



Engaging Men to Support Women in Technology, STEM and Life in General

Presentation for NCWIT
May 20, 2014

Michael Kimmel
SUNY Distinguished Professor of Sociology

How Do Men Typically Think About Diversity Efforts

- (1) “Ethical Imperative” – it’s right and fair
- (2) Invite “them” to join “us.”
- (3) “Resistance”
- (4) “Be Nice to the Ladies week”

What’s common: nothing to do with me(n)!

“Be Nice to the Ladies Week”

Example: Inviting “them” to join “us”

Remember Lawrence Summers, 2005?

Summers noted that women remain underrepresented in the upper echelons of academic and professional life—in part, he said, because “many women with young children are unwilling or unable to put in the 80-hour work-weeks needed to succeed in those fields.”

Let's do the math:

168 hours in a week:

- Work 80 hours
- Sleep 7 hours a night 49 hours
- Drive 30 minutes to work each way (5 days) 5 hours
- Shower, dress, exercise, all sanitary events (2 hours/day) 14 hours
- Prepare and eat all meals (1.5 hours/day) 10.5 hours
- One "date" – dinner and a movie, make love 5 hours

TOTAL: 163.5 hours

4.5 hours PER WEEK – 38.5 minutes PER DAY - to watch TV, read, clean the house, and spend time with your children

Obviously we need to do more than invite
“them” to join “us.”

We need to engage men *as men*.

But, gender is largely “invisible” to men.

How can we address the “invisibility” of gender to men?





"Actually, Lou, I think it was more than just my being in the right place at the right time. I think it was my being the right race, the right religion, the right sex, the right socioeconomic group, having the right accent, the right clothes, going to the right schools . . ."

Changes in Working Life

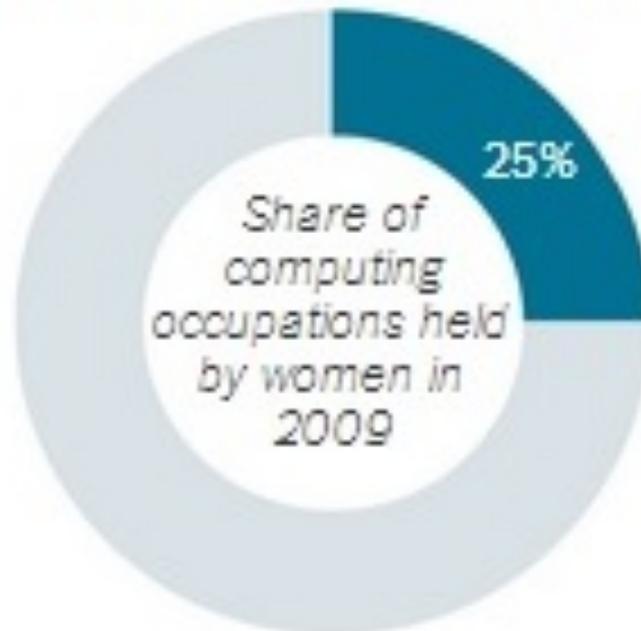
Half the labor force is female

Increasingly, male and female workers expect to be able to balance work and family

(Gen Y entry level workers have same assumptions)

