



INDY WOMEN  
IN TECH

2018 INDIANA WOMEN IN TECH

# BENCHMARK REPORT

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Commissioned by Indy Women in Tech, Inc.  
Presented at the 2018 IWIT Summit  
Tuesday, August 14<sup>th</sup>, 2018

# Introduction

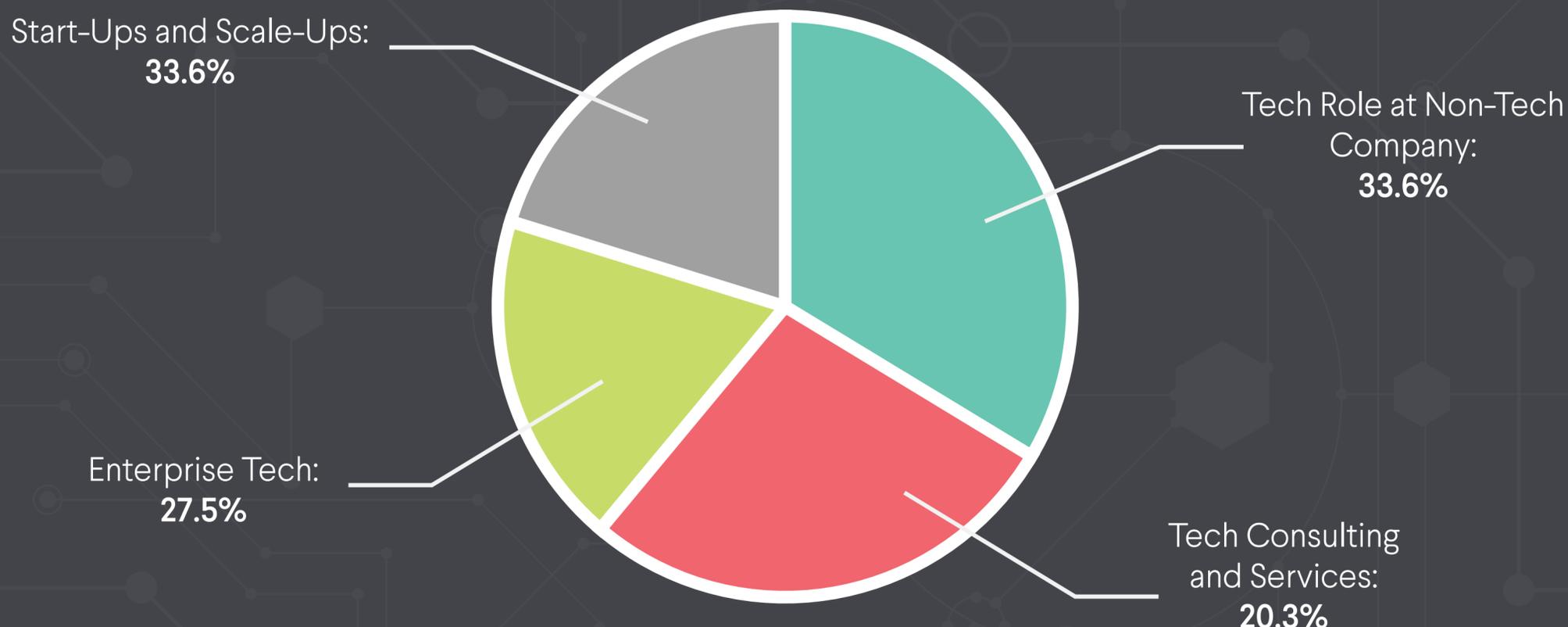
In 2017, Indianapolis ranked #4 in SmartSheet's Top 15 Cities for Women in Tech. But in 2018, Indianapolis dropped to spot #10. When you look at the contributing factors to the rankings, it isn't that we have gone backwards, but that other cities have made much more progress within the last year. We still have a lot of work to do to make Indianapolis a top city for women in tech.

But the good news is - the Indianapolis tech community as a whole really cares about diversity and equality! Recently, Powderkeg released an Indianapolis Tech Census Report that showed that this was the top social issue that survey respondents felt was a priority for us to solve together.

That's why we created the annual Indiana Women in Tech Benchmark Report. Our goal is to educate the Indiana community to the problems women in tech across all departments face that we need to overcome. This also allows the community to have specific key performance indicators measured annually to quantifiably track our progress.

We had over 600 survey respondents of men and women who work in the tech industry in Indiana. Respondents work across various roles in tech including sales, marketing, support, product, etc. Of the respondents, 62% were female and 38% were male, and 90% of all respondents have completed their bachelor's education level or higher.

