ATTRACT • RETAIN • ADVANCE

WOMEN IN PRINT ALLIANCE

2017 REPORT

SGIA

OTHER WOMEN IN INDUSTRY

TELLING THEIR STORIES

PROVIDING INFORMATION TO YOUNG ADULTS ABOUT THE INDUSTRY

RESPECT OF THEIR KNOWLEDGE AND THE ABILITY TO MAKE UPPER MANAGEMENT DECISIONS

MORE VISIBLE

BUSINESS LEADERS

TRAINING, BENEFITS, COMPENSATION

Strategies for Attracting Women Into the Industry

MORE FEMALE INDUSTRY

CLEAR CAREER PATH, WITH FAMILY NEEDS CONSIDERED

SAFE WORK ENVIRONMENT,

FLEXIBLE HOURS AND BENEFITS

OPEN-ENDED INTERESTING POSITIONS

In 2017, SGIA launched the Women in Print Alliance. The Alliance's goals are threefold: to attract, retain and advance women in the industry through mentoring, education and personal and professional development. It quickly became apparent that data was needed to establish a benchmark for our work. To that end, SGIA launched the Women in Print Survey in June 2017 to gather insights regarding women in the printing community. The data summary presented here is based on the 373 responses received from companies in the printing industry operating in US and Canada.
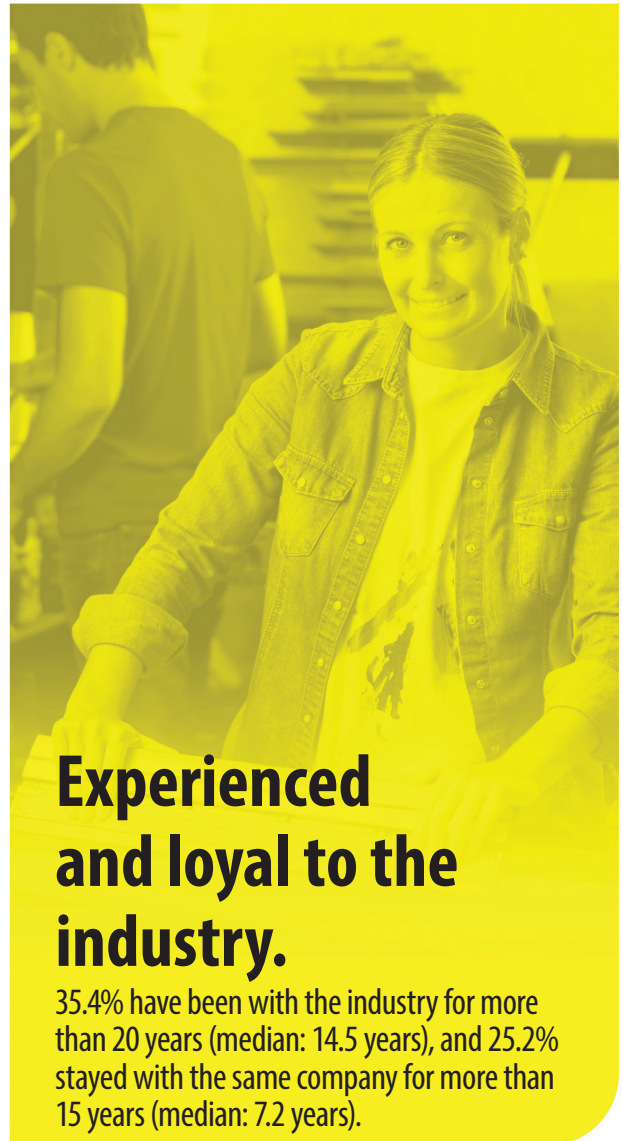
Women in Print Are:

Well educated.
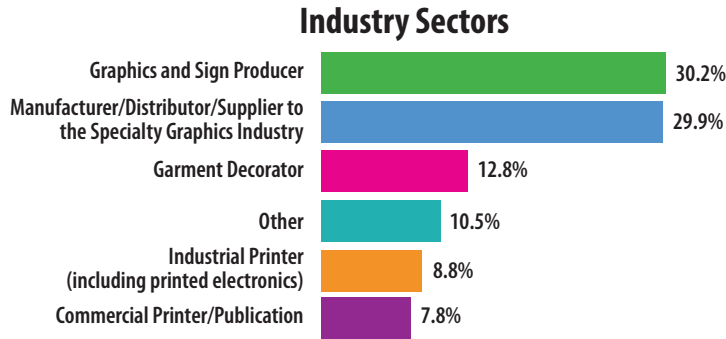62.9% have a Bachelor's degree or higher.

