

IOWA WOMEN IN LEADERSHIP: POLICIES, PRACTICES, AND STATISTICS

OCTOBER 2014

A Collaborative Study by:

Iowa Women Lead Change (IWLC)

Nexus Executive Women's Alliance

Carrie Chapman Catt Center for Women and Politics,
Iowa State University

Tippie College of Business, University of Iowa



IOWA STATE UNIVERSITY
Carrie Chapman Catt Center
for Women and Politics



OVERVIEW

OBJECTIVES:

This study has two primary objectives:

- Quantify the percentage of women in leadership roles in Iowa's publicly traded, private for-profit, non-profit, and governmental organizations. This objective has been the focus of our work thus far in 2014.
- Identify policies and practices that help move women into leadership roles and support them in their development as leaders. This objective will be the focus of our work in fall 2014-spring 2015

This report provides a preliminary overview of the results pertaining to the first objective, quantifying the percentage of women in leadership roles in Iowa. We will be conducting an in-depth survey to gather data pertaining to the second objective.

STAGE 1 METHODOLOGY:

To estimate the percentage of women in leadership roles in Iowa's public, private for-profit, and non-profit organizations, we used the U. S. Businesses database from ReferenceUSA. This database provides the management directory for organizations located in Iowa along with a list of members of the Board of Directors for publically traded companies. The management directory typically includes leaders at the upper levels of organizations, including executives and directors. This does not reflect all individuals in managerial roles throughout the organization, but it does provide an indication of the individuals in central management roles.

We tabulated the percentage of women in management and director roles for all publicly traded organizations. We also tabulated the percentage of women in management roles for private for-profit organizations with 20 or more employees and non-profit organizations with 20 or more employees.

For comparison, we also report the percentage of women who hold elected public office in Iowa at the local, county, state, and federal level as well as women who serve on state, county, and municipal boards and commissions. This information was provided by the Carrie Chapman Catt Center for Women and Politics at Iowa State University.

QUESTIONS:

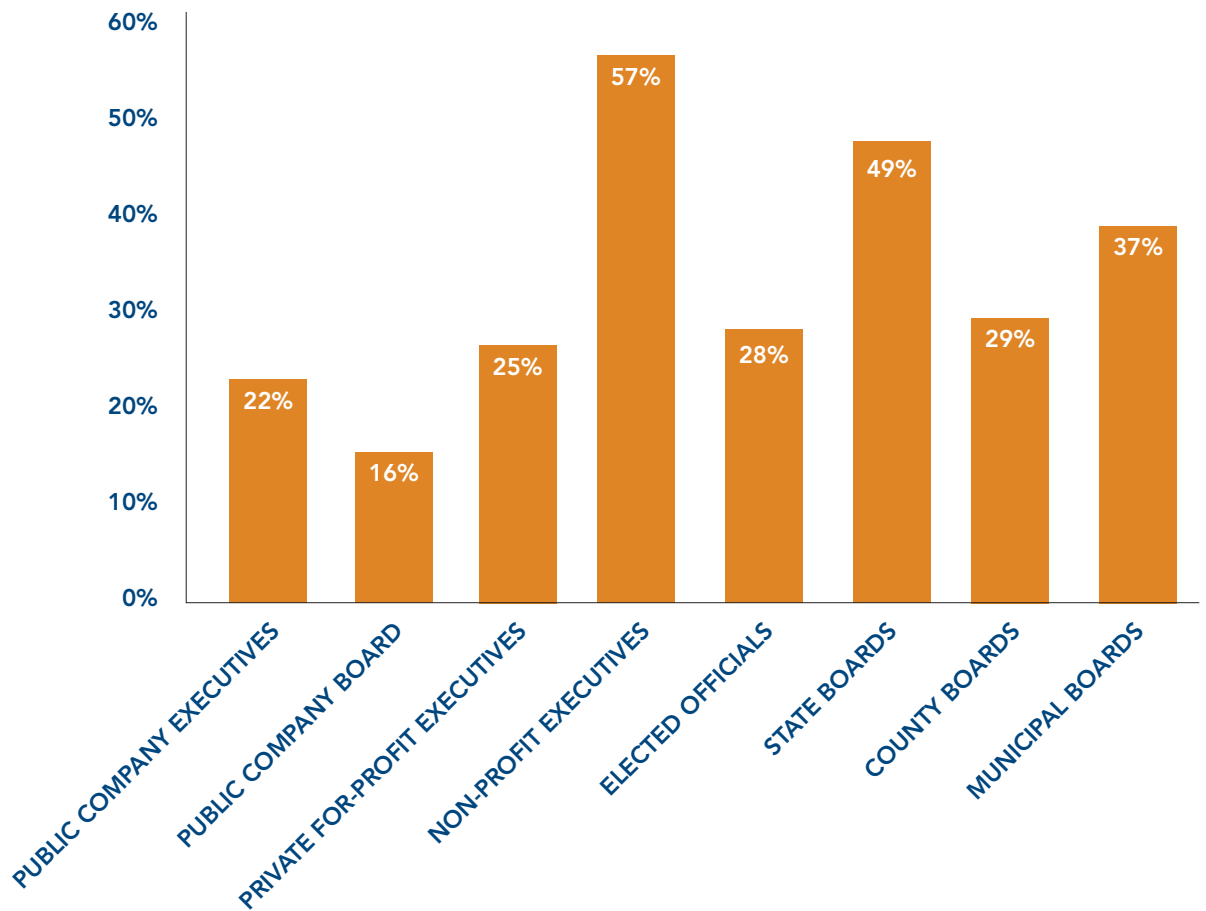
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IOWA WOMEN IN LEADERSHIP – AN OVERVIEW

