



## PULSE: 2020 Jobs and Gender Outlook

The Women's Fund of The Greater Cincinnati Foundation leads our community in ensuring the economic self-sufficiency of women in our region and ignites a shared desire to improve it.



Prepared for  
The Women's Fund of The Greater Cincinnati Foundation

December 2, 2014

# WHY A GENDER LENS ON JOBS?



This report was inspired by the 2020 Jobs Outlook report released in 2012. The Women's Fund, through its work on women's economic self-sufficiency, saw the need to explore the job predictions in the context of gender. A common stumbling block to self-sufficiency that has been raised across the country is the proportion of women in low-wage jobs. Our intent with this report is to shine a light on the fact that, based on current trends, job growth in our region is not likely to result in uniform prosperity for both genders.

If we do not take steps to change these trends we can imagine the picture that will emerge for so many working women – especially single mothers. When women remain in poverty, their families remain in poverty – ultimately impacting educational success, health outcomes and the likelihood of generational poverty.

You will see in this report that women are clustered in low-wage jobs that result in continued reliance on work support programs. Although there will be significant job growth in many of these female-dominated categories, they fall well below the income needed to cover a family's basic needs.

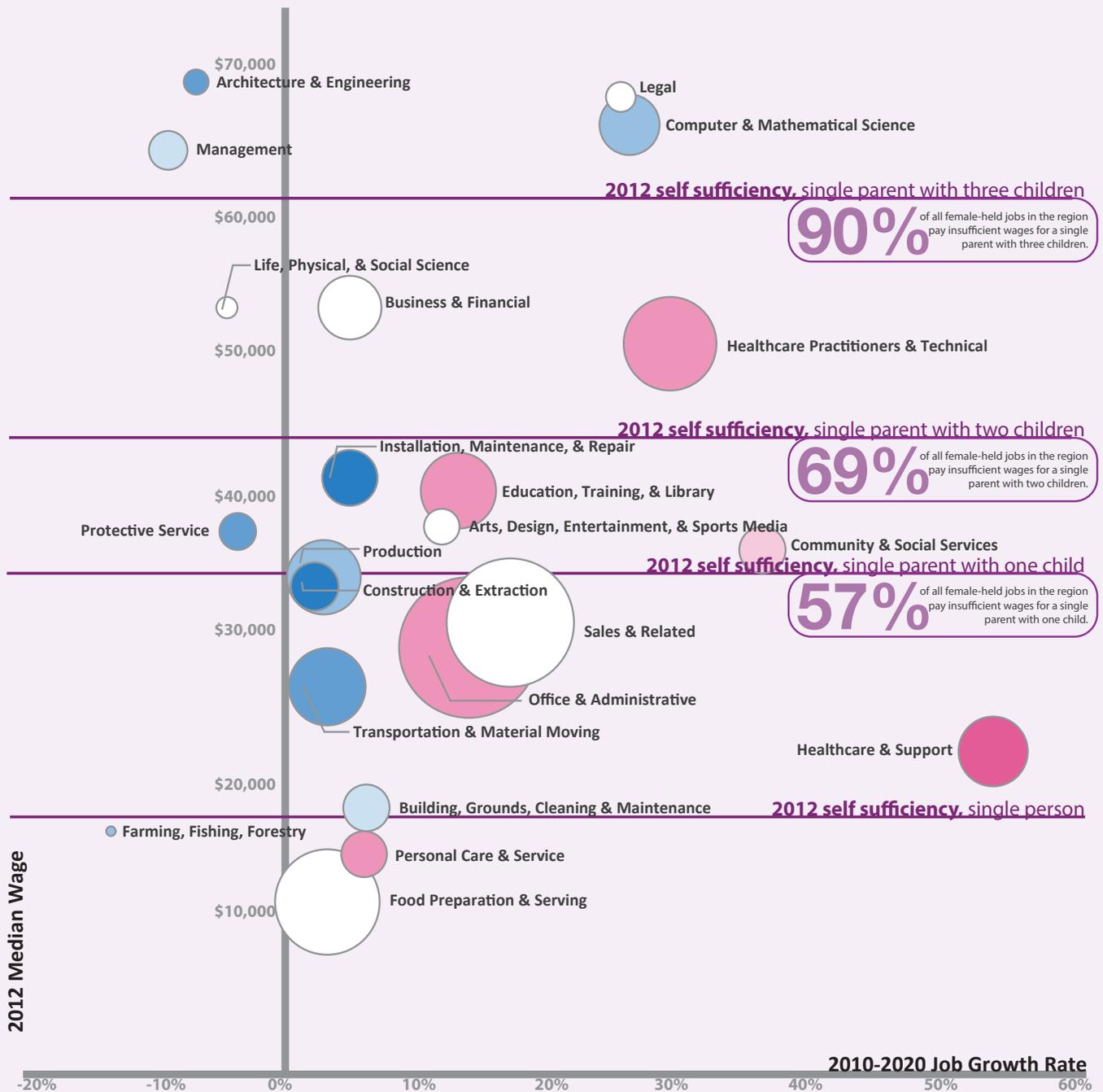
We also intend this report to be a tool to help our community succeed with the key initiative of ensuring that 90% of our workforce is gainfully employed by 2020. To succeed in this goal, we will need to create a significant shift in the current state of women's employment.

