



American Planning Association
Women and Planning Division

Making Great Communities Happen



WOMEN IN PLANNING: GUIDING EMERGING PROFESSIONALS

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CORRIN WENDELL, AICP



JAHNEE PRINCE, AICP



BREANNE ROTHSTEIN, AICP



OLIVIA DORROW-HOVLAND

PANELISTS

OVERVIEW

WHY WE DO THIS WORK

INTO THE WORKPLACE

JOB SEARCH & FIRST OFFER

YOU HAVE A JOB! NOW WHAT?

NEXT STEPS – MENTORSHIP AND ADVANCING YOUR CAREER

WHY WE DO THIS WORK



- Women can benefit from peer mentorship.
- Women are less likely to receive advice from managers and senior leaders on career advancement.
- On average, women are promoted at a lower rate than men.
- Women of all races and ethnicities negotiate for raises and promotions at rates comparable to men. However, men may not have to negotiate as often as women to get what they want.

[LeanIn.org](https://leanin.org) and McKinsey & Company



“When you’ve worked hard, and done well, and walked through that doorway of opportunity, you do not slam it shut behind you. You reach back, and you give folks the same chances that helped you succeed. Women are force multipliers, who spread opportunity.” ~ Michelle Obama

INTO THE WORKPLACE

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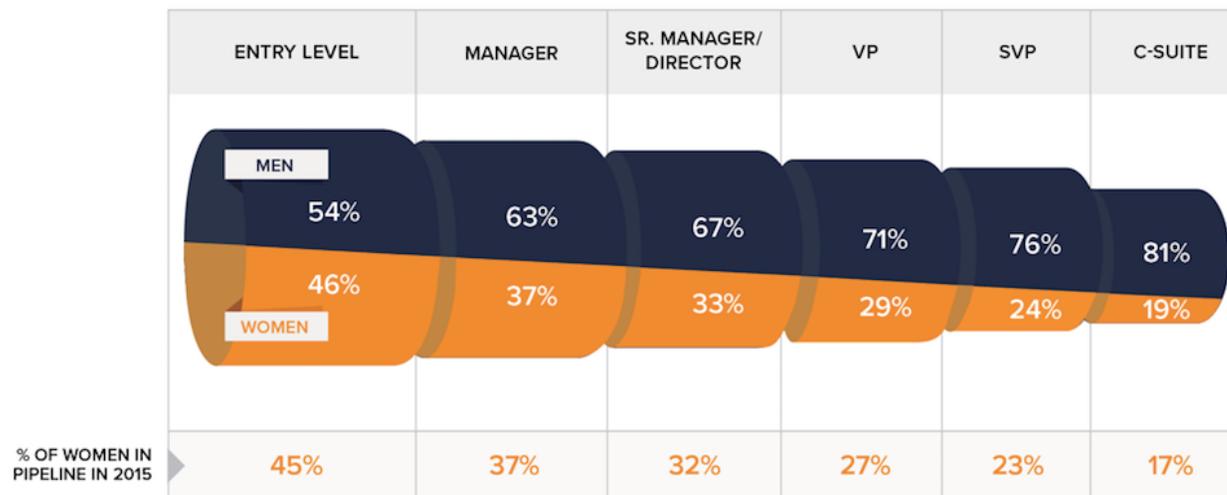