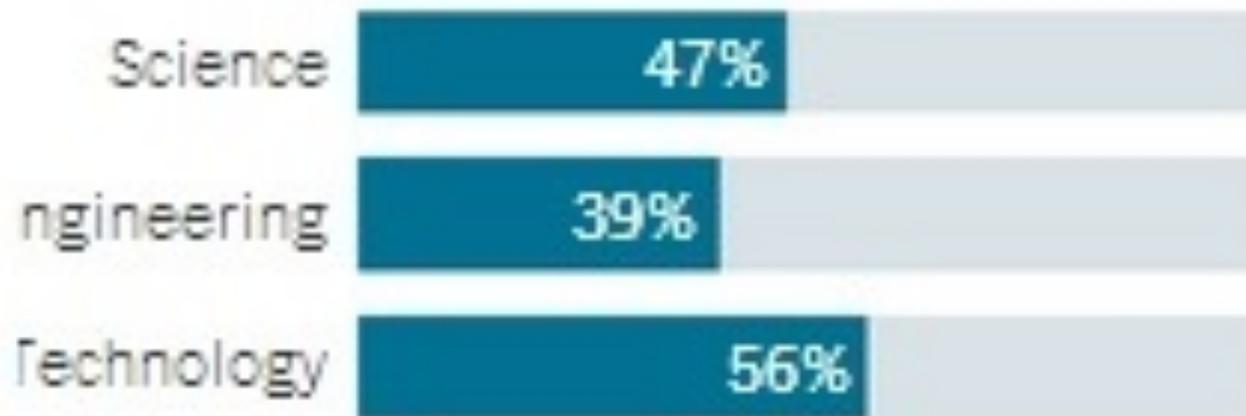
Silicon Valley: Where the Women Aren't

Turning Away From Tech
Women hold only about one-quarter of all
information technology jobs ...



... and nearly half of the women in science, engineering and technology jobs don't stick around ...

Quit rates for women



The Truth About Mars and Venus

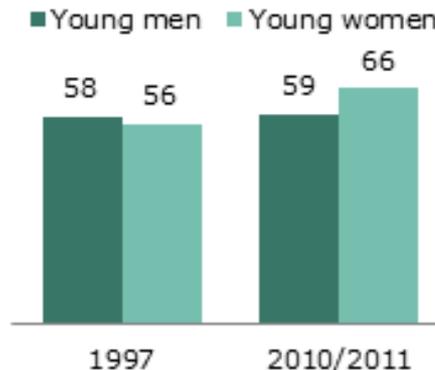
We are not from separate planets

We are all Earthlings!

Similar Career Ambitions

Career Importance, by Gender

% of 18-34-year-olds saying being successful in a high-paying career or profession is "one of the most important things" or "very important" in their lives



Note: "Somewhat important," "Not important" and "Don't know/refused" responses not shown. Based on adults ages 18-34. In 1997, n=188 for women and n=195 for men. In 2010/2011, n=610 for women and n=703 for men.

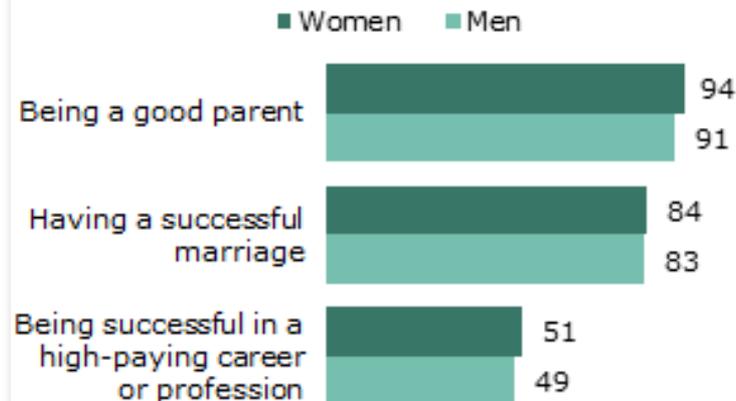
Source: 2010/2011 data combines two Pew Research Center surveys from Dec. 6-19, 2011, and Jan. 14-27, 2010. 1997 data from Washington Post/Kaiser/Harvard Univ. survey, Aug. 14-Sep. 7, 1997.

PEW RESEARCH CENTER

Similar Work-Family Priorities

Marriage and Parenthood Highly Valued for Men and Women

% saying ... is "one of the most important things" or "very important" in their lives



Note: "Somewhat important," "Not important" and "Don't know/refused" responses not shown. Based on 18- to 64-year-old women (n=1,181) and men (n=1,308).

Source: 2010/2011 data combines two Pew Research Center surveys from Dec. 6-19, 2011, and Jan. 14-27, 2010.

PEW RESEARCH CENTER

Gender Equality: The Business Case

Improved Financial Performance

Catalyst (2007) found that companies with more women board directors outperformed those with the least on three financial measures:

- (1) Return on equity (53% higher)
 - (2) Return on invested capital (66% higher)
 - (3) Return on sales (42% higher)
- (replicated in 2011 study)

Improved Financial Performance (2)

Companies with more women in upper management ranks or on board showed better financial performance.

Catalyst (2004) companies with highest representation of women in senior leadership had higher return on equity (35% higher) and total return to shareholders (34% higher).

