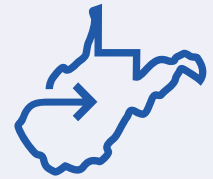


TAKING STEPS TO ADDRESS WEST VIRGINIA'S PAY EQUITY



WEST VIRGINIA HAS A BIG OPPORTUNITY TO FACE THE SIGNIFICANT PAY DISPARITIES FOR WOMEN. WITH TOP TALENT IN HIGH DEMAND NATIONALLY, AND WOMEN PLAYING AN IMPORTANT ROLE IN FAMILY FINANCES, WEST VIRGINIA CAN HELP OUR EMPLOYERS AND FAMILIES WITH SMART APPROACHES TO PAY EQUITY.

WHAT'S AT STAKE?

For every \$1 earned by a man, women earn:

80¢ Women in the U.S.	74¢ Women in WV.
63¢ African American Women in WV.	60¢ Latina Women in WV.

**MAKING A DIFFERENCE
UNDERSTAND.
ANALYZE.
ACT. SHARE.**

Encouraging West Virginia employers to consider best practices for moving toward **equal pay for equal work to keep and attract top talent.**



**Citations available upon request.*

THE BENEFITS

Igniting economic growth through employer-led efforts can:

- ➔ Attract and retain talent.
- ➔ Expand best practices and solutions statewide.
- ➔ Contribute to the economic prosperity of West Virginia women, families and communities.

EMPOWERING WEST VIRGINIA WOMEN TO NEGOTIATE.

Wage disparity often starts in a first job and worsens over a woman's career. Employers' actions can unintentionally continue unfair pay trends. Women do not always pitch their true value during the interview process. To counter this trend, employers must be aware of best hiring practices, and women of all ages must know how to negotiate a fair salary from their first job to their last.

GET INVOLVED.

Contact Jane Powell at 304-346-3620 or jpowell@tgkvf.org to learn more and get involved.

wvforward.wvu.edu

[@WVForward](https://twitter.com/WVForward)

"NEGOTIATING SALARY BEFORE AND DURING EMPLOYMENT IS INCREDIBLY IMPERATIVE TO FINANCIAL HEALTH AND REVERSING THE GENDER PAY GAP IN WEST VIRGINIA. THESE PRACTICES WILL HELP PAVE THE WAY FOR OTHER WOMEN FOR DECADES TO COME."

– SABRINA RIDENOUR, AUTOMOTIVE ENGINEER