***Five of the six occupation groups that currently are the most female-dominated have 2012 median annual wages of \$40,000 or less, which is insufficient to provide the basics for a woman who is the single parent of two children.***

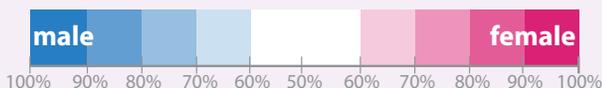
***In 2020, 4 of every 7 women are projected to work in occupations with a median wage that is inadequate to support a woman with one child without public assistance.***



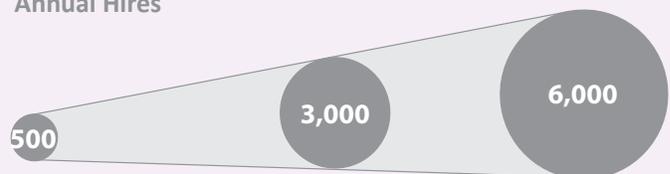
# ANNUAL JOB OPENINGS IN THE CINCINNATI AREA BY OCCUPATIONAL GROUP



Sector Gender Composition



Annual Hires



# RECOMMENDATIONS

Based on the report prepared by the Economics Center, research into best practices from other communities and input from key stakeholders in Greater Cincinnati, The Women's Fund has developed the following recommendations:

## EMPLOYERS

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- In key growth sectors, set recruiting and retention goals for female employees.
- In key growth sectors, set apprenticeship goals for female employees.
- Invest in job coaches, peer mentors and retention support specialists that are embedded within employer companies.
- Revamp messaging in the high-growth livable wage non-traditional sectors to better speak to women and girls and attract them to those sectors.
- Explore the impact of livable wages on employee retention in high-growth, female-dominated fields.

## NONPROFITS

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- Create boot camps in partnership with employers to allow adult women to “try out” those skills and jobs.
- Include a gender lens in workforce training program measurements.
- Increase funding for gender-specific approaches to the recruitment and retention of women in the livable wage, high-growth non-traditional sectors.

## FUNDERS

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- Invest in training programs for case workers and high school counselors to build awareness of the career opportunities and to teach them to reframe messaging and more successfully recruit women and girls to non-traditional workforce opportunities.
- Invest in workforce specialists who are specifically trained and assigned to work on female employment in the livable wage, high-growth non-traditional sectors.
- Invest in testing of innovative messaging and strategies to attract women and girls to non-traditional careers.
- Include a gender lens in workforce training program grant measurements.

