EMPOWERING EQUAL OPPORTUNITY FOR WOMEN AT DIALOGTECH: *Goals for 2016*

January 2016

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MISSION

- Women in the Workplace
  - A group formed by the staff of DialogTech: ***to empower the organization to create an equal environment that is forward thinking, industry leading and desirable to top female talent.***

- Our Goal
  - Achieve dedicated support and resourcing from Executive team to improve areas of concern:
    - Imbalance of female to male staff
    - Attracting top female talent
    - Living up to our values and vision

CURRENT STATE

1. A lack of female representation in leadership team and board members
    - Currently there are no female members on our executive team or BOD
    - 5/26 members of leadership team is female
        - 4/5 are in F&A

2. For every one female staff member there are 4 males

3. Too few women in hiring positions or on interviewing teams

CURRENT BENEFITS FOR FEMALE EMPLOYEES

- Three weeks of maternity leave paid at 100% to recover from childbirth
- FSA Child Care Allowance with a maximum of $5K per joint household per year
  - The average cost of childcare in the US is $11,660* annually
- Compliance with USDL in providing a “Mothering Room”
- Work schedule flexibility
- Inclusion in Women in the Workplace group

**Google, 2016*

REBALANCE STAFF POPULATION

PROPOSED ACTION PLAN

1. Lack of female representation in leadership and executive team
   - Make a concerted effort to hire a female in the CMO role; 50% of considered candidates should be women
   - Add more women to leadership team
     - Increase from 19% to 30% (industry standard) in 2016
     - Increase from 30% to 45% (exceed industry standards) in 2017
   - Accelerate more women to managerial positions with direct reports
2. Increase female headcount
   - Goal for 35% of new hires in 2016 to be female
     - In 2015, 25% of new hires were female
       - » Must interview at least one female for every open position
3. Increase number of women in hiring positions
   - Actions set in 1 and 2 will impact 3

RETAINING AND ATTRACTING TOP FEMALE TALENT: *CREATING AN ENTICING ENVIRONMENT*

Internal Culture Tactics:

- Maternity leave - getting on board with international standards
  - Proposal for a more competitive paid-parenthood leave policy
    - » Companies like Facebook, Google, and Apple offer 16-18 weeks fully paid maternal and 3-18 weeks paid paternal leave*
  - Suggestion of covering remaining salary gap while on short term disability
- Make improvements to develop a more structured career-path for women working at Dialogtech
  - Executive mentorship program
  - Mentorship program for women with external mentors, e.g. Cindy Pogrund, Nikki Fisher
    - » Speaker series for Women in the Workplace meetings
- Host all-female networking events (in-office or offsite)
  - Attract top talent from other organizations
  - Create a community for women in tech around the DT brand

*Wall Street Journal 14'

RETAINING AND ATTRACTING TOP FEMALE TALENT: *BUILDING OUR BRAND*

External Culture Tactics:

- Feature more female staff in social media
- Promote more thought leadership by female staff
- More female presence at tradeshows and marketing events
- Include headshots and bios of female staff on website
- Sponsor women organizations and events
  - ARA, additional women's organizations
  - Select in-state universities for dedicated academic or professional scholarships in order to attract upcoming female talent

RESOURCES NEEDED

- Marketing team's assistance for external content and networking event advertisement
- Budget for Scholarships: $10,000
- Budget for recruiting/networking events: $5,000
- Budget for female-oriented recruitment advertisement: $5,000
- Budget for ARA Sponsorship: $10,000

Estimated Total Budget:

$30,000