

# PAY EQUITY COMMISSION

Preliminary Strategic Recommendations  
Presented 3.12.14

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3.13.14 PAY EQUITY | Strategic Recommendations

## PAY EQUITY COMMISSION GOAL

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Educate employers, study other states, create a pay equity recognition program and establish Colorado as a model state for equal pay issues.



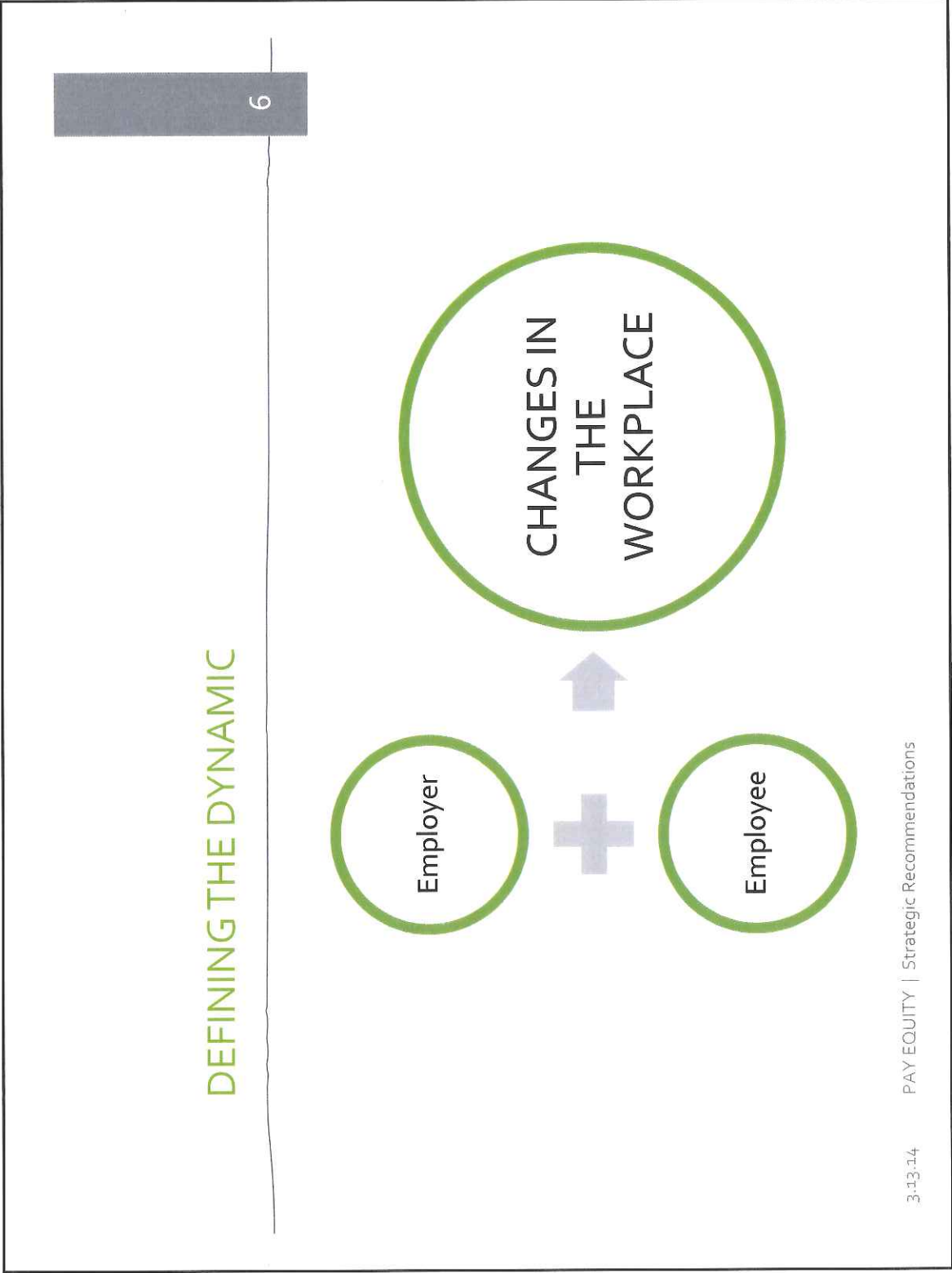
## DESIRED OUTCOMES

- Campaign development to promote the topic of pay equity.
- Messaging and branding campaign to promote involvement in solving the pay gap problem.
- To create a brand for pay equity.
- To create a brand that can generate interest/engage the public.
- Establish a value-oriented image/tagline that allows young men and women to embrace the idea of pay equity.