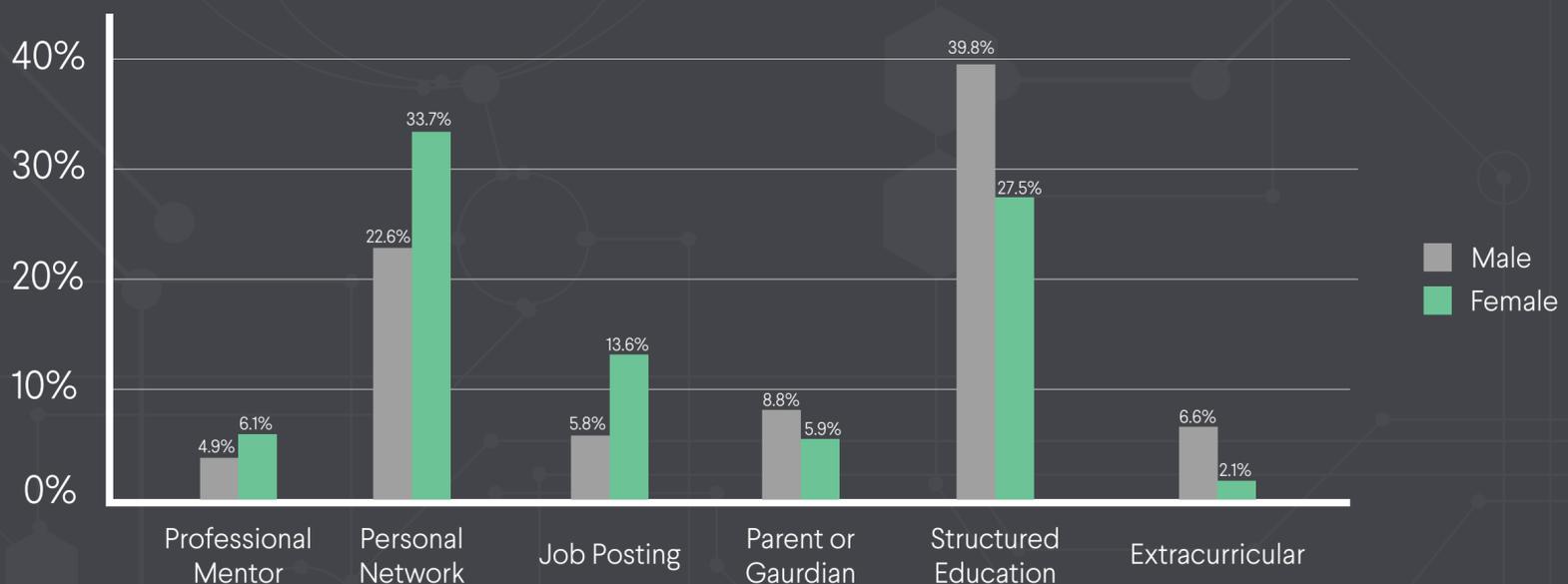
## Respondents by Company Type



# Entering Tech

## Men and Women Exposed to Tech via Different Avenues

The majority of the focus on women and tech is usually placed on encouraging more women to enter the tech workforce. These initiatives are paying off as we are getting closer to closing the gap in equal diversity of men and women in tech with 34% of companies made up of females. However, there are some significant differences in how men and women first learn about the tech industry. More men are exposed to tech through their schooling than women. Women are finding out about tech through their friends and family.



