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FOR IMMEDIATE RELEASE

Research-based assessment to drive faster change for women in the workplace *Kim Center Partners with UC San Diego to Accelerate Workplace Gender Equity*

SAN DIEGO, CA, December 6—The Kim Center for Social Balance announces that it is working with UC San Diego to pilot a research-based Workplace Gender Equity Assessment (WGEA) in early 2020. This assessment tool is designed to help organizational leaders identify and **quantify** key gender equity issues and trends specific to their own organizations. With the WGEA, employers can make meaningful change at a more rapid pace by unveiling the full story behind their challenges.

Despite national spending on diversity of up to \$8 billion,¹ studies predict that gender equity is 100-170 years away² at current rates of progress. Those projections may be generous considering about 75 percent of diversity trainings are currently failing or making things worse.³

“With our Gender Equity Assessment, organizational leaders will be able to track bottom-line benefits resulting from increased access to talent, higher retention and productivity, and, let’s be frank, fewer lawsuits.” Dr. Hei-ock Kim, executive director of the Kim Center explains. “The tool is uniquely effective because it incorporates employee feedback and individual narratives along with statistical data and organizational policies. This approach provides greater insight into peoples' daily experiences and whether or not gender-related biases are really being addressed.”

The Kim Center’s WGEA design is supported by rigorous academic research and testing conducted in partnership with the UC San Diego Extension Center for Research and Evaluation.

“Our research team has worked diligently to develop a survey instrument that will accurately measure the construct of gender equity in the workplace,” said Dr. Georgia Kovacs, associate director of the Center at UC San Diego Extension.

Over the next two years, the Kim Center will also launch a customizable playbook and national certification. Implemented together, the three tools form a complete strategy for accelerating workplace gender equity that supports the Kim Center’s vision of driving cultural transformation through structured collaboration and standardized accountability.

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¹ “Focusing on what works for workplace diversity,” McKinsey & Company, April 2017. <https://tinyurl.com/y7om6gtp>

² “Miles to go: Stepping up progress toward gender equality,” McKinsey & Company, September 2016. <https://tinyurl.com/wr2bhxt>

“Gender equality is 170 years away. We cannot wait that long,” World Economic Forum, Jan 19, 2017. <https://tinyurl.com/yb7aav37>

³ “How Diversity Training Infuriates Men and Fails Women,” Time, January 25, 2018. <https://tinyurl.com/uqht6km>



About Kim Center for Social Balance

The nonprofit Kim Center is committed to fast-tracking gender equity in the workplace by transforming the beliefs and behaviors that obstruct women’s success. The Kim Center’s work inclusively addresses the related challenges faced by all genders. Our programs apply metrics-based, collaborative action within communities to advance cultural transformation. Supporters for the Kim Center include The Parker Foundation, San Diego Building Trades Council, County and City of San Diego, UniteHere Local 30, Heat & Frost Insulators, local businesses and private donors. For more information, visit kimcenter.org.

About Center for Research + Evaluation at UC San Diego Extension

The Center for Research + Evaluation is UC San Diego Extension’s research division. The Center’s mission is to promote positive change in the local community and beyond through data-driven research. The UC Research + Evaluation team includes research scientists, research associates, market research analysts, and research fellows with diverse backgrounds, professional experience, and expertise in a range of research methodologies and statistical techniques. For more information, visit extension.ucsd.edu.