## TO START...

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- Identify the stakeholders.
- Understand the metrics.
- Outline the approach.
- Develop the plan.
- Define success.





## TWO STAKEHOLDERS

### Desired Behaviors for Employers:

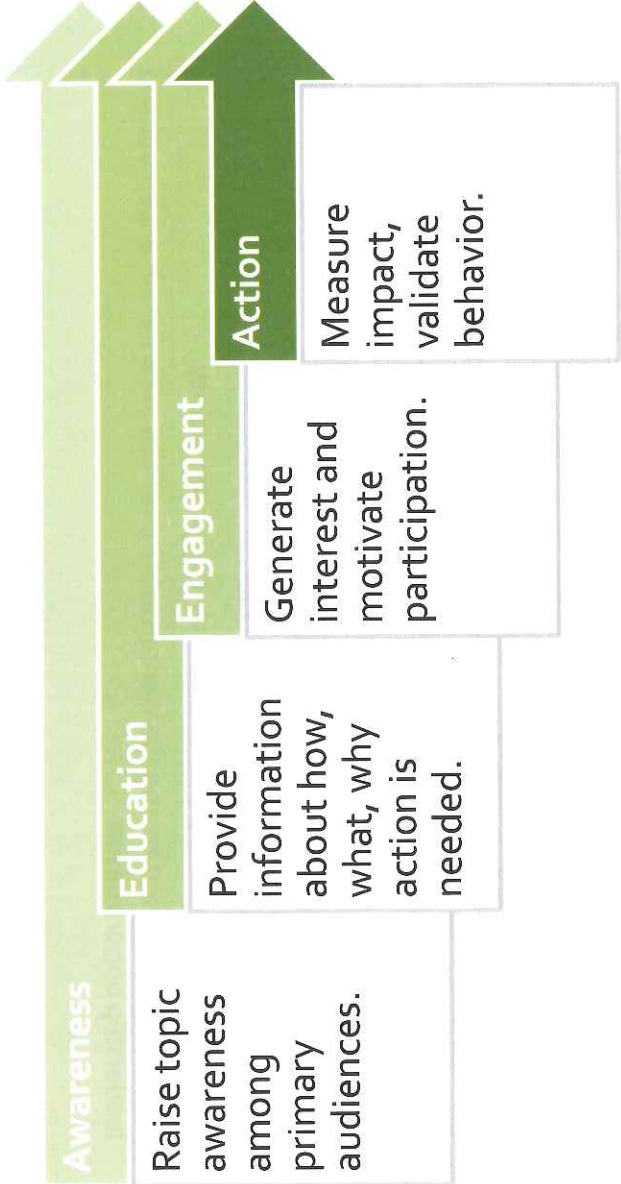
- Create cultures that perpetuate job equality.
- Establish procedures and protocols that increase pay equity.
- Proactively find ways to engage women and minorities in career advancement and leadership opportunities.

### Desired Behaviors for Employees:

- Understand how to identify employers who demonstrate pay equality best-practices.
- Learn how to negotiate for pay equality at differing stages of employment.
- Proactively initiate career advancement and pursuit of leadership positions.

## PATH TO SHIFT

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## STRATEGIC APPROACH

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- Develop a multi-pronged strategic plan that outlines the key actions and initiatives for establishing Colorado as a leader in addressing pay inequality.
- Create a public 'movement' through a broad-based campaign that raises awareness, increases the dialogue and motivates desired behaviors among key stakeholder audiences.



## “TOGETHER, COLORADO WORKS”

“*Together, Colorado Works*” is a multi-pronged umbrella program that promotes the importance and value of pay equality across all constituencies in Colorado. It motivates employers to establish corporate cultures and procedures that promote pay equality across and throughout the organization. It educates employees on how to talk about and work together for equal pay, regardless of where they are in their career path. And, it provides a foundation for economic development leaders to position Colorado as a leader in the movement toward pay equality.