# Gender Makeup

## Men Make Up the Majority in Tech and in Leadership

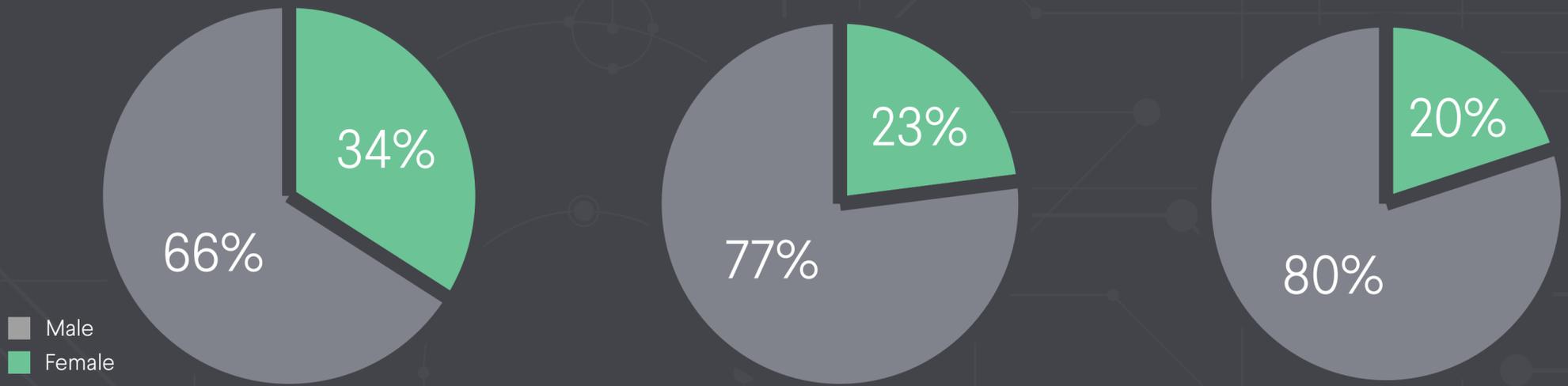
We asked respondents to share the makeup of male and female employees at their current company, their executive team and their board of directors. Men continue to make up the majority in tech with over half of tech organizations consisting of male employees and the majority of the executive team and board of directors are staffed by men.

The good news is that 10% more females feel ready for a promotion than their male counterparts. However, only 47% of women vs. 57% of men feel they have the opportunity for promotion, 20% more women than men feel their ideas are not valued, and women are 127% more likely to feel disadvantaged because of their gender. This could be in part due to a lack of role models to aspire to given there are fewer women in leadership. The next section can also shed light into how networking and mentorship may be playing a role as to why women feel they have fewer opportunities and are at a disadvantage compared to men.

## Overall Tech Employees

## Leadership Team

## Board of Directors

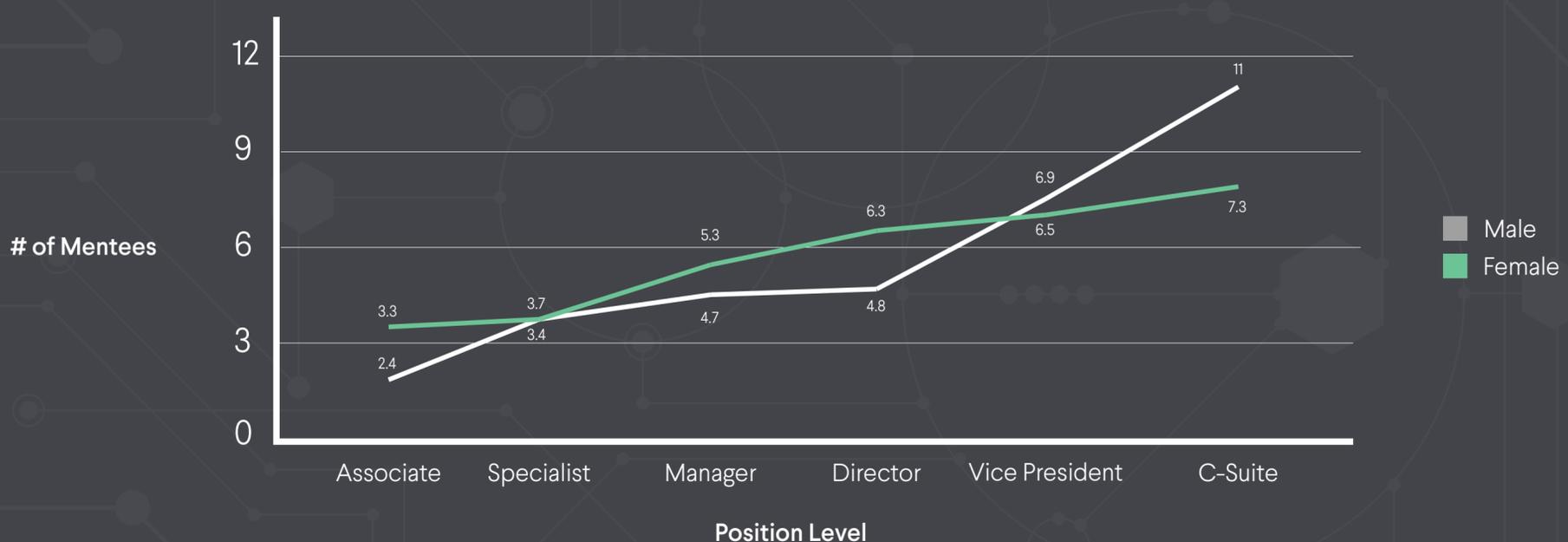


# Mentorship

## With a Shortage in Female Leaders, Women Struggle to Find Male Mentors

Women and men are both proactive in seeking out mentors to enhance their careers with 90% of females and 83% of men having at least one career mentor. For those who are doing the mentoring, females are on average mentoring more people than men by at least one individual. Women have on average five mentees while men have four. This could be due to the shortage of females in leadership providing fewer women to mentor others so they bring more individuals under their wing.

