

2018

RESEARCH REPORT



**Women
*in Motion***
of HIGH POINT
womeninmotionhp.org

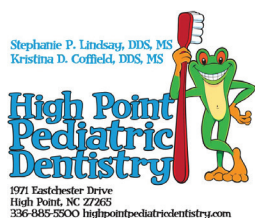


Locations Served:

High Point
Archdale
Jamestown
Thomasville
Trinity

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Mission:

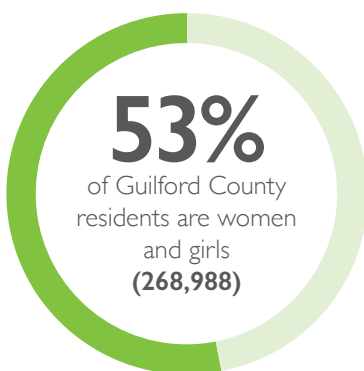
To promote leadership, professional success, personal wellness and financial independence for women.

Goal of this Report:

To provide information that guides the funding priorities for Women in Motion of High Point addressing the following key questions:

- Who are the women we are serving?
- What do women say they need to get to the "next level" personally & professionally?
- How can Women in Motion help them meet their goals?

Women in Greater High Point



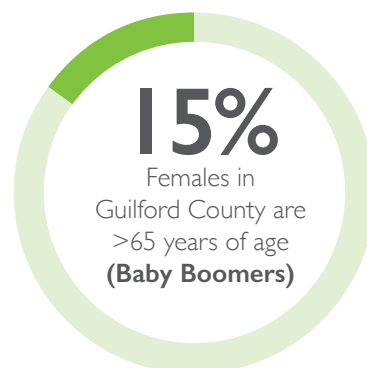
55% White
34% Black
4% Asian
7% Other*

*Did not identify or indicate race/ethnicity

*Among women in Guilford County

38 years

Median age in Guilford County - which is also the median age of the U.S. population.



Women of High Point and Surrounding Areas

Diversity among race differs throughout Women in Motion's demographic areas. Jamestown, Trinity, Archdale, and Thomasville are less racially diverse than High Point. A higher percentage of Hispanic individuals reside in Thomasville compared to the other cities in the surrounding areas.

The median age of women and the proportion of women greater than 65 years of age is higher in Jamestown, Trinity, Archdale, and Thomasville compared to High Point and to Guilford County as a whole. The ratio of older adults to working-age adults is also higher in Jamestown, Trinity, Archdale, and Thomasville compared to High Point and Guilford County.

As the population ages, individuals may want or need to work longer to fully fund retirement and/or to make ends meet. Women may be particularly impacted if they are already earning less than men, which could impact retirement savings. Individuals working until later ages could potentially experience “ageism” in job settings. The high and increasing old-age dependency ratio suggests the need for training and education to ensure that women are financially stable as they leave the workforce. In addition, the ratio suggests the need for resources for working-age individuals who are caring for aging family members. This may be particularly important for women, who are often responsible for caring for family members (young and old) whether or not they are in the workforce. Individuals remaining in the workforce longer could present difficulties for younger individuals looking to move into industries but who may find fewer jobs available if the age of retirement increases.



Education, Healthcare, Employment Status, and Occupations

Education and employment opportunities are closely linked. Women with higher levels of education (e.g., at least a Bachelor's degree) are more likely to be employed in full-time jobs, including jobs that offer health care benefits.

Access to health care is an important factor for overall health, wellness, and quality of life. Women with less education often rely

on one or more part-time jobs or lower skill/lower paying jobs for employment, which may not offer adequate health benefits.

Education impacts earning potential.

Women who have less than a high school degree earn only about half of the median income for the city in which they reside. Women

who have at least a Bachelor's degree have median incomes that are higher than the median income in the city in which they reside.

Regardless of education level, evidence consistently shows that women earn less than men.

In Guilford County overall, women earn approximately \$0.80 for every \$1.00 earned by a man.

Gender wage gap remains consistent, regardless of level of educational attainment.