Responsible for high-level decisions.
55.0% are in management roles.

Experienced and loyal to the industry.
35.4% have been with the industry for more than 20 years (median: 14.5 years), and 25.2% stayed with the same company for more than 15 years (median: 7.2 years).

In Which Industry Sectors Do Women in Print Work?

Industry Sectors

Sector	Percentage
Graphics and Sign Producer	30.2%
Manufacturer/Distributor/Supplier to the Specialty Graphics Industry	29.9%
Garment Decorator	12.8%
Other	10.5%
Industrial Printer (including printed electronics)	8.8%
Commercial Printer/Publication	7.8%

**The main focus of this report is on the top five industry sectors represented in our survey:**
- **Graphics and Sign Producers**
- **Manufacturers/Distributors/Suppliers**
- **Garment Decorators**
- **Industrial Printers**
- **Commercial Printers**

More than two-thirds of our survey respondents are from print production; while and about a quarter of the respondents work for manufacturers or suppliers.

A wide variety of businesses are represented in our survey; from smaller companies with less than five employees to companies with 500 employees or more; and from companies with less than $250,000 of revenue to those with $500,000,000 or more in sales.

Our respondents work in all areas of the company. However, more than half of our respondents identified IT and R&D/Engineering departments as the most underrepresented by women.

Top Four Departments Represented in the Survey

$
Sales/Marketing
23.9%

Senior Management/
Leadership
21.2%

Art & Design
15%

Production
11.8%
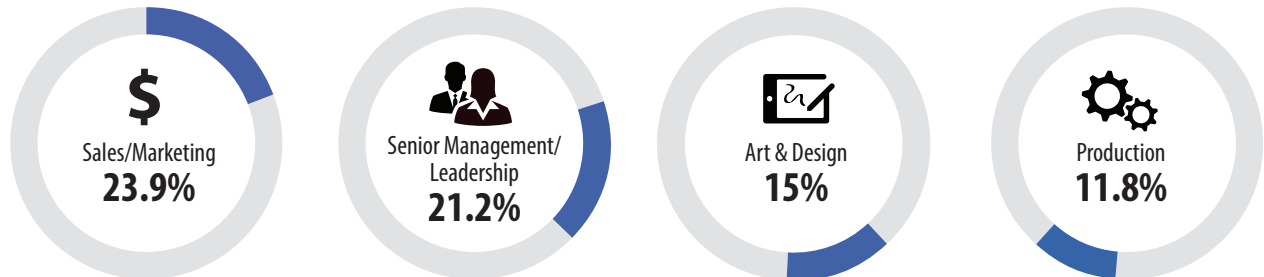
What Brings Women to the Printing Industry?

- Business start-up (17.4%) or family business (10.5%)
- Education (11.5%) or passion for graphics (16.6%)
- Random circumstances (35.7%) or other reasons (8.3%)

How long does it take to start a company?

The industry is welcoming new businesses. More than half of those who started their own business, came to the industry with less than a year of related experience, but with the talent and desire to succeed.

Random circumstances may not be random for women in print, as this group is well-educated, with more than two-thirds having a Bachelor's degree or higher and more than half feeling that their education is related to their job. And women came to the industry to stay: the median number of years in the industry is 11.9, with the same company – 5.8 years.

Nearly half currently hold management positions (48.9%). The most common pathway to management was cited as promotion. The median number of years to get there is 4.5 years.