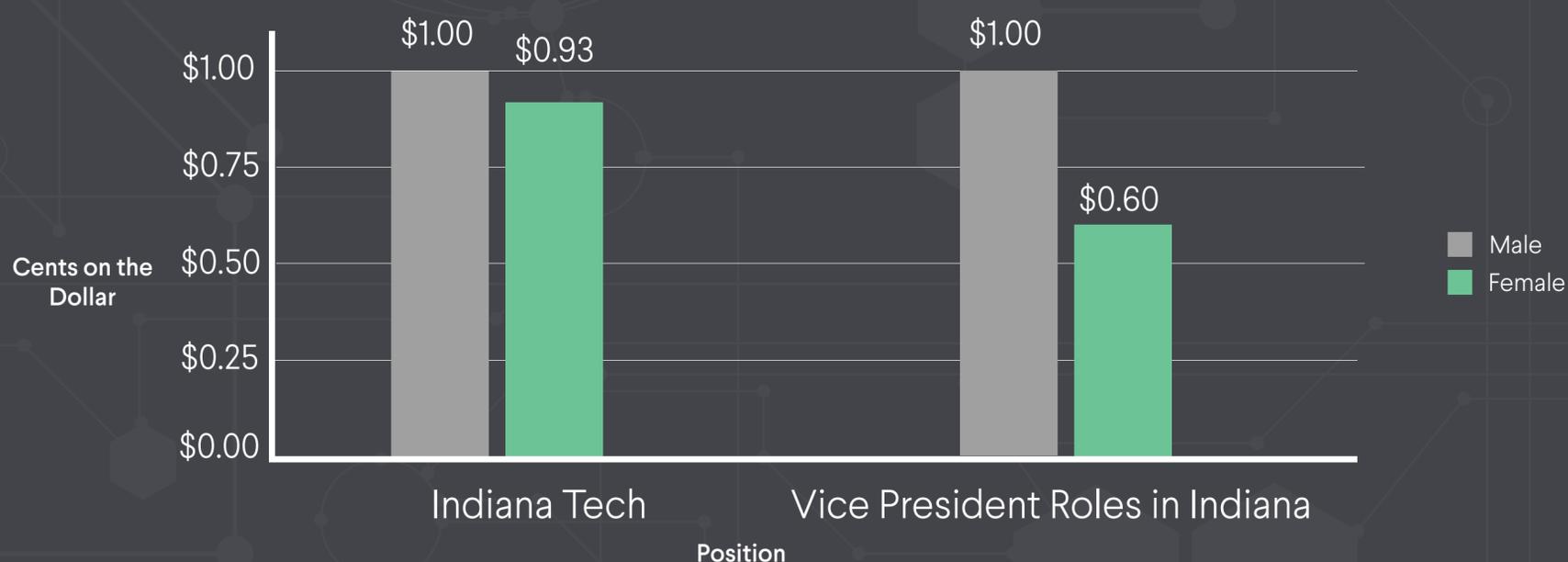
Interestingly, both men and women admit that 70% of their mentees are their own gender. With the vast majority of leadership in tech being made up of men, they are raising up the next generation of male leadership while women are left at a disadvantage. So it comes as no surprise that 72% of women and only 46% of men feel that there is a “boys network” in the Indiana tech sector.



# Wage Gap

## Wage Gap Better than National Average, But Still Exists

Nationally, women make \$0.80 for every \$1.00 men make. While the wage gap for women in tech fares better than the national average, the gap still exists. Based on the respondents for this survey, females in Indiana tech earn \$0.93 to every \$1.00 a male in tech earns. Enterprise tech companies have the largest wage gap with women earning \$0.88 to every \$1.00 their male counterparts make. Men in Vice President roles make significantly more than their female counterparts with female VPs in Indiana making only \$0.60 for every \$1.00 male VPs make. We may find some clues in the next section as to why women are getting paid less than men as they climb the corporate ladder.