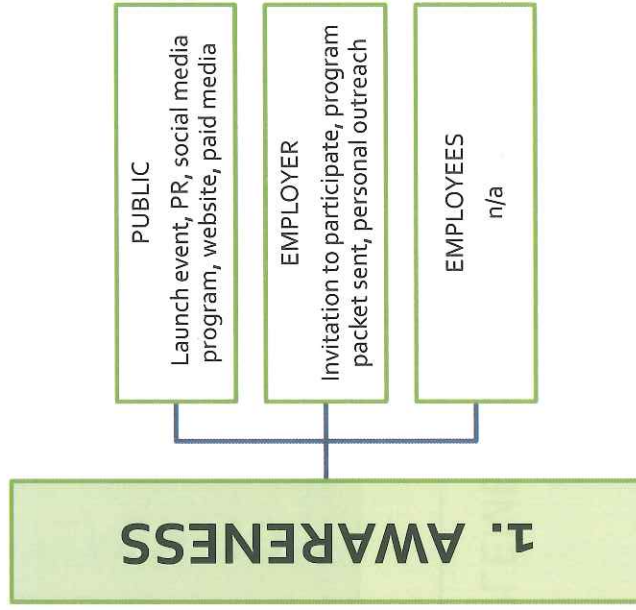
Through the “*Together, Colorado Works*” program, businesses that meet the criteria for participation (as established by the Commission) can leverage the campaign as an endorsement and validation of their efforts. Employees will be encouraged to look for the endorsement as a sign of a company’s commitment to its team and to the community overall.

“*Together, Colorado Works*” also functions as a platform for telling a robust and meaningful story:

- Democrats and republicans working together to develop a solution to pay equity in our state.
- Employers and employees working together to establish clear criteria for pay and promotion.
- Men and women, minorities and non-minorities working side-by-side, earning comparable salaries for comparable work.
- Business leaders and economic development leaders working together to attract and retain companies that share our state’s values for quality jobs, equal jobs, fair jobs.

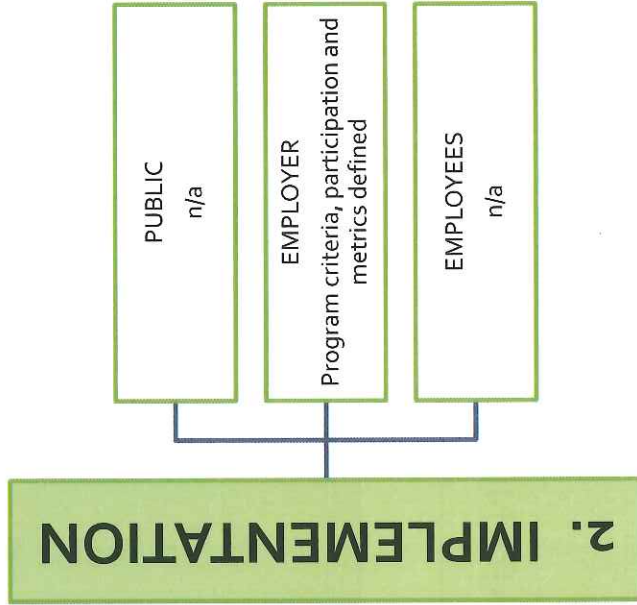
## PHASE 1 | AWARENESS

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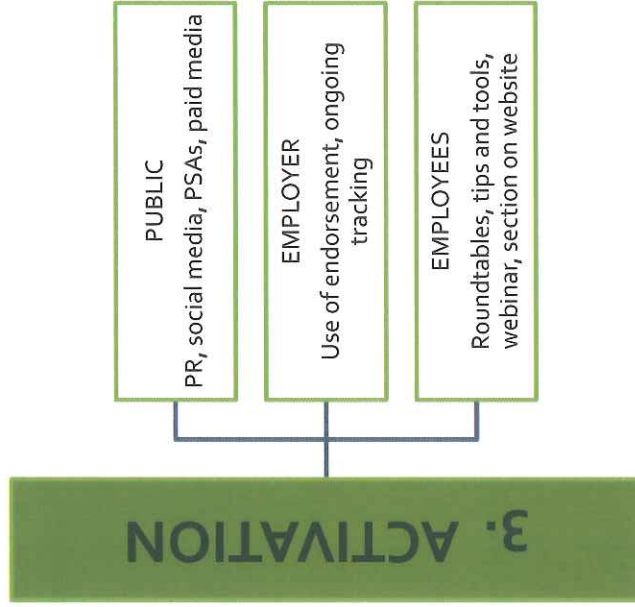
## PHASE 2 | IMPLEMENTATION

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# PHASE 3 | ACTIVATION

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## PROGRAM CAMPAIGN

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- Identity
- Website
- Media Relations
- Paid Media
  - Business publications/websites
  - Targeted outdoor
  - CPR
  - Business-related programming sponsorship
- LinkedIn and Google+ presence

## NEXT STEPS

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- What's needed to move forward?
  - Legislative approval?
  - Funding?
- Comprehensive program description
  - Who, what, how, why
- Identification of resources
- Drivers and timing