

Reimagining Wake Invests In Women

Update & Transition Discussion

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Agenda

- Recap WIIW history & importance to Wake County
- Current impact of initiative
- Reimagining for the future



Why this matters to Wake County

- Developing a diverse workforce strengthens the economic progress of the county
- Increases career mobility and reduces the opportunity gap for Wake County residents
- Strengthens the pipeline of diverse talent available to the growing metropolitan area
- Better able to retain STEM talent who graduate from great educational institutions in the metropolitan area
- Increases economic stability of the geographic area



Wake Invests in Women

The mission of Wake Invests in Women (WIIW) is to close the gender wage gap in Wake County

Wage Parity

Close the gap in occupational wages between males and females.

Career Advancement

Increase the proportion of females moving through the management pipeline.

Representation

Increase the proportion of females in high-demand, high-wage fields in Wake County.

Wake Invests in Women (WIIW) History

- **2016-2017**
 - Wake County Women's Commission Task force and Report
- **2018-2019:**
 - WIIW Steering Committee Formed
 - Director hired
 - Additional Research - widest wage gaps in STEM fields and among women of color.
- **2020-2021:**
 - WIIW Strategic Plan developed and launched
 - Expand outreach and awareness – Women's Leadership Conference, Triangle Women in Stem, etc.
 - Wake Invests in Women Challenge Launched

Wake Invests in Women (WIIW) History

- **2022-2023**

- Career Guides Mentoring Program Launched
- Gender gaps survey launched (low participation)
- WIIW Challenge Networking Events Launched (Virtual then live)
- WIIW Program Coordinator hired

- **2024-2025:**

- Collective Conversations Series Events Launched
- Industry champions recruited for Career Guides Mentoring program
- Future:
 - Expand employer partnerships
 - Hire new Director
 - Strategic Planning

WIIW Current Impact

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- **Employer Partners** more than doubled:
15 (2023) to 30+ (2024)
 - **Expanded Community Presence and Engagement**
Robust network with state and local government, industry, education and non-profits through programming, events, social media, website
 - **Career Guides Mentor Program** thriving
Connected nearly 200 Wake Tech students with industry professionals across Wake County and the Triangle since inception
 - **Secured additional funding** through strategic sponsorships (\$5k) and donations (\$3K)



Reimagining for the Future

Reimagining for the Future



- Reflect on impact and evolution after 5 years
- Desire to create sustainability and program alignment
- Transition to Wake County's Office of DEI

Next Steps

- Complete reimagining efforts with Wake Tech & Steering Committee to support successful transition
- Execute MOU with Wake Tech to align new responsibilities
- Realign DEI and Wake Tech budgets related to WIIW operations
- Begin advertising for WIIW position





Questions?



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