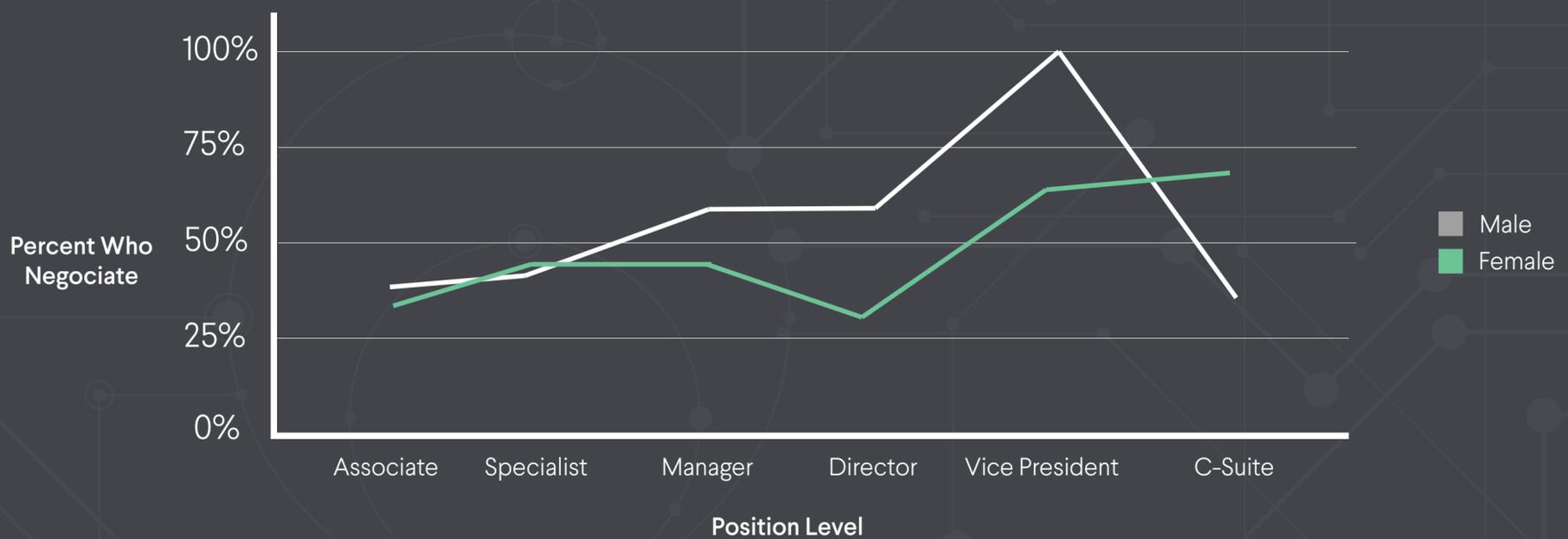


# Raises and Promotions

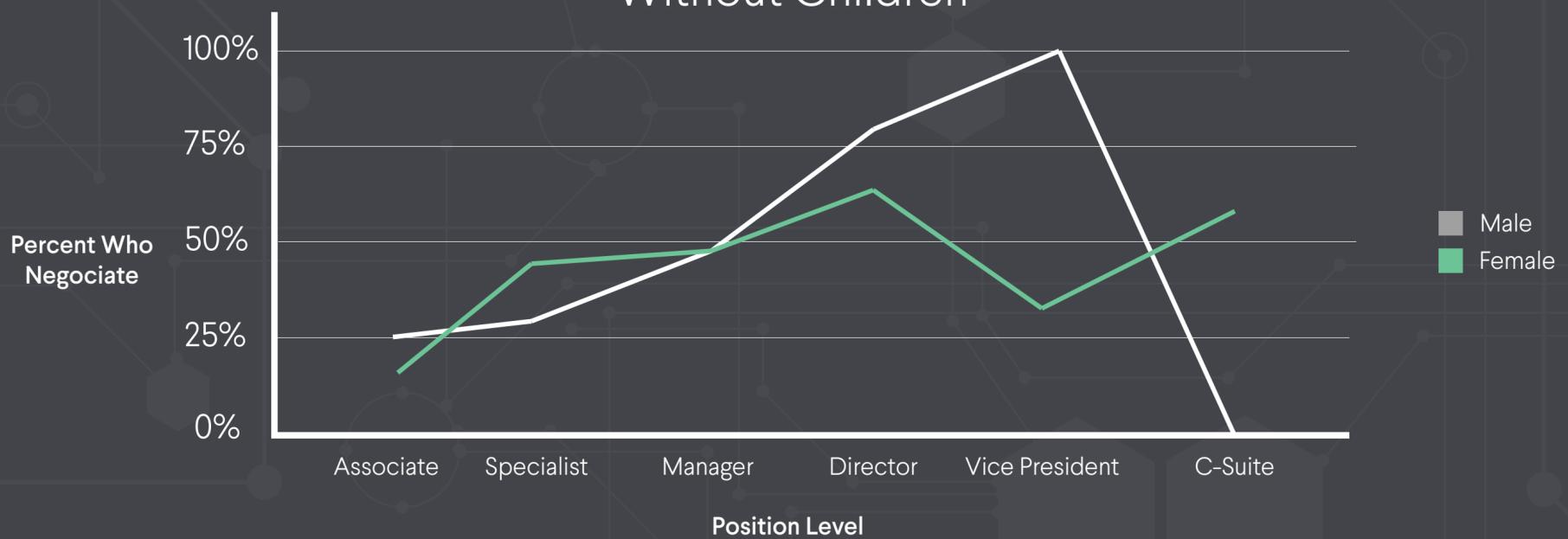
## Men and Women Start Out Equally, But Divide as They Climb the Ladder