Path to the Industry

- 17.4% — I started the business
- 10.5% — Family business
- 11.5% — Education
- 16.6% — Passion for graphics
- 35.7% — Random circumstances
- 8.3% — Other

What Keeps Women in the Printing Industry?

Women are loyal to the industry and their companies. Decisions to stay with the company or to leave the company are closely related to measurement of personal success.

Top Three Contributors to Personal Success

1. Financial Comfort

2. Overall Life Satisfaction

Personal Success

3. "Work/Life" Balance

At least two out of three factors are linked to professional activities. Financial comfort is associated with financial opportunities, while flexible schedule and workload have their implications for "work/life" balance. We believe that overall life satisfaction is a global feeling that has input from many sources, with job happiness or satisfaction being one of them.

Top 5 Reasons

To Stay with the Company	To Leave the Company
Job satisfaction	Not feeling valued
Good financial opportunities	Poor financial opportunities
Flexible schedule	Job uncertainty
People to work with	Workload exceeds compensation
Professional growth opportunities	Poor working conditions

THE IMPACT IT MAKES IN HELPING
COMPANIES TO BE SUCCESSFUL.

ALLOWS ME TO BE CREATIVE.

IT IS A DIVERSE
AND CHALLENGING
INDUSTRY.

THE PRINT INDUSTRY
ALLOWS ME TO PURSUE MY
CREATIVE SIDE AND PRODUCE
A PRACTICAL PRODUCT.

CREATIVITY,
GROWTH, USING
ART IN AN
IMPACTFUL WAY.

**What a
you to p**

FAST PACED FUN & INTERESTING SOMETHING
DIFFERENT EVERYDAY VARIETY OF TASKS.

ALWAYS CHANGING AND GROWING WITH NEW TECHNOLOGY

MY LOVE OF ART.

THE EVOLUTION OF THE
INDUSTRY - ALWAYS CHANGING

OPPORTUNITY TO LEARN AND GROW

THIS INDUSTRY CONTINUALLY REINVENTS ITSELF.

THE HIGH QUALITY OF PEOPLE IN THE INDUSTRY.

I LOVE PRINT. I LOVE CREATIVE.

ttracted printing?

CHALLENGING EVERY DAY.

MY IDEAS, EXPERIENCE AND EDUCATION ARE RESPECTED AND EMBRACED.

THE BEST WAY

DO WHAT I LOVE

WAY AROUND.

CREATIVITY

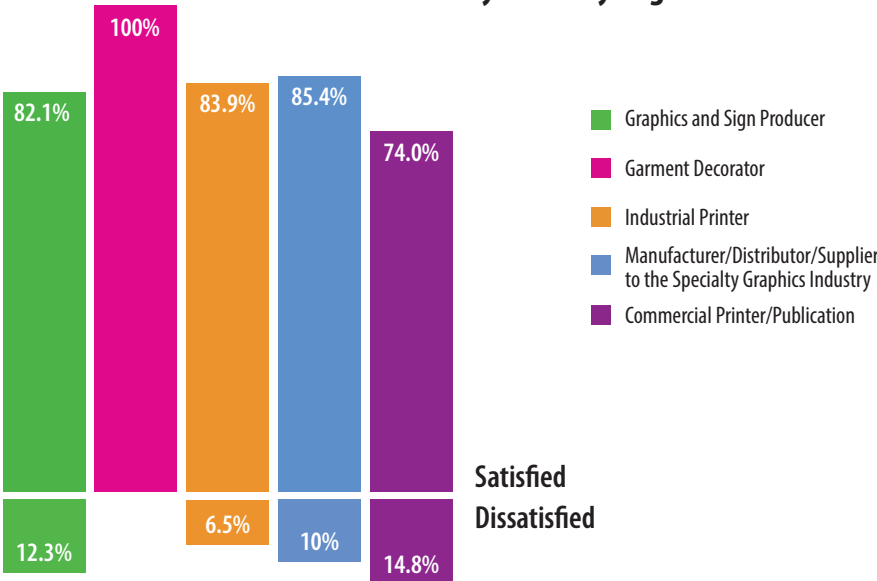IT IS MY PASSION.