Improved Financial Performance (3)

McKinsey Company, Women Matter 2007:
“organizational excellence”

- one-third women in senior management was tipping point for significantly higher returns;
- European companies meeting 1/3 target outperformed industry averages for Stoxx Europe 600 on return on equity (10%) and 1.7 times the stock price growth.

Racial Diversity Good for Business Too

Racially diverse workforce is positively associated with more customers, increased sales revenue, greater relative profits, and greater market share.

[Source: Cedric Herring, “Does Diversity Pay: Race, Gender and the Business Case for Diversity” in American Sociological Review, 74(2), April 2009.]

Business Case II: Leveraging Talent

Women outperformed men on numerous leadership competencies (INSEAD, 2009).

Greater gender equality leads to higher productivity, lower turnover, greater job satisfaction, lower absenteeism.

(This is true for men as well as women!)

Business Case III: Innovation

- (1) An increase in women has been linked to a group's effectiveness in solving difficult problems;
- (2) Gender diversity in leadership is connected positively with innovation;
- (3) It patents increase with gender-diverse teams
- (4) The proportion of women directors is linked to reduced conflict and increased broad development efforts

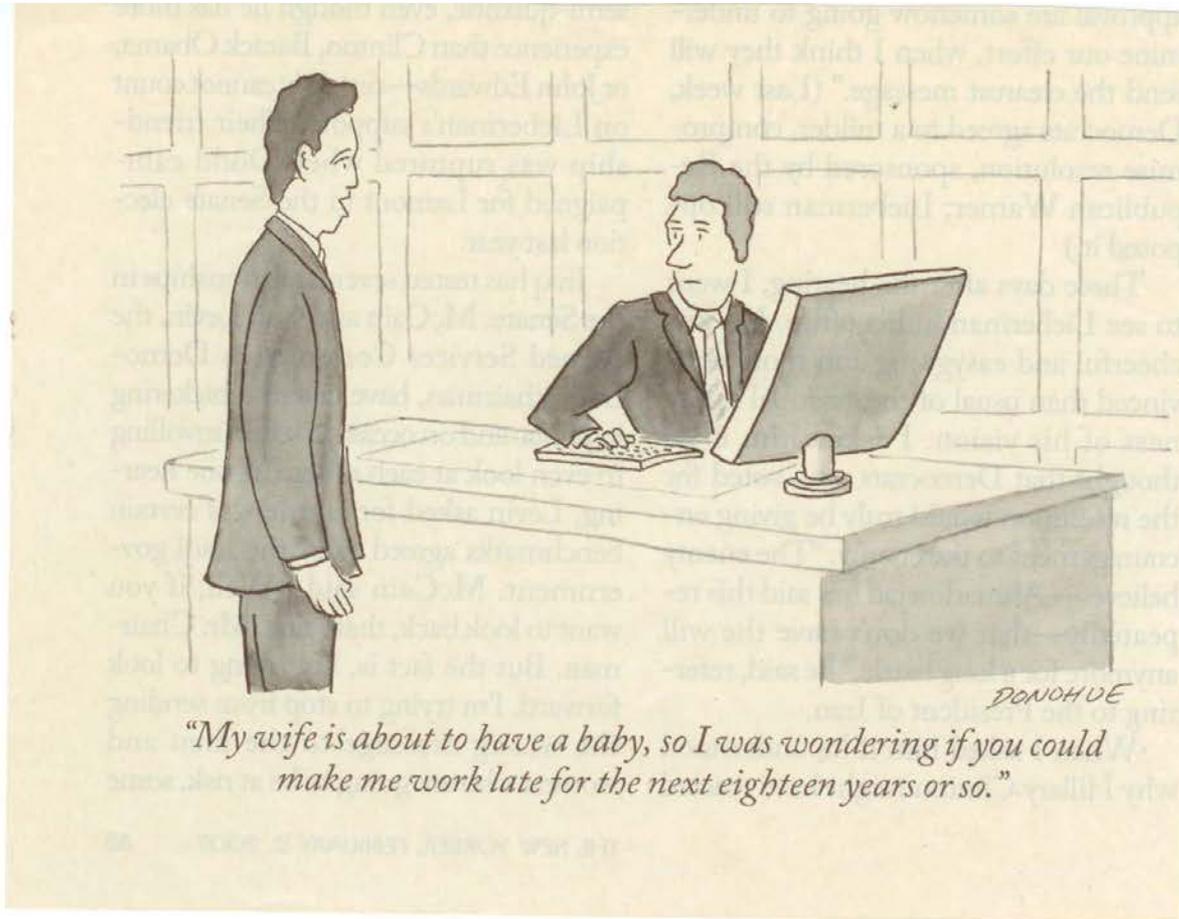
Business Case IV: Reputation

- (1) Gender inclusive leadership is associated with increased corporate social responsibility;
- (2) Mirroring the community can boost productivity, sales, and customer satisfaction;
- (3) Clients are increasingly asking firms about their diversity practices;
- (4) Gender-diverse boards increase reputation;
- (5) Stock prices rose on announcement of appointment of women senior leaders

Why Should Men in STEM Support Gender Equality: Part II

The Personal Case: why gender equality in the workplace is a good thing for women, for children...and for men.

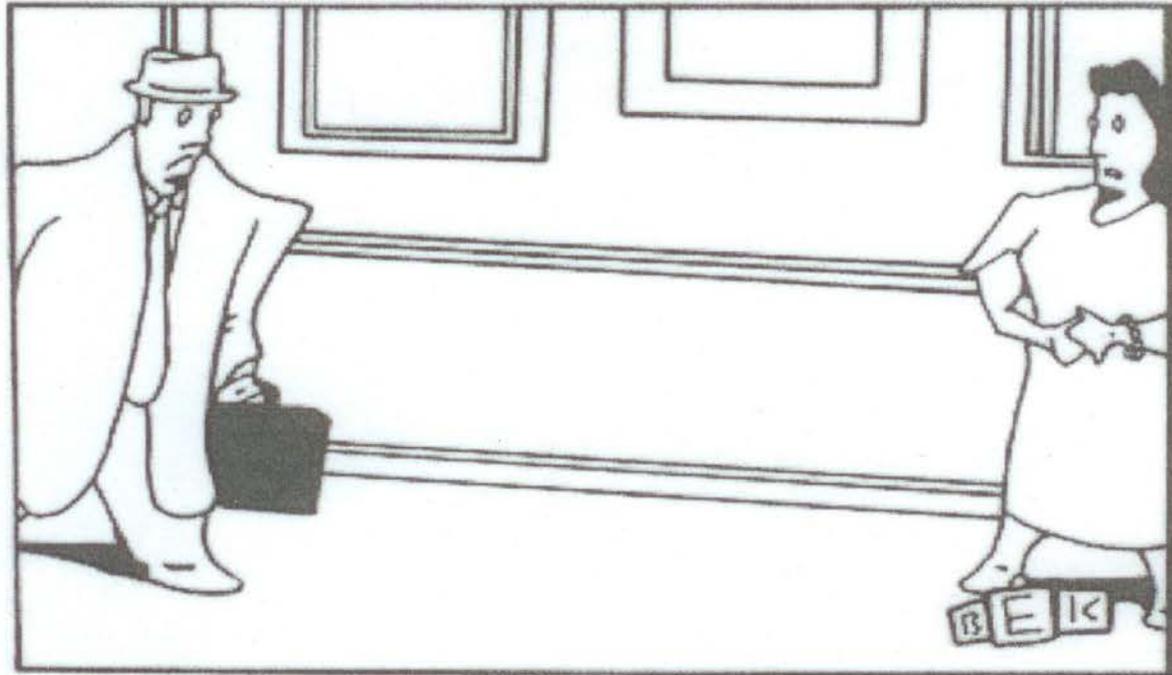
How We Used to Balance Work and Family







"Of course I want to have kids, Claire—just not all the time."



"Look, it's silly for you to come home from work miserable every day. Why don't you just stay there?"

What Else Holds Men Back?