Across the five cities of interest, women earn between \$0.70 and \$0.78 for every dollar a man earns. Given the already existing gender wage gap, women should be encouraged to obtain the highest level of education possible to increase their earning potential. At the same time, women need to carefully consider the costs associated with higher education, the potential earnings after additional education, and the cost-benefit ratio.

The annual income necessary for a family of one adult and two children to afford essential living expenses has increased by about \$10,000 since the 2012 report on women in Guilford County.¹



The two-thirds of women in the county who have not completed a college degree may benefit from access to resources to assist them with completing college education (e.g., understanding the application process, understanding how to apply for benefits, surviving college for non-traditional students, college counseling to complete the process as expediently as possible).

¹ Institute for Women's Policy Research (2012). *Briefing Paper: The Status of Women in Guilford County, North Carolina*. Retrieved from: <https://iwpr.org/publications/the-status-of-women-in-guilford-county-north-carolina/>
(Note: This 2012 report is the last available overview of status of women in the county. The WIM report reflects the current statistics about women's employment and demographic changes.)

Importantly, only married-couple families in Guilford County earn a median income that is above what is necessary to afford essential living expenses.

The median income for non-married parents with children less than 18 years of age (mothers and fathers) is far less than the amount necessary to afford living expenses.

Assuming the necessary income

for a family with one adult and two children is \$51,144, data from Table 4 below suggests that none of the cities in the catchment area have a median income for women that is at, or above, the annual living income standard for the county. On average, a woman in a single income household will have an income that is below the annual living income standard regardless of her educational attainment.

Educational Attainment for Women in Guilford County by City of Interest (2016)

	High Point	Jamestown	Trinity	Archdale	Thomasville
Educational Attainment, age > 25 years (B15002)					
Less than 9th grade	6%	3%	4%	6%	7%
9th to 12th grade, no diploma	8%	3%	11%	10%	8%
High school graduate/equivalency	25%	18%	32%	30%	39%
Some college, no degree	23%	18%	27%	24%	21%
Associate's degree	8%	11%	9%	10%	9%
Bachelor's degree	20%	31%	14%	11%	14%
Graduate or professional degree	9%	16%	3%	9%	3%
Income in the last 12 months below poverty level B17001, B17005)					
	22%	11%	13%	12%	23%
Median Earning in the past 12 months					
	\$27,796	\$41,042	\$27,404	\$31,735	\$24,644
Less than high school graduate	\$13,534	-	-	\$26,208	\$14,181
High school graduate/equivalent	\$21,717	\$14,292	\$25,244	\$29,566	\$21,181
Some college, associate's degree	\$25,971	\$51,111	\$30,139	\$30,037	\$26,133
Bachelor's degree or higher	\$40,297	\$44,458	\$36,111	\$38,482	\$31,250
Graduate or professional degree	\$49,025	\$47,560	\$38,947	\$37,238	\$48,036

Education & Employment



1 in 3 women in Guilford County report having a high school diploma or less education.

1 in 3 report having a Bachelor's degree or higher.

One-third of women have post-high school education but have not completed a college degree.

Fewer than 16% of women have a graduate or professional degree.

59% of women in the county are in the workforce full time.

\$1.00



What women earn, across the five cities of interest, for every dollar a man earns.

Given the already existing gender wage gap, women should be encouraged to obtain the highest level of education possible to increase their earning potential.

At the same time, women need to carefully consider the costs associated with higher education, the potential earnings after additional education, and the cost-benefit ratio.

Many of the more than 50% of women who are unmarried live in single income households and need to focus on earning salaries that are adequate to support an entire household or they are exploring alternative options for making ends meet (e.g., co-housing).

Women Define Success

- Ability to achieve happiness and peace
- Meet basic needs, rather than climbing the economic ladder

Focus group participants included 122 women (ages 20 to 80) from the five communities of interest. Women who participated in the group discussions included a mix of working women and women in leadership positions from each community.