The percentage of women in leadership roles varies significantly across contexts. While over 50% of the 2,512 executives in non-profit organizations are women, this number drops to 25% for private for-profit companies and 22% for publicly traded companies. Only 16% of board members listed by public companies are women. In government, women comprise an average of 28% of local, county, state, and federal elected officials; 49% of state board members; 29% of county board members; and 37% of municipal board members.

PERCENTAGE OF WOMEN IN LEADERSHIP ROLES

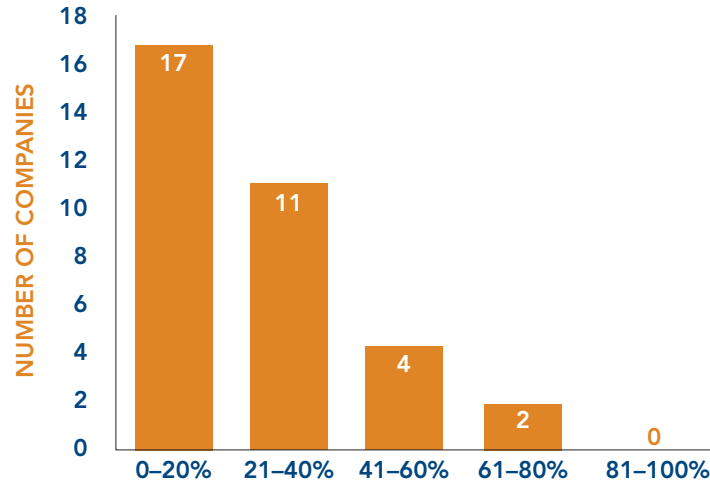


PUBLICLY TRADED COMPANIES IN IOWA (N = 34)

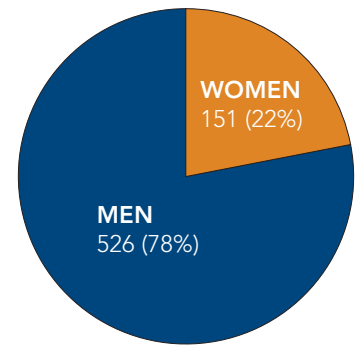
EXECUTIVES

Of the executives listed by 34 publicly traded companies, 22% (151/677) were women. Only 6 of the 34 companies had greater than 40% female executives listed in their management directory. Half (17/34) companies had 20% or fewer female executives.