WOMEN IN THE CORPORATE WORKPLACE

GENDER REPRESENTATION IN THE CORPORATE PIPELINE IN 2016

WOMEN ■ MEN ■

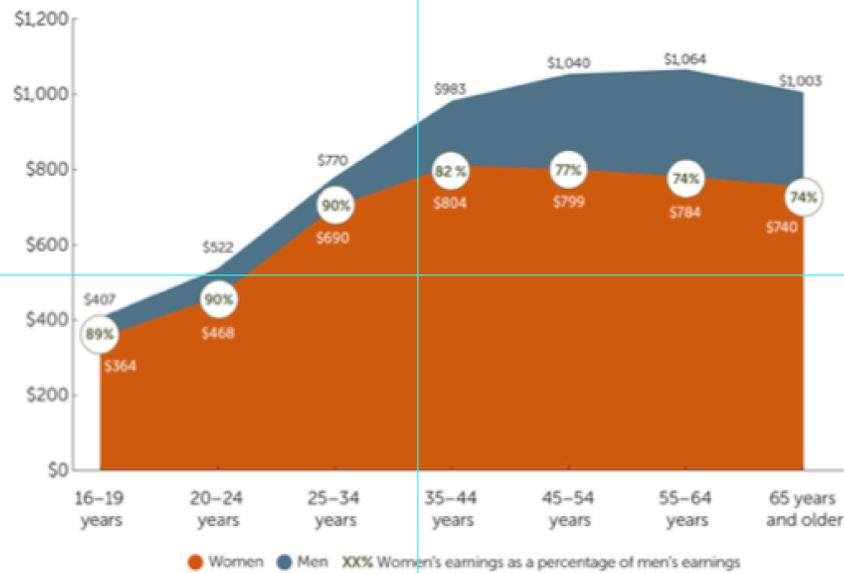
% OF EMPLOYEES BY LEVEL



LeanIn.org and McKinsey & Company

WOMEN ACROSS THE U.S. & EARNINGS

Median Weekly Earnings, by Age and Gender, 2015

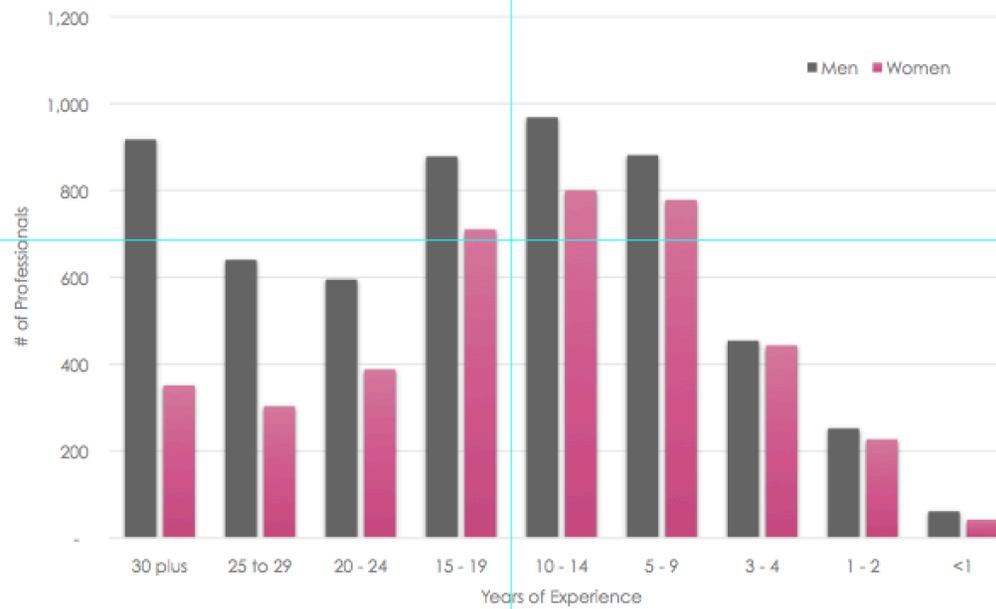


Source: U.S. Census Bureau, Current Population Survey, reported in U.S. Department of Labor, U.S. Bureau of Labor Statistics, *Highlights of Women's Earnings in 2015*, Table 1



WOMEN & YEARS OF EXPERIENCE

Who are Planners?



YOUNG WOMEN & MEN: VIEWS ON GENDER

GOOD NEWS...

Young women and men are more likely to aspire to be top executives than their older counterparts—and young women are far more likely than older women to say they want a top job.

Young women and men view their company's efforts to support women more similarly than older women and men do. For example, 29 percent of young men and 22 percent of young women think managers challenge biased language when it happens. In comparison, this gap is considerably larger among older employees: 38 percent of older men and 23 percent of older women share the same view.

BUT...

Young women are still less interested in becoming top executives than young men and significantly less confident they can reach the top of their organization.

Young men are far less likely than young women to say gender diversity is a top personal priority. In fact, we see the biggest gap in personal commitment to gender diversity in this age group: young women are the most committed, while young men are the least.