122 Participants

- 20-80 years of age (Avg = 47.8)
- African American/Black: ~34%
- White/Caucasian: ~55%
- Other: ~11%
- Primarily employed in service industries

17 Focus Groups

- GTCC—High Point Campus
- YWCA - Latino Family Center of Greater High Point
- Pinnacle Bank (High Point)
- RCC—Archdale Campus
- GTCC—Jamestown Campus
- High Point Housing Authority
- Leslie's House (High Point)
- Paul Brayton Designs (Archdale)
- Fairgrove Family Resource Center (Thomasville)
- St. Stephen's Church (High Point)

Women see success in their lives as:

- “ I don't [want to] have to worry about the things that I'm struggling with right now; finances, family stuff.... ”
- “ Success means to me is buying my own home. Being a homeowner....when I do that, then [I'll] say, 'I'm a successful woman right now.' ”
- “ achieving some measure of independence where you are not being micromanaged or where you get some respect and can feel good about what you do each day.... ”
- “ to be in a job where you could really kind of nurture the people around you and take those good ideas and do something with them... ”
- “ having a company that is on a good foundation. That I know is stable but growing... ”

Women are driven by a focus on helping others, rather than a focus on self:

- “ My next step, I have an idea for a business. I'm an artist and art has helped me heal. I would like to give back through that to help women, men, and children. ”
- “ I'm an analyst, but my heart lies in nonprofit and helping others so I would go more in that direction than looking for promotion.... ”
- “ I want to go into social work and put children in homes. ”
- “ I would like more growth in my business to give more time to do more outreach. ”



What Did the Research Reveal?

Results

Of the 122 participants we met and heard from, we saw a trend across all focus groups in terms of their feedback. The participants were asked, what is the one thing that would help you (or other women in this community) be successful? Two topics—Education and Mentoring—were noted by over 40% of the women. The topic of education was also mentioned in a number of other ways, such as parenting classes and communication skills training. These two topics were also prioritized by almost 60% of the women—18.5% prioritized Education and 40.5% prioritized Mentoring (the next highest priority was Communication skills, with 7.5% of women endorsing it as a top priority).

Barriers to the “Next Level” Professionally

- Finances
- Fear/Lack of Self Confidence
- Current Role /Work-Life Balance
- Lack of Support

Topics of Discussion

- Definitions for the next level of success – personally & professionally
- Barriers for moving to the next level
- Current leadership roles & challenges of moving into leadership
- Mentorship
- Strategies for increasing success among women in the community

“I would like to be in a position where I can be the person that actually takes the good ideas and does something with them...”

- Focus Group Participant

Themes

- Not planning for the “next step”
- Focusing on others first
- Leadership roles were achieved by others seeing their potential and encouraging them
- Women want mentors but don't know how to make it happen
- Unaware of resources in the community

Factors that helped/ hindered movement to the “next level”

The primary factor influencing women's movement to the next level seemed to be a focus on others rather than self.

The **top 5 occupations for women** in the county revolve around **service**.



Voices of Women in the Community

Unfortunately, women's focus on others sometimes caused them to ignore or neglect their own needs.

- “ *I care for my father. I work seven days a week. I've had physical illnesses....But I can't stop because if I stop, it all falls down....I'm made to fight, but in fighting, I don't fight for myself, I fight for everyone else.* ”
- “ *Being a single mom, because you don't have the other person to depend on, like, if your child was sick...you have to stay home. But, we still have to make it happen and make it happen and make it happen.* ”
- “ *I think we do for others and put ourselves on the back burner, which stops us from moving because it's just our nature to take care of everybody else. Then we're like 'well, I'll get to this for myself'. Sometimes you don't even think about getting to yourself because you're trying to help everybody you see....We always put ourselves on the back burner until we get to the point where....it blocks out whatever our goals were for us to move.* ”

Women felt overwhelmed professionally and personally but often did not ask for, could not afford, or could not identify, assistance:

- “ *...you end up working from home just as much as you do at work.* ”
- “ *I need some help but there's no money to hire somebody else since we're really small....* ”
- “ *My job is 24/7. It never stops... and it's stressful, that's very stressful. Much less spending quality time with the family and my new little grandbaby.* ”
- “ *Delegating is one thing that we probably don't do.* ”



