloughs keeping overall unemployment numbers low for both men and women.



Based on a seasonally-adjusted relative employment index comparing the fourth quarter of 2019 to the second quarter of 2020.
Source: Matthias Doepke, Northwestern University Department of Economics

Source: https://faculty.wcas.northwestern.edu/~mdo738/research/ACDKT_0321.pdf

7

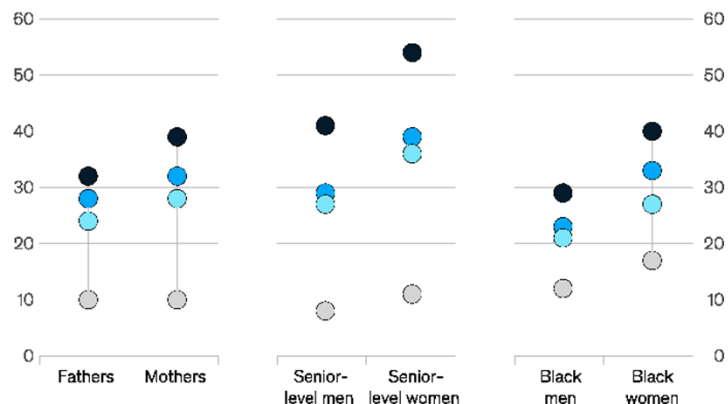
7

Working Moms Faced Enormous Stress at Work

Consistent feelings at work in past few months, % of employees¹

● Excluded ● Pressured to work more ● Burned out ● Exhausted

Despite companies' efforts to support employees during the crisis, women felt more exhausted, burned out, and under more pressure than men.



¹Question: In the last few months, which of the following have you consistently felt at work?
Source: Women in the Workplace 2020, LeanIn.Org and McKinsey, 2020

**McKinsey
& Company**

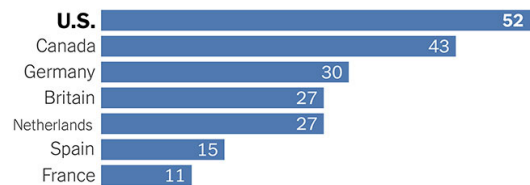
Source: <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/for-mothers-in-the-workplace-a-year-and-counting-like-no-other>

8

8

Pandemic Caused Childcare Collapse in U.S.

- When schools went remote and childcare centers shut down, **mothers took on the extra burden of caregiving.**
 - **U.S. ranked highest in school closures at 52 weeks.**
- Biggest indicators for job losses in the U.S. was whether women could actually do their jobs from home.
 - Mothers who could not had their hours decline by as much as 18 percentage points.
 - Mothers who could work had their hours decline between 2 and 3 percentage points.
- Where schools were closed for shorter periods of time, female employment losses remained low.



Includes both full and partial closures as of May 26, 2021
Source: United Nations Educational, Scientific and Cultural Organization

Source: <https://www.nytimes.com/2021/05/28/us/shecession-america-europe-child-care.html>

9

9

Vast Majority of Working Mothers Considered Quitting

- Survey by Milk Stork found that 3 out of 4 respondents considered quitting their jobs in past 6 months.
- That would mean **more than 17.6M** of 23.5M working moms considered quitting.
- Respondents to the survey indicated that they urgently needed the following benefits:
 - Child care,
 - Parental leave, and
 - Mental health and stress reduction programs.

Source: <https://www.businesswire.com/news/home/20201015005062/en/Three-Out-of-Four-Working-Mothers-Have-Considered-Quitting-Their-Jobs-Due-to-the-Stresses-of-Working-Parenthood-in-the-Last-Six-Months>

10

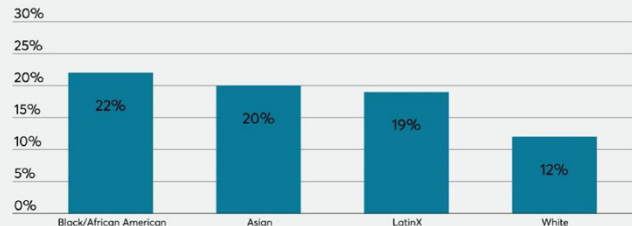
10

Pandemic Forced 1 Out of 10 Working Mothers to Quit

Kaiser Family Foundation found in March 2021:

- 1 in 10 women quit during pandemic.
- 47% of women took unpaid leave because child care or school closed.
- Over 50% quit because school or daycare closed.
- Mothers more likely missed work because of school or daycare closings.

Working mothers are leaving their careers during COVID-19



Source: WorkLabs and The Mom Project

Source: <https://www.benefitnews.com/list/12-working-moms-speak-up-about-the-benefits-they-want-from-employers>

11

11

Employers Supported Working Mothers Who Continued to Work Through the Pandemic

An [Indeed survey](#) found that women who kept working received following support:

- Their employer helped them adapt.
 - 74% indicated the company had been proactive in making accommodations for employees around new work routines and environments.
 - 72% said they had been given flexibility in their work schedule.
- Their managers cared.
 - 86% reported their managers had been sympathetic to challenges of pandemic on them.
 - 87% said manager was patient while employees tried to balance work and home.
 - 69% found emotional support from manager to effectively balance work and home.
- Employer support led women to feel more self-assured at work.
 - 73% more confident in their abilities to perform their role.
 - 68% said working from home took pressure off and allowed them to do job better.