INTO THE WORKPLACE QUESTIONS!



- What were your first impressions of the planning profession in terms of women and finding opportunities for jobs and growth?
- What do you like most about working in the private and/or public sector?
- How do you handle work politics in the office?
- What are some lessons learned from being the only woman or the youngest person in a meeting?
- How do you handle sexism or sexual harassment in the workplace?

JOB SEARCH & FIRST OFFER



THE JOB SEARCH SCOPE: SURVEY

Job Searching

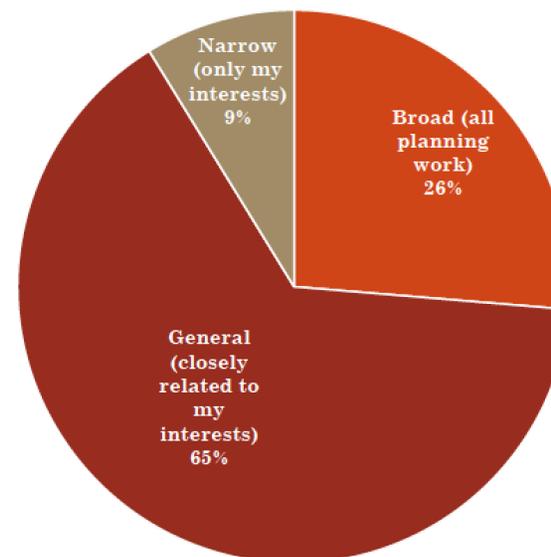
In their most recent job search....

- 55% of young planners applied for 5 or more jobs
- 37% of young planners applied for 10 or more jobs

Top 4 Places Young Planners Search for Jobs:

- 1) University Career Center Website
- 2) Professional Association Listserv (APA, ASLA, WTC, etc.)
- 3) LinkedIn
- 4) Government Listserv/League of Minnesota Cities

JOB SEARCH SCOPE



Emily Jorgenson & Connor Schaefer, Washington County

Job Preferences

Top 5 Priorities When Considering a Job Offer

1. Location
2. Type of Planning Work
3. Salary
4. Work Culture
5. Work Schedule

Top 5 Influencing Factors When Evaluating an Employer

1. Word-of-Mouth
2. Personal Experience
3. Employer Responsiveness during the Application Process
4. Employer Vision/Mission Statement
5. Average Tenure of Employees

WHAT ARE EMPLOYERS LOOKING FOR?

Top 5 characteristics of a great new hire:

Hiring Manager 1

- Willingness to do a Variety of Work
- Open, Eager Attitude
- Hunger/Drive
- Smart
- Ability to Work Independently

Hiring Manager 2

- Work Ethic and Drive
- Love of Planning
- Knowing what they don't know/
respect for others with more
experience
- Intellectual Curiosity
- How they Handle Mistakes

Hiring Manager 3

- Passion for Planning
- Positive, Optimistic Attitude
- Professional Maturity
- Looking for advancement in
the profession (AICP)
- Intuition to What Needs to be
Accomplished

WOMEN PLANNERS & WAGES

Median Wages



APA Salary Survey

SEARCHING FOR JOBS & FIRST OFFER QUESTIONS!



- How do you stand out amongst other emerging professionals?
- How did you find a planning related internship position?
- Is getting your foot in the door the same for planners in an urban setting as it is for regional, rural planners?
- What are the top three skill (hard or soft) that you think is vital to having as a new professional?
- How have you negotiated salary in your career?

YOU HAVE A JOB! NOW WHAT?

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FIRST IMPRESSIONS



Project Happiness

Give them a sense that you are thrilled to be there and that you're excited about the opportunity ahead.

Demonstrate Confidence

People want to know that you're engaged and confident.

Show Interest in your Coworkers

People will appreciate you showing interest in them right away and making conversation.

Dress Nicely

Until you can get a sense of the work environment, it is always a good idea to look your best.