## PUBLIC POLICY

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- Invest in skill building programs that will assist in the training and placement of women in the livable wage, high-growth non-traditional sectors.
- Invest in programs that provide women with opportunities to “try out” skills and jobs in the livable wage, high-growth non-traditional sectors.
- Invest in workforce specialists who are specifically trained and assigned to work on female employment in the livable wage, high-growth non-traditional sectors.

# ABOUT THE WOMEN'S FUND

The Women's Fund of The Greater Cincinnati Foundation leads our community in ensuring the economic self-sufficiency of women in our region and ignites a shared desire to improve it.

We believe and research shows that when you empower women the entire community benefits.

## WE LEAD.

Always at the table, The Women's Fund provides a strong voice for women in our community. We listen to the women we serve and bring together decision makers from different sectors so we can solve big community problems faster.

## WE RESEARCH.

The Women's Fund has issued six groundbreaking PULSE studies on the status of women and girls in our community. This research helps us clarify the challenges, educate our leaders and gives us a road map of what issues to tackle first.

## WE INVEST.

We've granted nearly \$1 million to empower women and girls in our eight-county service area.

## ABOUT THE ECONOMICS CENTER

The Research and Consulting division of the Economics Center provides the knowledge building blocks that help clients make better policy and economic development decisions. Our dynamic approach and critical data analysis empowers leaders to respond to changing economic conditions, strengthen local economies, and improve the quality of life for their communities.

Economics Center Director: Julie Heath, PhD  
Director of Research: Michael Jones, PhD  
Senior Research Associate: Jeff Rexhausen

## SOURCES

*2020 Jobs Outlook: A regional indicators report* (Center for Economic Analysis and Development at Northern Kentucky University and the Institute for Policy Research at the University of Cincinnati)

Bureau of Labor Statistics, US Dept. of Labor  
2010-2013 Occupational Employment and Wage Estimates  
2010-2013 Current Population Survey  
2013 Quarterly Census of Employment and Wages  
2020 Employment Projections

Census Bureau, US Department of Commerce  
2012 American Community Survey  
2010 Census Summary Files

*The Self-Sufficiency Standard for Ohio*, 2013 by the Ohio Association of Community Action Agencies, the Center for Women's Welfare and the University of Washington School of Social Work.

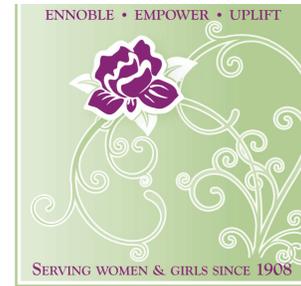
# SPECIAL THANK YOU

We appreciate the leadership of our great community partners that collaborated on the initial 2020 Jobs Outlook report: Partners for a Competitive Workforce, Agenda 360, Vision 2015, and the Strive Partnership.

Thank you to United Way for their collaboration and input on recommendations that will support the Income Bold Goals.

## FUNDING

This report would not be possible without the generous leadership support of the Charlotte R. Schmidlapp Fund, Fifth Third Bank, Trustee.



THE CHARLOTTE R. SCHIDLAPP FUND  
Fifth Third Bank, Trustee

**The Women's Fund PULSE: 2020 Jobs and Gender Outlook** report can be downloaded at [www.cincinnatiwomensfund.org](http://www.cincinnatiwomensfund.org).

For more information or to have The Women's Fund present this information to your group, contact us at 513.768.6119 or [linderb@gcfdn.org](mailto:linderb@gcfdn.org).

Thank you to The Greater Cincinnati Foundation, the home of The Women's Fund for nearly 20 years. GCF has been a partner, a funder and a champion of our work. They continue to be an ambassador for the solutions in our community that help women reach economic self-sufficiency and ensure that all families in Greater Cincinnati thrive.



## SEASON SPONSOR

Thank you to Johnson Investment Counsel, Season Sponsor of The Women's Fund.





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