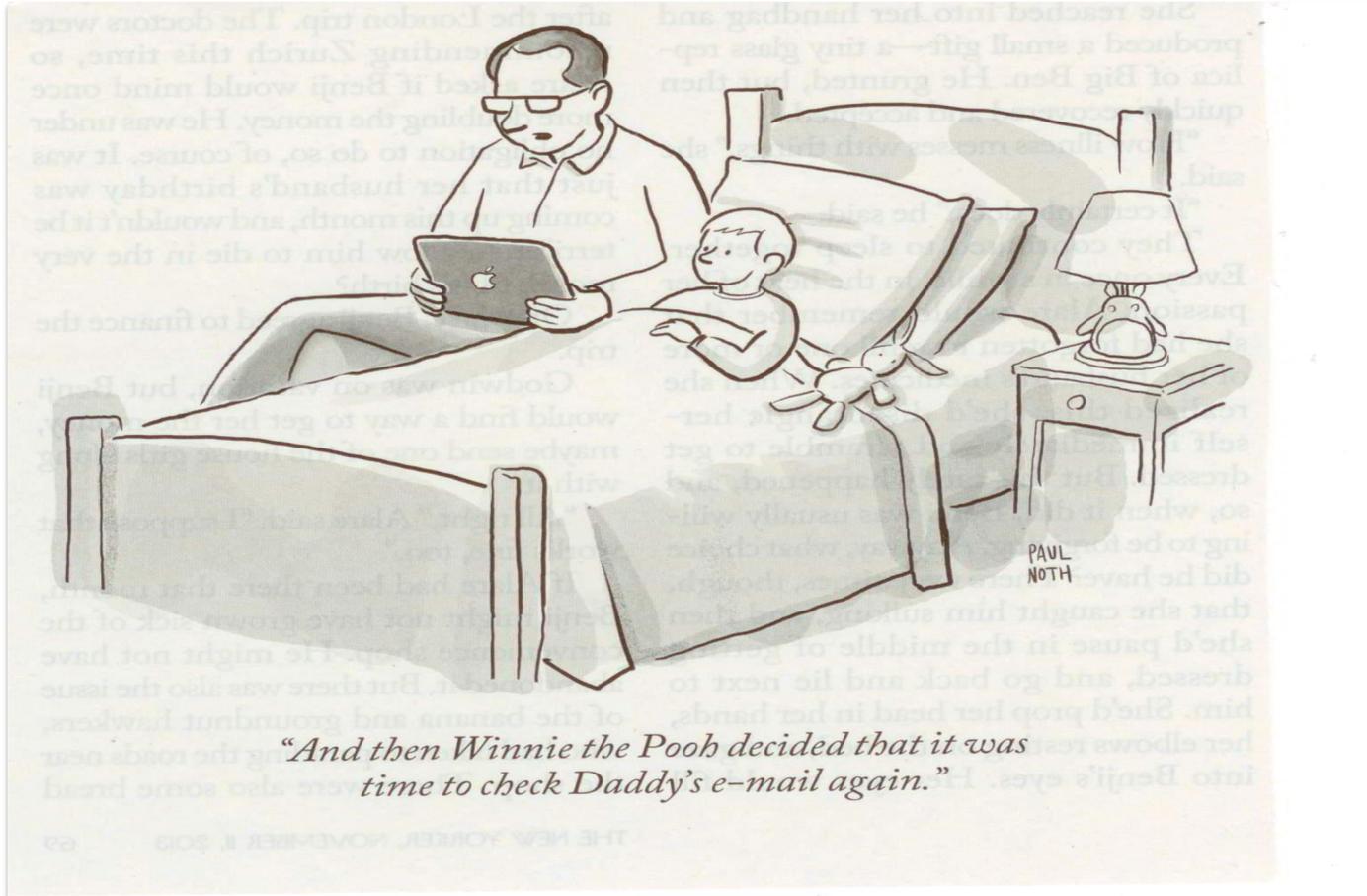


“First of all, Harrington, let me tell you how much we all admire your determination not to choose between job and family.”

