

NCWBA 2013 Summit
August 9, 2013
Gender Equity – Moving the Bar Forward
San Francisco, California

Group on Gender Equity in Society, Cynthia Hall Ouzts, SCWLA, Moderator

Project

An **Equal Pay Day Luncheon** similar to the one organized by the Lawyers Club, a San Diego association of women lawyers, would be sponsored by the local women's bar association, with the primary purpose of educating the business community of the financial advantages (as well as the law) of gender equity in the work place. The luncheon would promote the **Pay Equity Pledge (PEP Program)** and the materials would be distributed to not only local and state businesses but also state and local government agencies and the state bar association. The **PEP Program** would be a pledge to review company employment practices to address and correct pay and promotion opportunity disparities within the workplace. The pledge would include specific goals and measurements for success. A certification from the local women's bar association would be bestowed on those businesses, law firms and governmental agencies that comply with the pledge, and those participants who receive the certification would have their names appear on the women's bar association's website.

Audience

The target group for the luncheon would be the American Association of Corporate Counsel, associations of government attorneys, local and state Chambers of Commerce, and major businesses, including law firms.

Sales pitch to obtain buy in

The buying power of women would be emphasized, along with the improved morale and employee retention that equal pay and opportunity brings. A nationally recognized speaker would present a broad overview, supported by statistics and the status of the law, and CLE credit would be offered.

Resources

In addition to charging a small fee to help cover the cost of lunch, money would be raised through sponsorships from law firms and other women's professional organizations.

Obstacles

Reviving an issue that much of the business and professional community believes has been resolved and creating excitement over it would be obstacles to overcome. The luncheon speaker must be someone credible to all sides of the discussion in order to get audience attention and thus, may be expensive. Crafting a way to measure success of the **PEP Program** within a company or law firm may be difficult without help from Human Resource professionals.

Similar programs for guidance

Since this program requires documentation of steps taken to address gender equity issues, possible models are “green” initiatives like LEED Certification.

Publicity

The sponsoring association would use social media, bar associations, chambers of commerce, and other women’s professional associations to publicize the event.