THIS WAS THE

FOR ME TO DO WHAT I LOVE

ALL THE WAY AROUND.

THE BEAUTY OF THE PROCESS OF GETTING A PIECE FROM DESIGN THRU FINISHED PRINTED PIECE.

How Satisfied are Women in Print?

Overall, women in print are satisfied with their jobs. Women from the garment decoration community seem to have the highest job satisfaction among those who participated in the survey. Factors that contribute to job satisfaction are jobs that are exciting and rewarding with clear communication between a company and its employees, opportunities for professional growth and a company's flexibility towards employees' circumstances. A company's communication with its employees and professional growth opportunities are cited as the two areas with room for further improvement. Job stress and overtime work tend to contribute negatively to job satisfaction, especially the level of stress. Our data suggests that women in the commercial printing sector have the highest level of stress and the lowest job satisfaction compared to women from other printing communities.

Job Satisfaction by Industry Segment

- **82.1%** / **12.3%** — Graphics and Sign Producer
- **100%** — Garment Decorator
- **83.9%** / **6.5%** — Industrial Printer
- **85.4%** / **10%** — Manufacturer/Distributor/Supplier to the Specialty Graphics Industry
- **74.0%** / **14.8%** — Commercial Printer/Publication

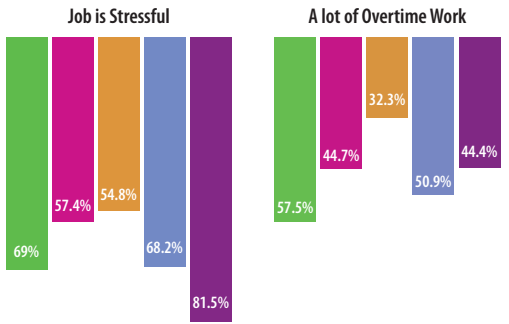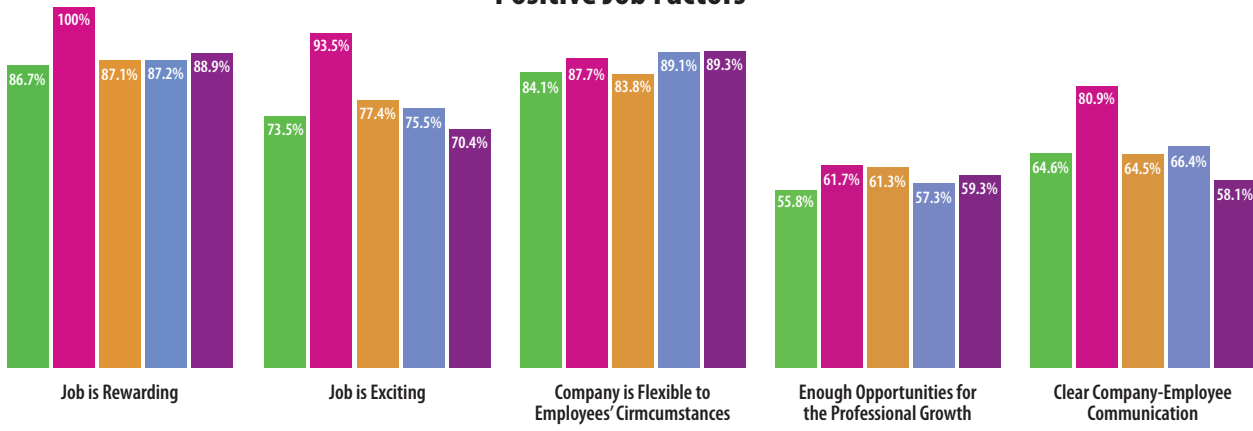**Satisfied**
Dissatisfied

Overall, level of job satisfaction is HIGH among women in print.

In general, jobs are rewarding, and companies seem to be flexible to employees' needs.