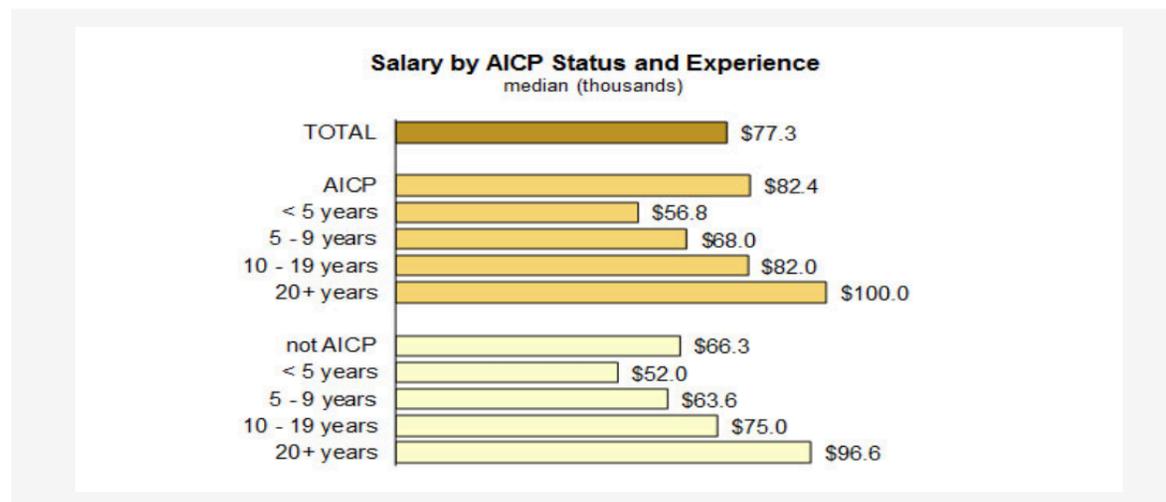
Show Up Early

Be prompt in all aspects of your business life, but as a first impression, it's essential.

Leadership Insiders Network: Fortune.com

THE AICP ADVANTAGE

Without accounting for other variables, the typical AICP member earns \$16,100 more in salary than non-AICP members. When we control for experience, AICP members still earn a higher salary across the board but at narrower margins.



YOU HAVE A JOB! NOW WHAT? QUESTIONS!

- How do you ensure a great first impression at a new job?
- Has saying yes to new opportunities made you a better planner?
- When is it a good time to take the AICP exam? And has the designation helped you in your career? Salary? Job opportunities?
- How important is professional maturity and emotional intelligence?
- What characteristics should a new employee have when joining an organization or team?

NEXT STEPS – MENTORSHIP & ADVANCING YOUR CAREER



Photo Courtesy of Shutterstock

MENTORSHIP FACTS



- 25% of mentees and 28% of mentors receive a raise.
- Both are 20% more likely to get a raise than those that did not participate.
- Employees who receive mentoring were promoted 5x more often than those who did not have a mentor.
- Mentors were 6x more likely to have been promoted to a bigger job.
- Nearly 1 out of every 5 women in the U.S. does not have a mentor.

Women in the Channel

BENEFITS OF MENTORSHIP

- Having a mentor is especially meaningful to women.
- Mentorship fosters leadership.
- It's an exchange of experience, knowledge, and power.
- It enables a mentees to form clear goals and set out to achieve them with an ally.
- Mentoring is a partnership.



MENTORSHIP & ADVANCEMENT QUESTIONS!



- Who had influenced you the most in your planning career?
- How do you weigh difference career “growth opportunities?”
- Have you had a mentor throughout your career? If so, how has this helped you?
- How has forming a network of planning relationships helped you in your career?
- How do you see the planning profession in ten years in terms of women advancement?

Connect with us!

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www.facebook.com/APAPWD

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QUESTIONS?

Corrin Hoegen Wendell, AICP
Senior Planner and Sector Representative
Metropolitan Council
Corrin.Wendell@metc.state.mn.us

Jahnee Prince, AICP
Community Development Director
City of Fayetteville, Georgia
kim@businesswiseboutique.com

Breanne Rothstein, AICP
Senior Associate
WSB & Associates
brothstein@wsbeng.com

Olivia Dorow-Hovland
Planning Intern
WSB & Associates
oliviadh@wsbeng.com