Overall, 40% of both men and women negotiate their pay resulting in a 10% increase in salary on average. But the divide starts to widen between men and women when you dive further into these numbers by title. As men and women start out their careers in tech as associates and specialists, 31% are equally negotiating raises. This is great news as both genders are starting out their careers on a level playing field. But then it starts to shift and widen once they hit the manager level and above as men start to outpace women in negotiating raises - 73% of men and only 47% of women negotiate at the manager level and above. The gap seems to be even more prominent if males or females have children. When women have children, they are less likely to negotiate pay raises. When men have children, they are more likely to negotiate pay raises. When it comes time in their careers for promotions, men are receiving promotions 29% sooner than females with men receiving promotions every 2.8 years and women receiving promotions every 3.6 years. And female parents are 23.32% less likely to have an opportunity for promotion within the next year vs. male parents.

## Males vs. Females Who Negotiate Pay With Children

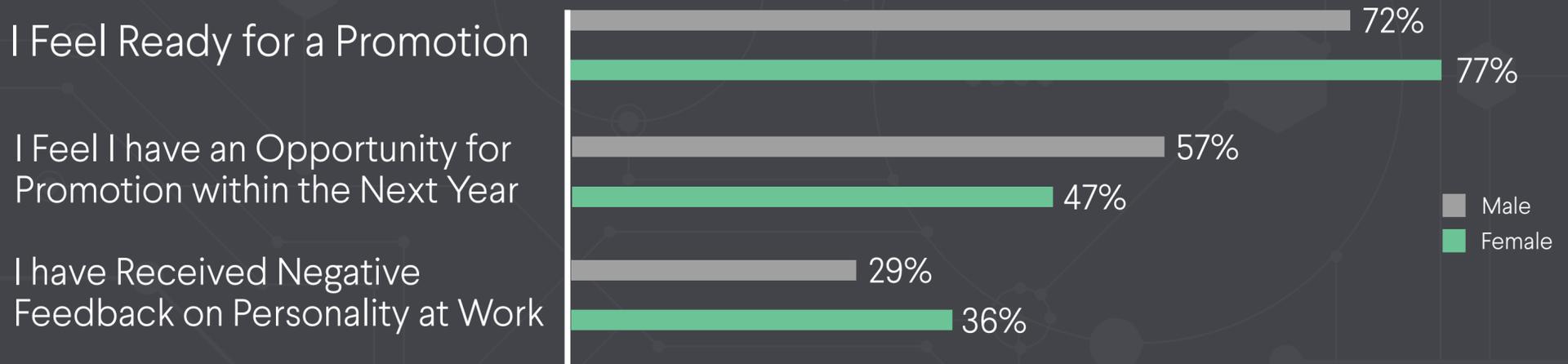


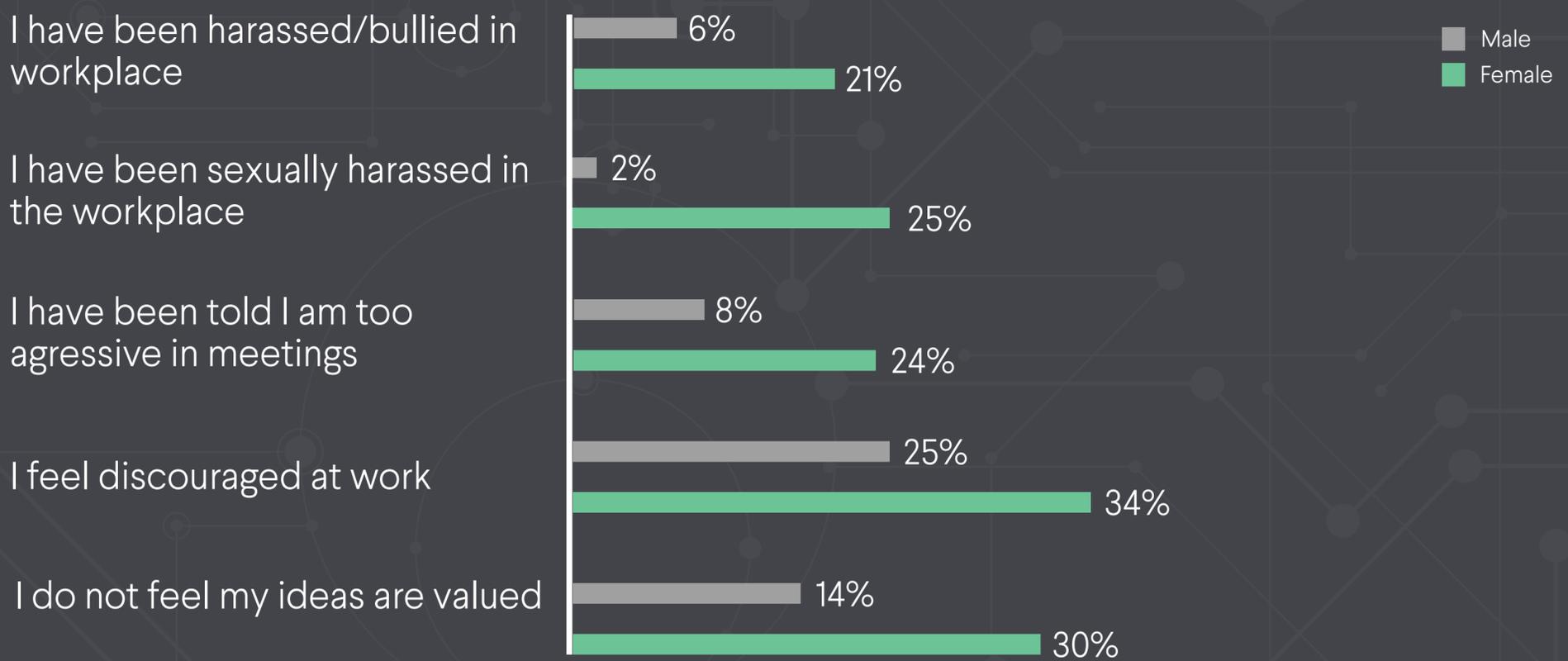
## Without Children



Not only are fewer women in leadership roles than men, but those women who are in leadership are also receiving lower pay, are less likely to negotiate a raise, and are less likely to receive a promotion. So the questions becomes - what is happening as men and women progress in their careers for men to make such gains in moving up the ladder and seeking raises and promotions while women start to fall behind? Aside from fewer mentors and role models, it could be due to unconscious bias that still exists in the workforce as well as confidence in themselves and their abilities compared to their male counterparts.