Positive Job Factors

Job is Rewarding
- 86.7%
- 100%
- 87.1%
- 87.2%
- 88.9%

Job is Exciting
- 73.5%
- 93.5%
- 77.4%
- 75.5%
- 70.4%

Company is Flexible to Employees' Cirmcumstances
- 84.1%
- 87.7%
- 83.8%
- 89.1%
- 89.3%

Enough Opportunities for the Professional Growth
- 55.8%
- 61.7%
- 61.3%
- 57.3%
- 59.3%

Clear Company-Employee Communication
- 64.6%
- 80.9%
- 64.5%
- 66.4%
- 58.1%

Job is Stressful
- 69%
- 57.4%
- 54.8%
- 68.2%
- 81.5%

A lot of Overtime Work
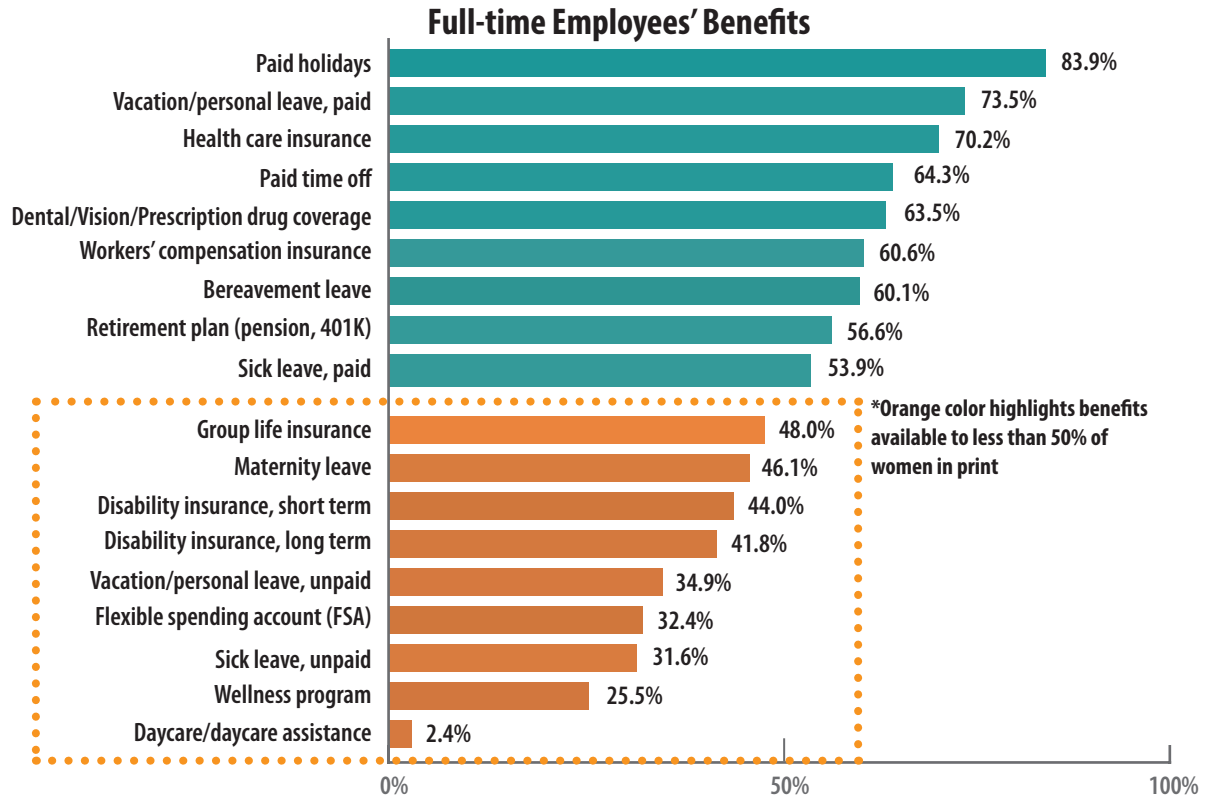- 57.5%
- 44.7%
- 32.3%
- 50.9%
- 44.4%

Negative Job Factors

Legend:
- Graphics and Sign Producer
- Garment Decorator
- Industrial Printer
- Manufacturer/Distributor/Supplier to the Specialty Graphics Industry
- Commercial Printer/Publication

What are the full-time employee benefits reported in our survey?