PERCENTAGE OF FEMALE EXECUTIVES BY COMPANY



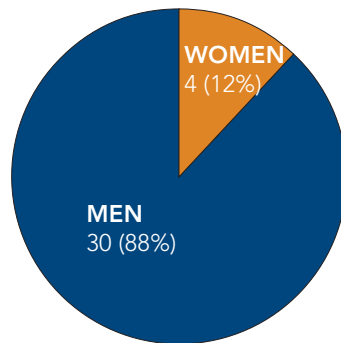
EXECUTIVES



CHIEF EXECUTIVES

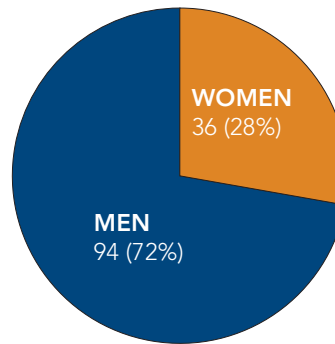
Of the chief executives listed by the 34 publicly traded companies, 12% (4/34) were women. This had a slight impact on the number of women in other executive roles. In the 4 companies led by women, 28% (36/130) of executives listed in the management director were women. In the 30 companies led by men, only 21% (115/547) of executives were women.

CHIEF EXECUTIVES

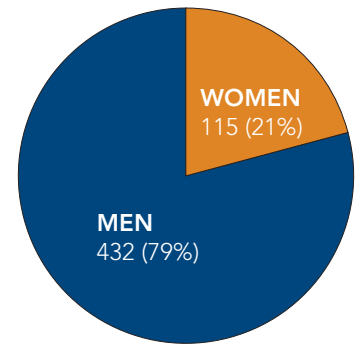


PERCENTAGE OF FEMALE EXECUTIVES

COMPANIES LED BY WOMEN (N = 4)



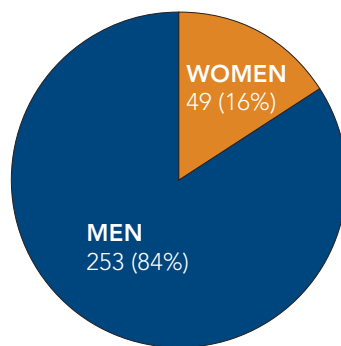
COMPANIES LED BY MEN (N = 30)



BOARD MEMBERS

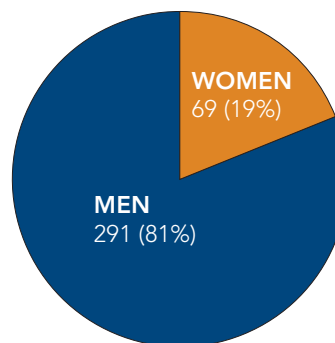
Thirty-one publicly traded companies reported members of their Board of Directors. Of these, 16% (49/302) were women. Companies with 21-40% female board members had a higher percentage of female executives than companies with 0-20% female board members.

BOARD MEMBERS

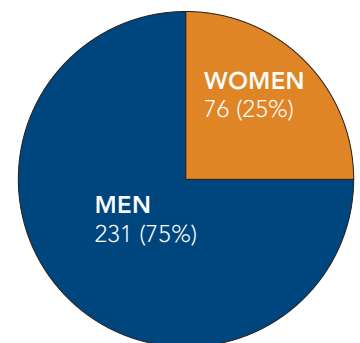


PERCENTAGE OF FEMALE EXECUTIVES

EXECUTIVES IN COMPANIES WITH 0-20% FEMALE BOARD MEMBERS (N = 21)