Women noted self-confidence as a factor that has limited movement to the next level:

“*And that self-advocacy also it's a self-confidence issue. Sometimes I'll know the right answer but I won't push it or speak up loudly... Even though I know, 80 percent or 90 percent I'm sure...what if I'm wrong? And then I'll look like a fool because that's a self-confidence issue.*

“*I think my ability to communicate needs work....because I tend to stutter or I get shy...so it keeps me from being able to get to the point where somebody is listening to me.*

Factors that influenced women to move into leadership roles:

“*....that was my dream job and they closed. So I thought, 'I'll start my own nonprofit'.*

“*For points in my life, I would realize when I felt stuck or when I was coming home and I wasn't happy.*

“*I realized that I didn't want to be a waitress for the rest of my life.*

“*....I've stood back for several years waiting for somebody to step up and do the things I felt like our community needed and when those individuals never came about, then I was like 'OK, if not them, then I guess it's me.'*



Voices of Women in the Community

Women's primary path to leadership appeared to be at the behest of others, who noted leadership potential and encouraged or recommended leadership positions:

"...upper management seeing that I was taking action and showing leadership skills elevated me.

"...it takes people coming to you out of a need and you find yourself being that leader because people happen to come to you. It's not sometimes a role you choose.

"There were people along the way who took a personal interest in me and who, if they fell short in the mentor role, at least were kind of guiders and people that I saw... they took the time to get to know what it was that I was hoping to achieve in either that position or my career. They were willing to invest just time in me...showing me aspects of the workplace that did not necessarily fall into the parameters of my box, but knew that there was growth potential there and were willing to take me along on meetings or let me see things in operation that helped advance my own knowledge base.

...I think sometimes it takes somebody telling you, you know you would be good for this role...I had never thought about being anything else than what he gave me my title for...



Women who were not in occupation-related leadership position expressed concerns about moving into leadership due to personal demands.

“*I actually had a higher position and stepped down to what I do now because my desire was for balance....You can do more but, for me, it’s important that my household is successful...*”

“*We already have our responsibilities that we’re trying to do... I’ve become a caregiver for my mother... so I’m taking that on along with everything else. And then trying to keep my head above water. I’ve just got to persevere.*”

“*...you’re already stretched thin with your own personal things in life that you can’t extend yourself to have a dream of opening up a shop and things of that nature.*”



Things women need to get them to the “next level”.

Women identified several potential factors that could influence advancement including education, support, self-confidence, time management, finances, and spiritual health.



Voices of Women in the Community

Women “in the middle” may be the key group of focus for Women in Motion of High Point because these are women who are earning too little to receive necessary services (e.g., adequate childcare, financial assistance for furthering education) that would allow them to take the necessary steps to move to the “next level”.

Identifying opportunities to assist women (e.g., advocating for affordable childcare, supporting opportunities for paid sick leave at all job levels) is critically important for women attempting to move up to a managerial role or take additional course work to increase education.

“*I was a supervisor [for 13 years]. I didn’t think about how successful I really was... And my boss was like, what are you talking about? You supervised over 50 people! You served for 1,000! You have 7 stores!*”

“*The slightest little thing can make us doubt ourselves. The slightest little thing that could go wrong, but we forget about all those other things that we have accomplished....*”

I’d never had a voice that... asked me where I wanted to go and what I wanted to do....



Need help finding direction to identify and achieve desired goals:

- “ I would like to move in another direction in my life but I feel like I don't know exactly where to turn...
- “ People want to change or move to the next level, but the question is how. How can I do this? I think it's important to build confidence and to give people the strategies, the techniques to let them move forward. Because if you don't know what to do, you're kind of in a nebulous area and it's hard to move forward.
- “ Well, I was a mentor to people who wanted to go back to school, to college. And so one of the obstacles, of course, is not knowing how to do that. Knowing that you can't afford the horrible expenses of college these days, but being able to mentor people and lead them to folks who will tell them about all the financial aid that's available. So I think an obstacle is, again, not knowing what to do. How am I going to reach my goal?
- “ I'm overwhelmed. I just opened a small practice...this is new to me...