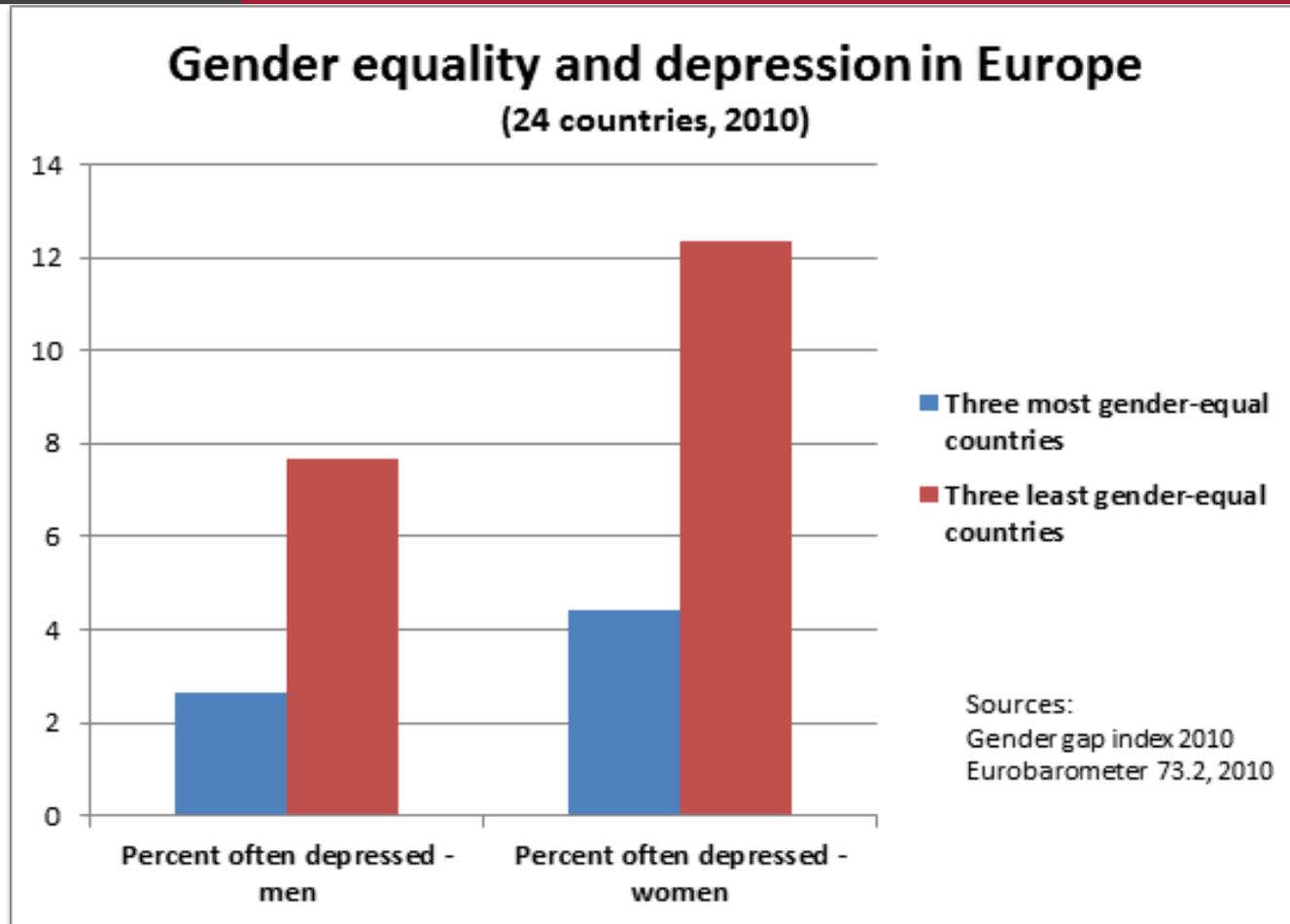


 Center for the Study of Men and Masculinities



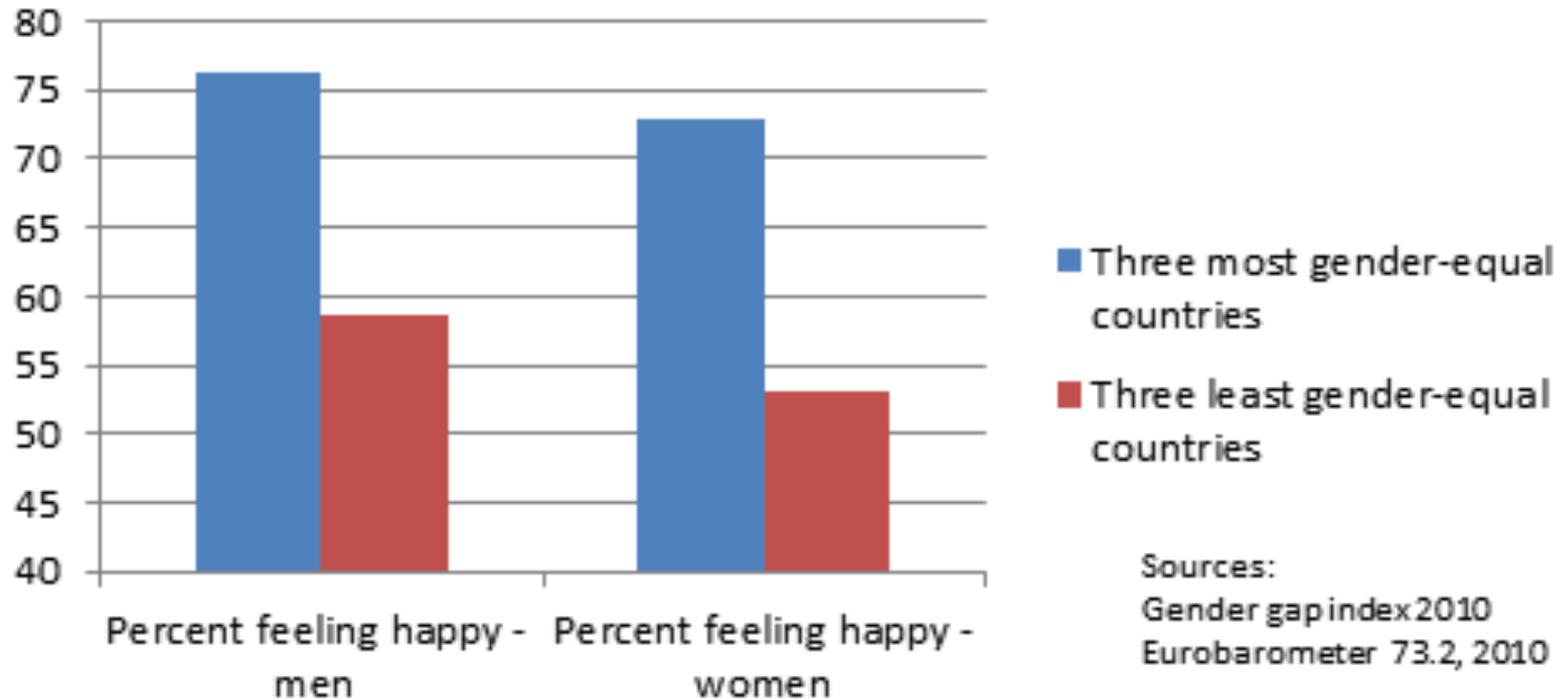


Gender Equality is Good for You!



Gender Equality of Good for You (2)

Gender equality and happiness in Europe
(24 countries, 2010)



Rx

EDITED BY BRIAN GOOD

HEALTH BULLETIN



She loves when you unload. But first finish the laundry.

◀ **HOUSEWORK MAKES HER HORNY** Taking 5 minutes in the evening to take out the trash and load the dishwasher could improve your marriage—and your sex life. In a recent study of 3,500 people, researchers at the University of California, Riverside, found that men who perform the most chores around the house are extremely sexually attractive to their partners and have the best relationships with their children. Helping out teaches children good values. It also makes wives feel loved and more like equals, which increases their interest in sex, says John Gottman, Ph.D.



"Hey, baby, I just dropped the kids off at school, and now I'm going to the grocery store, and then I'm going home and unloading the car—am I making you hot?"



Diversity, Gender and NCWIT

- (1) Diversity is innovation.
- (2) Diversity is about everyone, not just “them” joining “us.”
- (3) Men are stakeholders in the conversation about diversity.
- (4) Gender equality is good for business
- (5) Gender equality is not zero-sum, but win-win.

Engaging Men

- (1) Institutionally challenge the “unencumbered worker” as role model
- (2) Develop support mechanisms for men (reduce “gender policing”)
- (3) Impulses come from the top.
- (4) Remember who we *really* are.

“If we’re going to out-innovate and out-educate the rest of the world, we’ve got to open doors for everyone. We need all hands on deck, and that means clearing hurdles for women and girls as they navigate careers in science, technology, engineering, and math.”

*-- First Lady Michelle Obama,
September 26, 2011*

“One of the things that I really strongly believe in is that we need to have more girls interested in math, science, and engineering. We’ve got half the population that is way underrepresented in those fields and that means that we’ve got a whole bunch of talent ... that is not being encouraged...”

-- President Barack Obama

February 2013

And if we are going to engage those women,

We have to engage men.