The following graph provides a snapshot of the benefits offered. Only two thirds of the respondents indicated that health insurance was provided. Less than half of our participants specified that group life insurance, disability as well as maternity coverage was available.

Full-time Employees' Benefits

Benefit	Percentage
Paid holidays	83.9%
Vacation/personal leave, paid	73.5%
Health care insurance	70.2%
Paid time off	64.3%
Dental/Vision/Prescription drug coverage	63.5%
Workers' compensation insurance	60.6%
Bereavement leave	60.1%
Retirement plan (pension, 401K)	56.6%
Sick leave, paid	53.9%
Group life insurance	48.0%
Maternity leave	46.1%
Disability insurance, short term	44.0%
Disability insurance, long term	41.8%
Vacation/personal leave, unpaid	34.9%
Flexible spending account (FSA)	32.4%
Sick leave, unpaid	31.6%
Wellness program	25.5%
Daycare/daycare assistance	2.4%

*Orange color highlights benefits available to less than 50% of women in print

Less than half indicated maternity leave was provided. Only 2.4% of our participants have daycare/daycare assistance.

How Are Women **Attracted**, **Retained** and **Promoted** in the Printing Industry?

Good benefits are mentioned by our respondents, along with good financial compensation, professional growth opportunities and flexible schedule, as the key factors that will allow companies to ATTRACT and RETAIN more women in the industry. To PROMOTE more women in the workplace, challenging duties could be delegated to them, as suggested by survey participants.

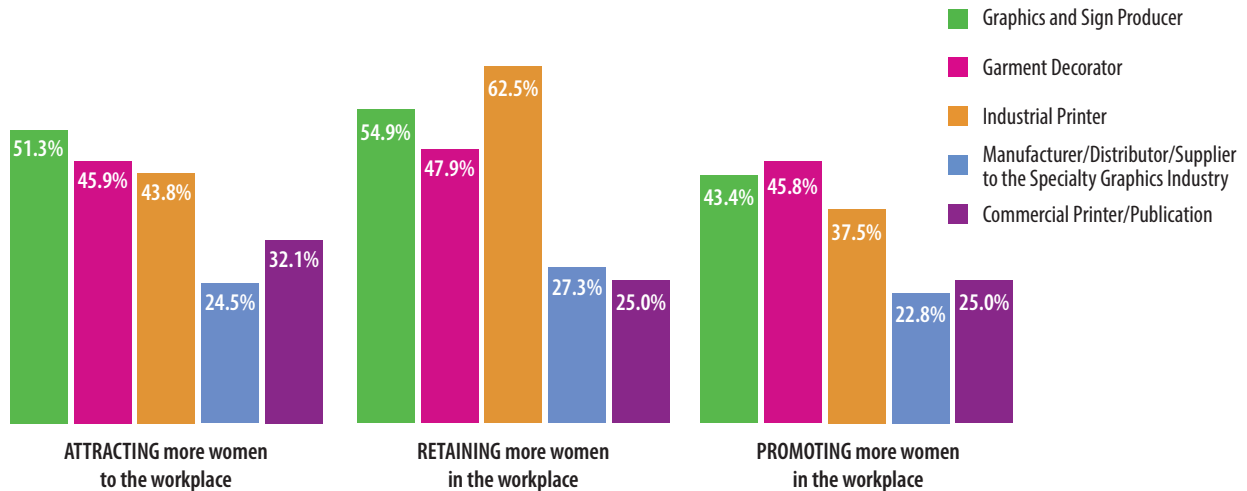| ATTRACT	RETAIN	PROMOTE
Good Financial Compensation	Good Financial Compensation	Good Financial Compensation
Professional Growth Opportunities	Professional Growth Opportunities	Professional Growth Opportunities
Flexible Schedule	Flexible Schedule	*
Good Benefits	Good Benefits	*
*	Job Satisfaction	Job Satisfaction
*	*	Challenging Duties