The impact of great mentoring helps women understand how to get to the next level:

- “ My mentors were people who could give enough and see enough that they knew how to take somebody else and lift them. And then at some point I realized that I need to surround myself with people like this, who build me up rather than tear me down... The mentors were people that somehow saw the potential and they were willing to work with you on that. I never asked them to be a mentor. I can remember along the way about every 10 years a woman who was phenomenal in my life. Usually about 2 or 3 of them who did that. And still do it.
- “ there's so much I don't know about running a company because I've never done it before. And finding resources and the time to learn all that I need to know. It'd be great to have a team around me. I have a team but it'd be great to have a bigger team of people who have expertise in different areas that could take on some of the different aspects of the company. Like accounting and marketing all those different things we have to think about in addition to the services that we provide.

What Mentoring Looks Like

Peer mentoring can help women find their voices and find direction. Women desire assistance with creating and maintaining genuine and deep connections with like-minded women.

“... Coming to a meeting such as this... support from other women... like-minded women who are heading in the same direction that I’m going or have already been there.

I just think connections are important. And, at my age, you know, making friends is a challenge sometimes because I have people I grew up with but I’m not living where I grew up so they’re not people I could hang out with all the time. If you move to a new area, people there tend to have connections and have groups they already hang out with. And if you just, if you don’t have kids of a certain age that you’re involved in those activities and meeting people that way, and my kids are kind of older and beyond that point so I’m not hanging out at the ball park like I used to and... So I think just building friendships is a big part of the quality of life.

“...my circle has diminished to very few because there are only a few who think the same and are goal-oriented and want to progress in life and want to just go ahead and take that chance and just get out there.



We as women need to stick together, motivate each other to the highest point, to the highest level.

Good Mentor Qualities

- Good Listener
- Problem Solver
- Knowledgeable
- Strong
- Trustworthy/Honest
- Approachable/ Non-judgmental
- Experienced/Accomplished
- Caring/Encouraging
- Humble/Down-to-Earth
- Positive/Cheerful/Sense of Humor
- Patient
- Connected

Answer to focus group question:

What is the one thing that would help you
(or other women in this community) be successful?

Topic	Number	Examples
Education	23 (22%)	Job training; educational support; education; business education; informative workshops;
Mentoring	22 (20%)	Encouragement; like-minded goal group; mentoring program; networking; support group; building community; reinforcement
Communication leadership, and self awareness training	12 (10%)	Communication strategies; advocacy training and empowerment; figuring out who we are and who we want to be
Financial support	10 (9%)	Financial support; financing education; emergency fund; money
Healthcare	5 (4.5%)	Access to good healthcare; mental health counseling; mental; health support
Childcare, elder	8 (7.5%)	Quality childcare; parenting skills; parenting/grandparenting classes; classes for caring for aging parents
Transportation	2 (1.8%)	Transportation
Quality housing	2 (1.8%)	Quality housing
Misc (items hard to interpret or very individualized)	25 (25%)	Learn English; legal help; remove red tape; enforce child support; stop misuse of system; trust; driver's license; immigration status; church



Women in Motion members reviewed focus group results at the July 2018 Membership Event and here are some of the research responses.

What surprised you?

- The number of women who participated in focus groups
- The similarities between women in the community and Women in Motion of High Point members
- The number of women who had not thought about what they wanted because of their focus on others

What questions remain?

- What is the access to technology among women who participate in focus groups? How are they utilizing technology?
- How do you measure success and success of Women in Motion?
- Do women know where to find resources in the community? Do business owners know so they can refer employees?

What's next?

- Give women an avenue to meet regularly
- Create a speakers bureau of successful women
- Create a formal mentoring process and develop a mentoring program that covers every decade of life, every stage of development, so that mentors can walk women through steps to reach the next level.
- Financial wellness program

Priorities for activities and fund making:

“Because I really want to connect with human people who really want to move. You can say all day long that we can put things in motion and do things, but if you’re not taking action to do it....”

- focus group participant

Women expressed feelings of isolation and desired to have deep connections with other women.