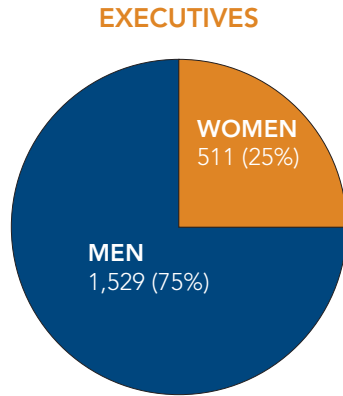
EXECUTIVES IN COMPANIES WITH 21-40% FEMALE BOARD MEMBERS (N = 10)



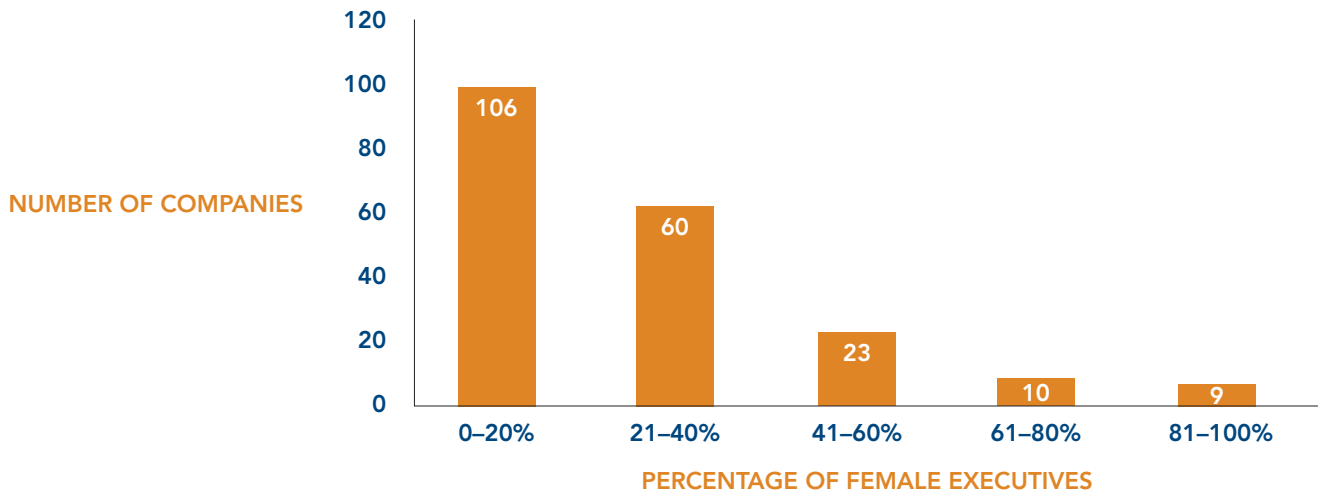
PRIVATE, FOR-PROFIT COMPANIES IN IOWA (N = 208)

EXECUTIVES

This section reports the percentage of women listed in the management directory of the 208 private, for-profit companies in Iowa with 20 or more employees. Across these companies, 25% (511/2040) of the executives were women. Just over 50% (106/208) of these companies had 20% or fewer female executives.



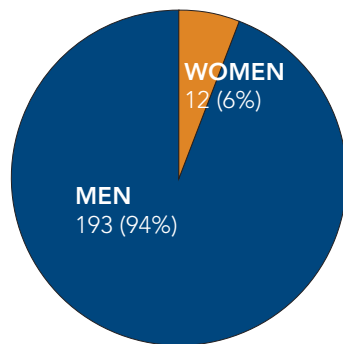
PERCENTAGE OF FEMALE EXECUTIVES BY COMPANY



CHIEF EXECUTIVES

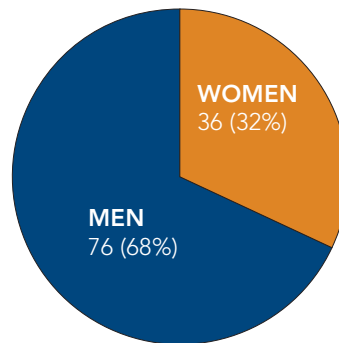
A chief executive was reported by 205 of the private, for-profit companies. Of these, 6% (12/205) were women. This had an impact on the number of women in other executive roles. In the 12 companies led by women, 32% (36/112) of executives listed in the management directory were women. In the 193 companies led by men, only 24% (471/1924) of executives were women.

