



ECONOMIC POTENTIAL FOR IOWA COMPANIES

# The EPIC Corporate Challenge – Getting to More

The EPIC Corporate Challenge is an invitation issued by Governor Branstad, Lieutenant Governor Reynolds, Iowa Economic Development Authority Director Debi Durham and Iowa Department of Workforce Development Director Beth Townsend in cooperation with Delta Dental, Hy-Vee, Iowa Women Lead Change (IWLC), Nexus, and other partners to be named. The goal is to enlist businesses to formally commit to grow and retain women at all levels, including board positions. Many companies have already signed on. The Challenge is largely about being part of a community of companies working on the vital issues of recruiting, retaining, and promoting women in the workforce.

**Organizations that commit to the challenge commit to three things:**

1. The Chief Executive Officer (CEO) must agree to participate.
2. Assign one person, with direct access to CEO to oversee The EPIC Corporate Challenge
3. Commit to track and report at least one of the areas from item C (below)

In preparation for the public launch of this initiative, the IWLC requests you to confirm your participation by completing this form and returning it to Diane Ramsey (diane.ramsey@IWLCLeads.org) or 319-423-7175.

A. The name of the company and its CEO: \_\_\_\_\_

B. The name, title and contact information of the senior executive who will serve as the company's "point person" on this initiative (i.e., the person who will participate in the periodic meetings of participating companies and assume responsibility for the company's progress towards meeting the goals that it sets for itself): \_\_\_\_\_

**C. The areas in which your company will set voluntary measurable goals (although the company has committed to do so in only one of these areas, we hope that you will consider checking several of the following action areas):**

- Actively recruit women to fill open positions at all levels of the organization, in order to increase the percentage of women in the company's workforce, including women in non-traditional roles
- Increase the retention rate of women at all levels of the organization
- Increase the percentage of women among the top 10% of the company's senior positions
- Increase the number of women on the board of directors
- Monitor pay by gender and address such gaps as are discovered

IWLC will issue an annual report of the aggregate data for EPIC Corporate Challenge companies. Organizations that are interested in sharing their information for case studies, best practice activities will provide IWLC with authorization to report their individual information. IWLC will notify all EPIC Corporate Challenge members separately the reporting timeline and processes.

Thank you very much. We look forward to working with you.

Company name: \_\_\_\_\_ Date: \_\_\_\_\_

Signed by (name, title): \_\_\_\_\_

Email addresses for contacts within your organization that should be notified of EPIC Corporate Challenge Events:

\_\_\_\_\_  
\_\_\_\_\_

*Updated April 12, 2016*



Alliant Tower  
200 First Street SE  
Suite 2100  
Cedar Rapids, IA 52401

[www.IWLCLeads.org](http://www.IWLCLeads.org)

- IowaWomenLeadChange-IWLC
- IWLCLeadChange
- Iowa Women Lead Change
- IowaWLC