



**Creating Leaders.
Together.**

WICT CELEBRATING 30 YEARS



NEWS

December 7, 2009

WICT Contact: **Mary Busby**
WICT
P: 703.234.9812
mbusby@wict.org

2009 WICT PAR INITIATIVE SURVEY KEY FINDINGS

Pay Equity: Fifty three percent of WICT PAR participants reported formal pay equity standards and of those, 33.3% have “good” pay equity policies. As the industry continues to push pay equity procedures forward, it redefines the qualifying requirements for a “good” rating, now defined by companies that conduct pay audits more than annually, have multiple layers of review and accountability for pay decisions and provide managers coaching to ensure consistent application of pay policies.

Advancement Opportunities: Mid-career operating experience is frequently cited as the key developmental advantage that prepares female employees for ongoing career advancement. Cable employers continued to offer a variety of opportunities for women to interface with project launches, new product development, acquisition teams and regional expansions. Mentoring and lateral rotation programs gained momentum.

Resources for Work/Life Support: Flextime is available at 83.9% of PAR participants, representing the second-highest recorded rate in PAR’s history, and telecommuting is available at 67.7%. WICT PAR employers shifted their health and wellness focus from on-site fitness facilities to on-site health maintenance services in line with employers’ missions to foster daily health, as measured by biometrics, management of chronic conditions and healthy habits.

-MORE-

Women of Color: In 2009, there were five WICT PAR Initiative categories that resulted in the highest reported proportion of Women of Color among industry employees: as a proportion of All Cable Industry employees (15.6%), of Entry Level employees (20.8%), of Corporate/Headquarter Technology employees (11.0%), of Business to Business customer and technical support staff (16.8%) and of Operator Call Center Managers (26.2%).

Women in Operator Call Centers: Women comprise 58.7% of Operator Call Center employees, a decline of .95 percentage points from 2008, and 56.2% of Call Center Managers, a .5% increase from last year. 100% of Operators offer full-time telecommuting options for call center representatives. Cable Operators report that women represent 44.3% of Business to Business operations staff, up from 36.4% just one year ago.

Women in Technology: Women comprised 22.4% of technology employees compared to 15.1% in 2008. While new media continues to present significant opportunities for women, there was a slight decrease in the percent of women in new media roles during 2009. Women of Color comprised 8.5% of all employees in technology, an increase of 3.0% from 2008. Women IT engineers and project directors declined from 27.9% in 2008 to 19.4% this year.

###