Source: <https://www.indeed.com/career-advice/finding-a-job/working-women-covid-19>

12

12

Women Who Quit Said Employer Support Waned Over Pandemic

According to [Indeed survey](https://www.indeed.com/career-advice/finding-a-job/working-women-covid-19):

- 63% of women who quit or reduced hours in said employer support waned over time.
- 66% of women who quit said employer could have been more proactive in accommodating employees' new work routines.
- 71% were given little or no flexibility in work schedule.
- If employer had been more accommodating, 63% would have continued working full time.

Source: <https://www.indeed.com/career-advice/finding-a-job/working-women-covid-19>

13

13

Even Moms Who Kept Working Had Issues

[Indeed](https://www.indeed.com/career-advice/finding-a-job/working-women-covid-19) found that even working mothers who kept working felt the following:

- They are falling behind.
 - 50% feel colleagues and managers have taken advantage of women's challenges.
- Employers could do more to prioritize mental health.
 - 59% of these women say pandemic has impacted their mental health in negative way.
 - 79% of women who quit said pandemic impacted mental health negatively.
- Their chosen industry not conducive to new demands of personal life.
 - 43% of these women they would or have considered switching industries to maintain or create more work/life balance.
- Pandemic fatigue rising among employers as well.
 - 48% said while employer supportive at beginning support waned over time.

Source: <https://www.indeed.com/career-advice/finding-a-job/working-women-covid-19>

14

14

Working Mothers Who Quit Feel Employers Should Have Done More

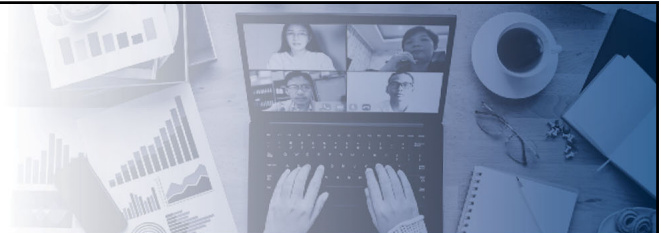


- Offered more flexibility
- Made an effort to understand
- Had patience
- Provided resources to work from home
- Had empathy for employees

Source: <https://www.indeed.com/career-advice/finding-a-job/working-women-covid-19>

15

15



What Employers Should Do to Recruit and Retain Working Mothers



16

Lessons from Pandemic ADP Women@Work

- Pandemic disproportionately impacted parents and caregivers
- Wellness and mental health now closely aligned with work
- Talent acquisition must be creative and flexible
- Organizational leaders must actively cultivate diversity and inclusion
- Creating diversity starts at the top

Source: <https://bit.ly/34YBbwa>

17

17

ADP Women@ Work on Attracting and Retaining Women

ADP outlined the following as takeaways to recruit and retain women especially working moms:

- Ask women what they need,
- Maintain pandemic-borne flexibility for remote work,
- Resume or re-energize mentorship program,
- Look outside regular networks, and
- Bet on moms.

Source: <https://bit.ly/34YBbwa>

18

18

How to Recruit and Retain Working Mothers

Based on surveys and best practices employers need to do the following to recruit and retain working mothers:

- Listen to the needs of working mothers
- Communicate openly and frequently
- Adjust policies to better support working mothers, including paid maternity leave and flexible schedules
- Make work more sustainable
- Support mental health of working mothers
- Empower women leaders

19

19

Additional Areas of Focus for Employers

McKinsey & Co also identified the following:

- Examine expectations of productivity and performance
- Create and articulate boundaries around work and home
- Create a culture in which women can raise concerns without being penalized
- Strengthen communications
- Adjust policies to support all employees whether working in office or remotely

Source: https://wiw-report.s3.amazonaws.com/Women_in_the_Workplace_2020.pdf

20

20

Ways Employers Have Responded

- Providing 10 subsidized backup-care days per year, including day care or home-based care for children and adult family members when problems arise with normal care arrangements.
- Allowing employees to take 4 to 6 weeks of paid maternity leave and 6 weeks paid gender-neutral leave.
- Giving mothers access to health coaches during and after pregnancy and reimbursing up to \$250 a year for prenatal classes for pregnant employees and their spouses/partners.
- Having an on-site childcare center.
- Creating a support group for parents and grandparents of children with mental illness as well as other resources for parents, including a Parents Interactive Network.

21

21



What Is Next for Working Mothers

22

Biden Proposed \$1.8T American Family Plan

- American Family Plan would provide \$1.8T to expand social safety net for working families.
 - Free pre-K and community college,
 - Affordable child care and raise wages for childcare workers, and
 - 12-weeks national paid sick leave.
- Unclear whether American Family Plan will pass, but employers pushing for 12-weeks paid sick leave.

Source: <https://www.whitehouse.gov/american-families-plan/>



23

23



Thank you. Questions?

nbeecheer@fortneyscott.com

huntery100@gmail.com

In order to receive your continuing education certificate(s) for this program, you must complete the online evaluation. The link can be found in the continuing education section of the program guide.

24