*Factors identified by less than 10% of our respondents are not presented

Companies could upgrade their ability to RETAIN and PROMOTE women in print by delegating challenging duties to them and providing more opportunities for professional growth.
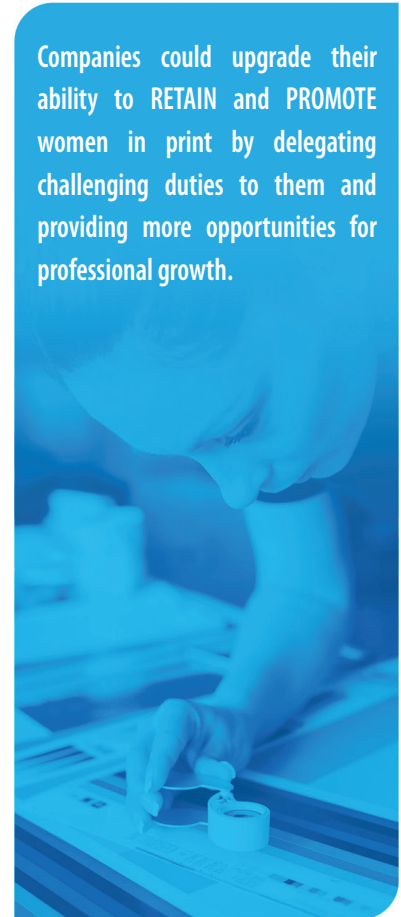
There continues to be room for growth in ATTRACTING, RETAINING and PROMOTING women in print.

Satisfied with Their Company's Performance

Legend:
- Graphics and Sign Producer
- Garment Decorator
- Industrial Printer
- Manufacturer/Distributor/Supplier to the Specialty Graphics Industry
- Commercial Printer/Publication

ATTRACTING more women to the workplace
- Graphics and Sign Producer: 51.3%
- Garment Decorator: 45.9%
- Industrial Printer: 43.8%
- Manufacturer/Distributor/Supplier: 24.5%
- Commercial Printer/Publication: 32.1%

RETAINING more women in the workplace
- Graphics and Sign Producer: 54.9%
- Garment Decorator: 47.9%
- Industrial Printer: 62.5%
- Manufacturer/Distributor/Supplier: 27.3%
- Commercial Printer/Publication: 25.0%

PROMOTING more women in the workplace
- Graphics and Sign Producer: 43.4%
- Garment Decorator: 45.8%
- Industrial Printer: 37.5%
- Manufacturer/Distributor/Supplier: 22.8%
- Commercial Printer/Publication: 25.0%

The printing industry continues to offer opportunities for women in the workforce, from the potential to own their own business to obtaining creative, challenging and rewarding jobs. Turning the information from this survey into actionable, thoughtful programs that provide mentoring and educational support for personal and professional development is our challenge.

We want to hear from you - both men and women. The prosperity of your business brings success to the entire industry. How can we help?

Please email us: sgia@sgia.org, or call 703.358.1335

GIVE THEM OPPORTUNITY TO PROVE THEMSELVES

EMPOWER AND SUPPORT WOMEN'S CAREER GROWTH.

MANAGEMENT THAT MENTORED AND SUPPORTED PROFESSIONAL GROWTH

MENTORING OPPORTUNITIES, CHALLENGE THEM TO TAKE ON ADDITIONAL RESPONSIBILITY.

Strategies for Promoting Women in the Industry

CREATIVITY, LONGEVITY, COMPENSATION, LEADERSHIP

BETTER TRAINING

EVENTS CATERED TO WOMEN TO ENCOURAGE A SUPPORTIVE AND CREATIVE ENVIRONMENT.

EDUCATION IS KEY... WOMEN NEED THE TECHNOLOGY BACKGROUND AND HANDS-ON EXPERIENCE TO ADVANCE.

VISIBILITY OF THOSE WHO HAVE SUCCEEDED IN THE INDUSTRY