## Tech Company Culture and Treatment



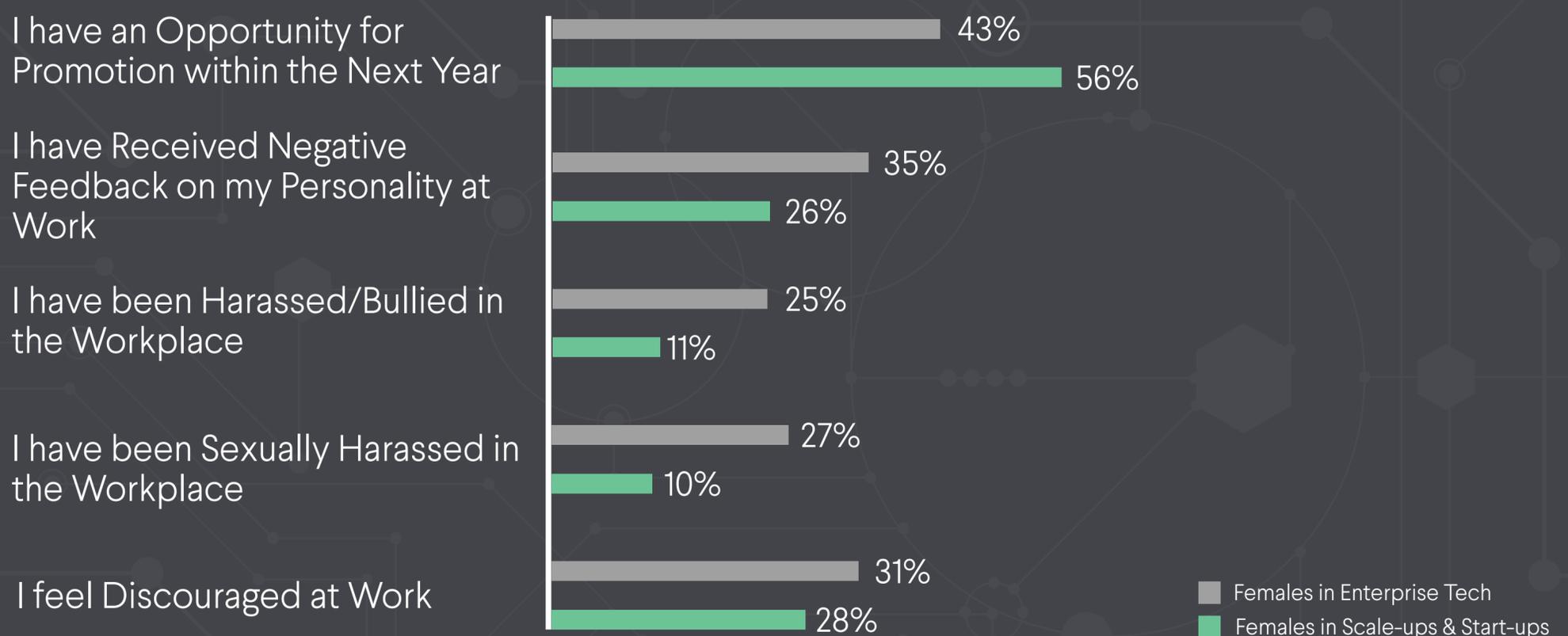


# Culture and Treatment

## Scale-ups and Start-ups Lead the Way

Earlier we noted that enterprise tech companies have the largest gender wage gap than any other category. Even with all the effort enterprise tech organizations are putting forth to improve equality, we found that many other factors for women in a tech company worsen when you compare enterprise tech to the tech start-ups and scale-ups. Overall, women have more confidence, more opportunities for advancement, receive better feedback and better pay when working for a scale-up or start-up in Indiana tech.

## Females in Enterprise Tech vs. Scale-ups / Start-ups



# Key Takeaways

## What can both men and women do to help improve Indiana as a great place for anyone in tech to work?

Both men and women agree - the Indiana tech industry is a great place to work with over 90% planning to stay in the tech industry, 50% regularly attend networking activities in the industry, and 95% are confident in their work, feel respected at their organization and feel they are a valuable resource.

We have so much to be proud of - in addition to regularly placing within the top 10 list of best places for women in tech to work, the tech industry has made such a direct impact on the Indiana workforce and economy. But as we work to funnel more women into the tech industry and provide equal opportunities, the data shows that there are a few key areas in which both men and women need to work on to help improve Indiana as an even better place for women in tech to work.

## Key Takeaways for Men and Women in Tech

1. Tech companies should focus efforts for on-campus recruiting to more than just male dominated departments to expose more women to the tech industry and provide them with opportunities to apply for entry level roles.
2. Both men and women in leadership should work to diversify the types of people they are mentoring. With far more men in leadership than women, it's essential that they proactively seek out more females to mentor.
3. Mentors should focus on guiding women to continue to aggressively seek promotions and negotiate raises regardless of whether they have children or feel they don't meet all of the criteria for the role.
4. Men and women should continue to evaluate any conscious or unconscious bias' they may have towards females and provide positive helpful feedback to subordinates that will help them gain confidence in their careers.
5. Women should continue to raise their hand for promotions and raises, gain confidence in their skills and abilities, apply for leadership roles, and proactively seek out a diverse set of mentors.

6. Women should research the average pay for certain roles and understand their worth as they negotiate for raises and promotions.

# #SeeYourselfHere

Here in Tech, Here at the Table, Here in Indiana

Let's keep up the momentum together with #SeeYourselfHere - a movement to empower women and men to work together to build a culture within tech that not only welcomes all, but supports and champions every individual for their unique talents and contributions! If you align with this cause, you're in! As an ambassador - you are an influencer - you have a megaphone for the cause. We encourage you to take pictures or post thoughts and quotes on social media that embrace inclusivity and diversity, reward people or places embracing forward progress for Indiana tech and help highlight our industry and State. You raise awareness and create energy. Just don't forget to add the hashtag #seeyourselfhere. Learn more by visiting [www.indywit.com/seeyourselfhere](http://www.indywit.com/seeyourselfhere).



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