- Establish regular opportunities for women to meet and connect.
- Identify a speaker and/or discussion topic and a meeting facilitator to guide conversation and to ensure the meeting is useful.
- Identify at least one partner organization with a meeting facility in each city, useful for establishing meeting space and facilitators.
- To establish a group specifically for women in leadership roles in the local business community.
- To provide successful women in leadership roles with opportunities for peer mentoring.

Mentor and Mentee Program

Women expressed a desire for peer mentors and for a formal mentoring program.

Mentoring could take place via one-on-one interactions, group mentoring, or with mentors serving as guest speakers during meetings and events.

Resources

Women supported the idea of developing a resource similar to SCORE, a volunteer network of expert business mentors who provide free support and advice to help “small businesses get off the ground, grow and achieve their goals through education and mentorship”. Several women in focus groups mentioned having received services from SCORE and expressed a desire to receive similar mentorship and support from successful women business owners.

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Women businesses need to contract for services (e.g., marketing, accounting) in ways that would allow them, potentially, to share employees or resources across businesses. In this way, they felt they could create full time jobs (e.g., if several businesses could support part of a salary) and could afford to get the services needed to increase their own businesses.

- A “clearinghouse” listing of resources available to support the needs of women in the community.
- A “clearinghouse” listing of resources available to support the needs of women in the community.
- A “one-stop shop” that would make it easier for women desiring to reach the “next level” to understand what support services were available.
- Offer resources during connection meetings, for mentors to use during mentoring activities, and to supplement training activities.
- Develop a database or identify opportunities for shared resources among women who owned small businesses.
- Small business assistance to allow for growth, address lack of resources to hire additional resources.

Training Series

- | | |
|---|---|
| • College readiness | • “Adulting” (e.g., financial wellness, household repairs, etc) |
| • Workforce development | • Parenting/grandparenting/taking care of aging parents |
| • Emotional intelligence/self-inventory/visioning | |
| • Effective communication | |

Women in focus groups expressed a desire for training in a number of areas including: Curricula and local programs already exist that provide many of these trainings. Partnerships with organizations in the local community that are already providing such trainings could serve as a cost savings and allow Women in Motion of High Point to expand their reach.

- Create an inventory/resource guide of all the current resources and programs that are open to women in the catchment area.
- Make the resource guide publicly available (e.g., on WIM website) as a useful “one-stop shop” for accessing resources.

Conclusion

Women in Motion of High Point has an ambitious goal—to assist women with taking the next step toward personal, economic, and professional success.

- Make a measurable difference in the lives of women in the community.
- Identify strategies for making that difference.



Resources used throughout the Women in Motion Research Report:

iwpr.org/wp-content/uploads/wpallimport/files/iwpr-export/publications/R363-NCGuilford.pdf

www.wsfoundation.org/document.doc?id=315

www.wsfoundation.org/document.doc?id=976

factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF

www.census.gov/newsroom/press-releases/2018/cb18-41-population-projections.html

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http://www.pewresearch.org/fact-tank/2017/09/14/as-u-s-marriage-rate-hovers-at-50-education-gap-in-marital-status-widens/

factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF

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Women *in Motion* of HIGH POINT

2018

RESEARCH REPORT

womeninmotionhp.org

The Women in Motion leadership committee would like to thank the following women who shared their time and talent to help conduct focus groups in the High Point, Archdale, Trinity, Thomasville and Jamestown areas:

Michelle Cole
Dr. CeCe Cugliari
Edith Brady

Susan Harman
Avys Massey
Mary Nifong

Dr. Pamela Palmer
Paula Ward

We also thank the following organizations for hosting focus groups and recruiting participants:

GTCC High Point
GTCC Jamestown
YWCA/Latino Family Center
of Greater - High Point
Pinnacle Financial Partners – High Point
Randolph Community College - Archdale

High Point Housing Authority
West End Ministries – Leslie’s House
Paul Brayton Designs - Archdale
Fairgrove Family Resource Center – Thomasville
St. Stephen’s AME Zion Church – High Point