CHIEF EXECUTIVES

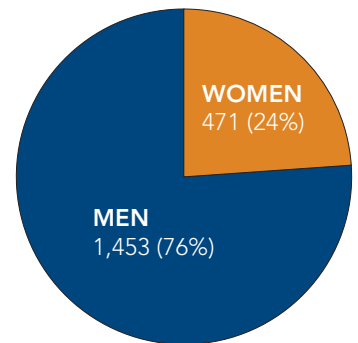


PERCENTAGE OF FEMALE EXECUTIVES

COMPANIES LED BY WOMEN (N = 12)



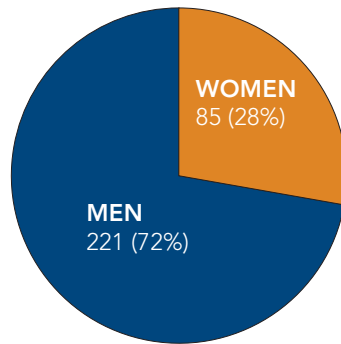
COMPANIES LED BY MEN (N = 193)



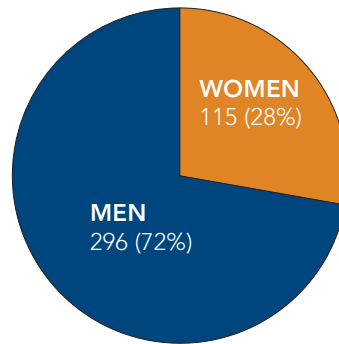
EXECUTIVES BY COMPANY SIZE

Larger companies (200+ employees) have fewer female executives than smaller companies.

