

CHALLENGE



WAKE Invests in
WOMEN

WIIW
CHALLENGE

WHAT IS THE WIIW CHALLENGE?

An employer collective
dedicated to closing
gender wage &
representation gaps in
Wake County & the RTP

- Tight Labor Market
- Changing Workforce Needs
Unfilled high demand positions
- Great Resignation
- Talent Drain
- Burnout
- Attracting Talent



- Engaged Collective of Employers
- Impactful Best Practices & Resource Tools
- Wake County/Triangle Labor Market Data
- Benchmarking
- Support Resources



WIIW Challenge Components & Supports



RESOURCE TOOLS

Internal Equity Scorecard
Area Labor Market Data
Best Practices Database



GENDER EQUITY SURVEY

Mercer (3rd party vendor)
Disseminates, Analyzes, &
Distributes aggregate report



COLLABORATION SPACE SESSIONS

Bi-Monthly sessions to
engage with Content
Experts to discuss best
practices & challenges



RECOGNITION CELEBRATION

Annual event to highlight &
celebrate





Examine

- Equity Scorecard
- ★ Self-Assessment



Contribute

- Annual Gender Equity Survey



- Engage Collaboration Space Sessions



WIIW CHALLENGE

Annual Cycle

1

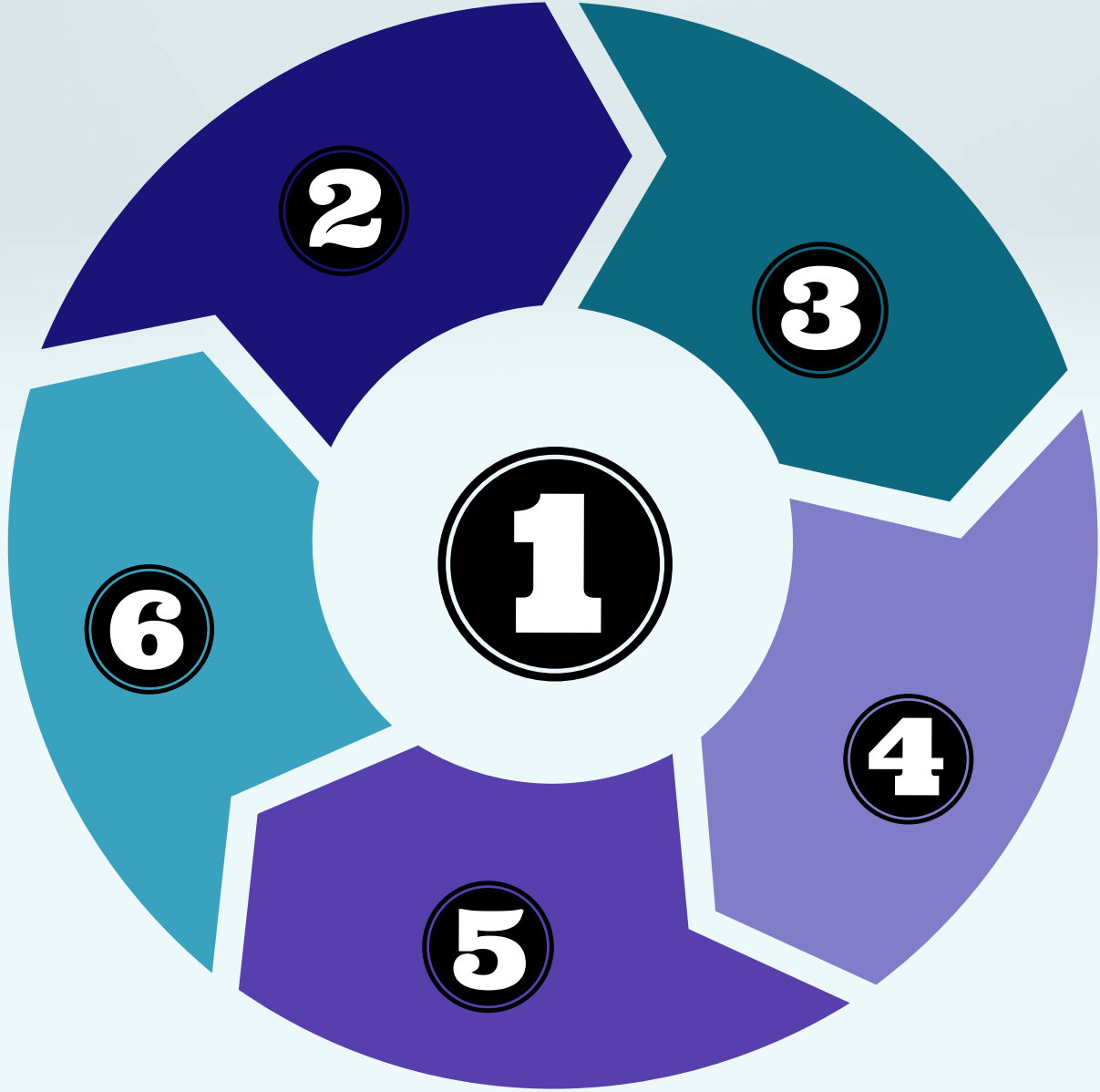
Recruitment
Ongoing Targeted
Outreach & Enrollment

2

Collaboration Spaces
Bi-Monthly Working
Group Sessions

3

Resource Tools
Equity Scorecard,
Labor Market Data,
Best Practices



Gender Equity Survey
Annual Survey in Q4
Equity Scorecard Tool for Survey

4

Gender Equity Report
Survey Results &
Recommendations

5

Recognition
Showcase Participating
Employer Successes
Open Enrollment

6

WIIW Challenge 2022 Employers

Enrollment Still Open

Atsena Therapeutics	Hire Strategies	Participate Learning	Samet Corporation	Wake County
Citrix	NC Department of Commerce	Pendo	SEPI, Inc	Wake Technical Community College
CT Wilson Construction	NC Department of Transportation	RTI, International	Stewart	Wolfspeed

THANK YOU