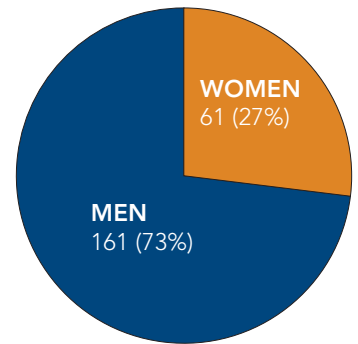
0-25 EMPLOYEES



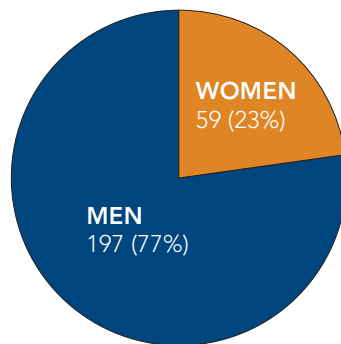
26-50 EMPLOYEES



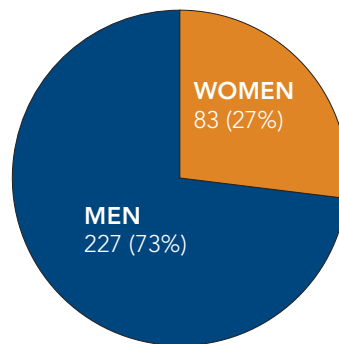
51-75 EMPLOYEES



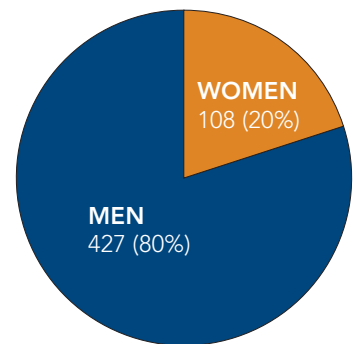
76-100 EMPLOYEES



101-200 EMPLOYEES



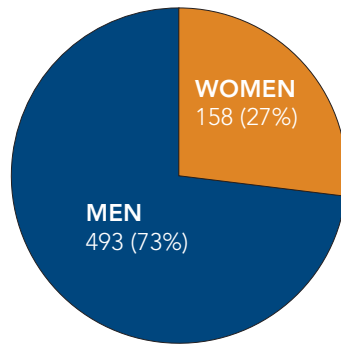
200+ EMPLOYEES



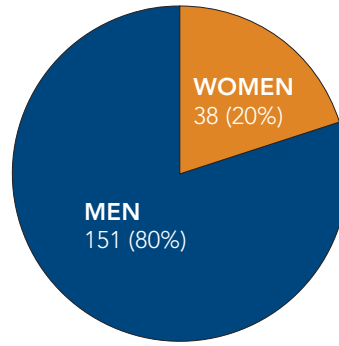
EXECUTIVES BY INDUSTRY

Of the industries represented, the percentage of female executives was highest for attorneys (44%), holding companies (33%), and banks/loans (31%).

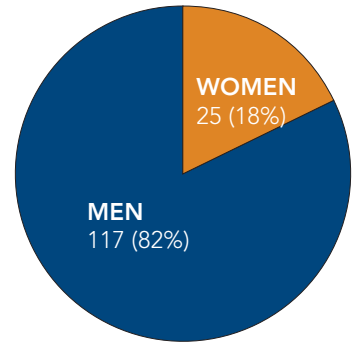
MANUFACTURING (N = 49)



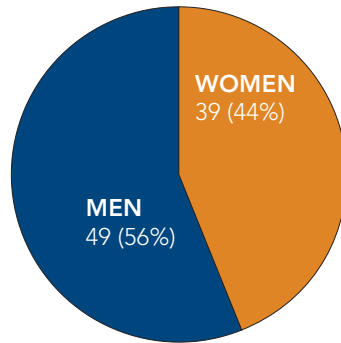
WHOLESALE (N = 17)



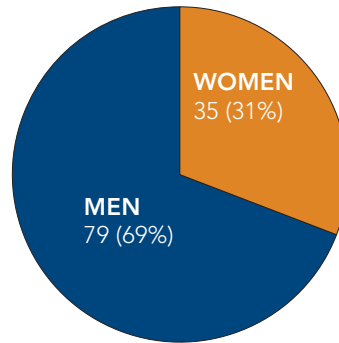
CONTRACTORS (N = 14)



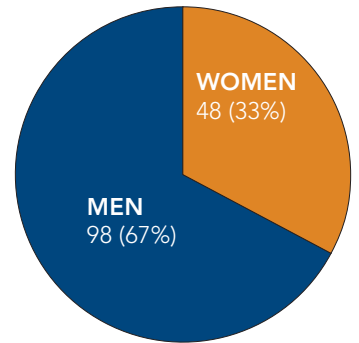
ATTORNEYS (N = 13)



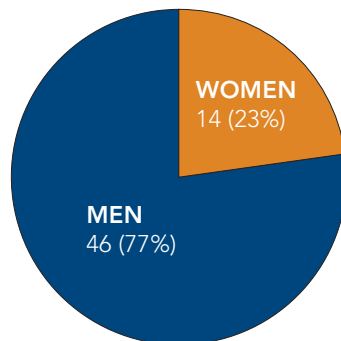
BANKS/LOANS (N = 16)



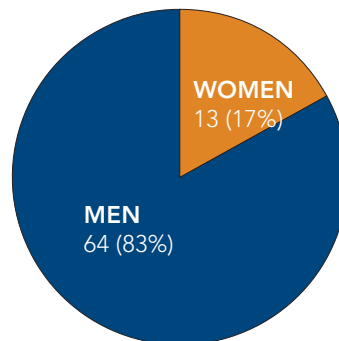
HOLDING COMPANIES (N=22)



INSURANCE (N = 7)



TRUCKING (N = 7)

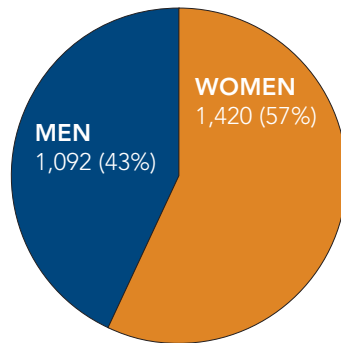


NON-PROFIT ORGANIZATIONS IN IOWA (N = 881)

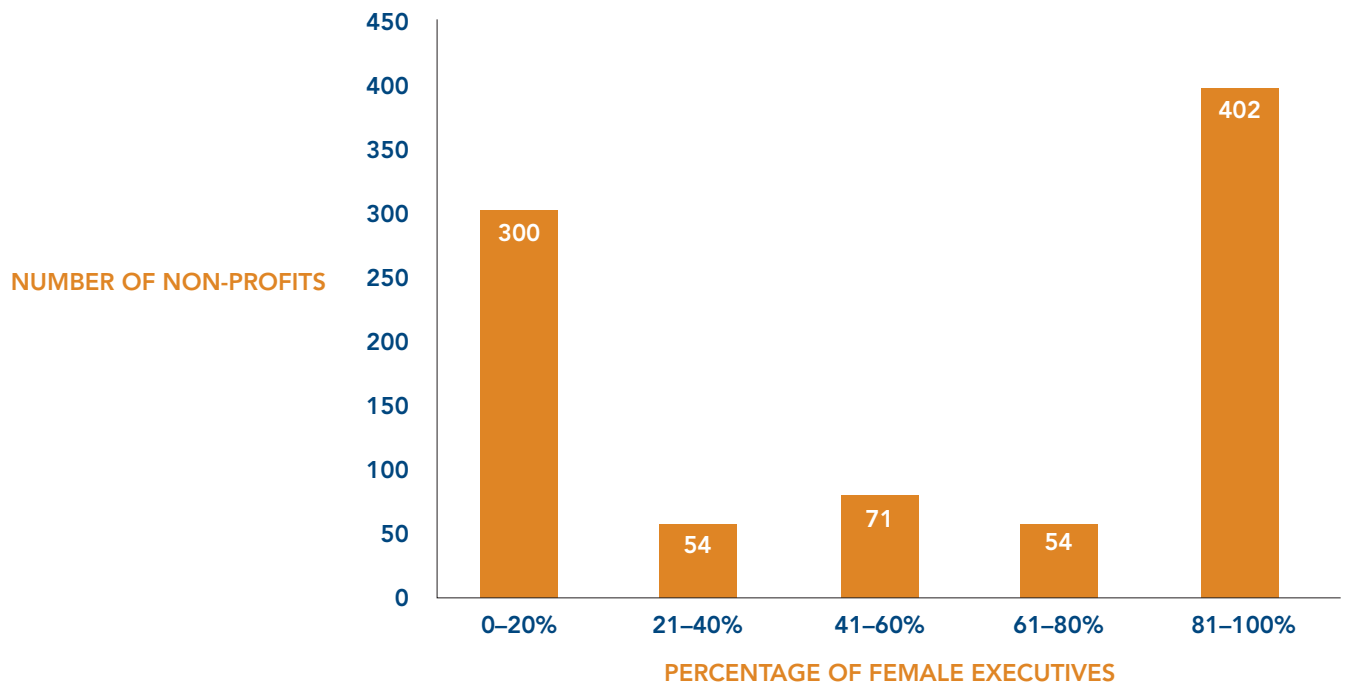
EXECUTIVES

This section reports the percentage of women listed in the management directory of the 881 non-profit organizations in Iowa with 20 or more employees. Across these companies, 57% (1420/2512) of the executives were women. Nearly 46% (402/881) of these organizations had 81-100% female executives.

EXECUTIVES



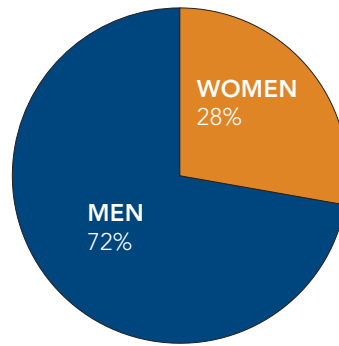
PERCENTAGE OF FEMALE EXECUTIVES BY NON-PROFIT



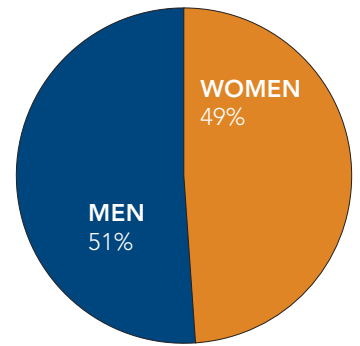
ELECTED AND APPOINTED GOVERNMENT OFFICES IN IOWA

In government, women comprise an average of 28% of elected officials at the local, county, state, and federal level; 49% of state board members; 29% of county board members; and 37% of municipal board members. In elected office, women comprise a range from 0% to 53%: Iowa is one of 4 states that has never elected to women in Congress; women comprise 28.6% of statewide elected executives; 23.3% of the state legislature; 53% of county officials; 11% of county boards of supervisors; 14% of mayors, 26% of city councils, and 36% of school boards. Iowa is the only state in the nation that sets goals for gender balance through state legislation on state (as of 1987) and county and city boards (since 2012).

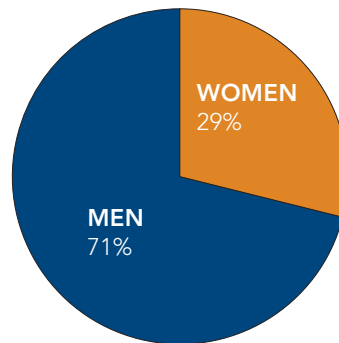
IOWA ELECTED OFFICIALS



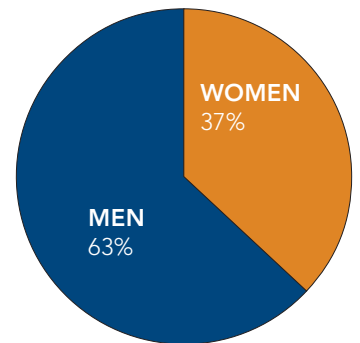
IOWA STATE BOARD MEMBERS



IOWA COUNTY BOARDS



IOWA MUNICIPAL BOARDS



CONCLUSION

Iowa's numbers – although they could be better – are mostly comparable to national averages. However, we note the following:

- The number of Iowa chief executives in publicly traded companies is a bit lower than the national average.
- The number of private, for-profit chief executives in Iowa is abysmal, at only 6% of those organizations.
- Having a woman in the chief executive role positively impacted the number and percentage of women in leadership positions.
- Across the board, company size did not significantly impact the percent of women in leadership roles, except in companies with 200+ employees where women leaders were only 20% of organizations' leadership ranks.
- Some industries – such as law, holding companies and banks/loans – were more women friendly than others
- In the non-profit sector, where employees are overwhelmingly female, 57% of executives are women. Although this is a high number, it should be even higher to reflect the non-profit employee pool.
- In government elected positions, Iowa is one of only 4 states that have never elected a woman to the U.S. Congress. (However, two women running in open-seat races for the U.S. House 3rd congressional district and the U.S. Senate in 2014 are competitive.)
- With women comprising 23.3% of the state legislature, Iowa is below the national average of 24.2% and ranks 27th compared to other states.
- Iowa ranks above the national average of 22.6% of women in statewide executive office with 28.6% of its statewide elected officials women.
- Women in elected office in Iowa do best when they run for county offices – especially auditor, recorder, and treasurer – and school board.
- Women are less successful in their representation on county boards of supervisors and city councils and as mayors.
- Iowa's gender balance legislation has been successful in increasing the representation of women on state, county, and municipal boards. Due to a gender balance bill passed in 1987, women now comprise 49% of state boards and commissions. Counties and cities are making progress to achieve gender balance on their boards and commissions to comply with a law that went into effect in 2012.