

IT'S A
BLOG!



Five Ways to Help Attract and Keep Women in Print – Starting with You!

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SUPPORT STUDENTS.

The Graphic Communications programs are in trouble. Unless you want to spend time and money explaining RGB and CMYK to your new employees, it is time to STEP UP! Erica Walker from Clemson University gave the best advice for this during the annual Girls Who Print Leadership Panel. She said, “Reach out to the programs and ask how you can help and don’t give up. If one person doesn’t respond, try another, and another.” And the most important piece here is asking how you can help, not assuming that a donation of your equipment or software is helping. More likely than not, the schools are so far behind they cannot accept anything like that.

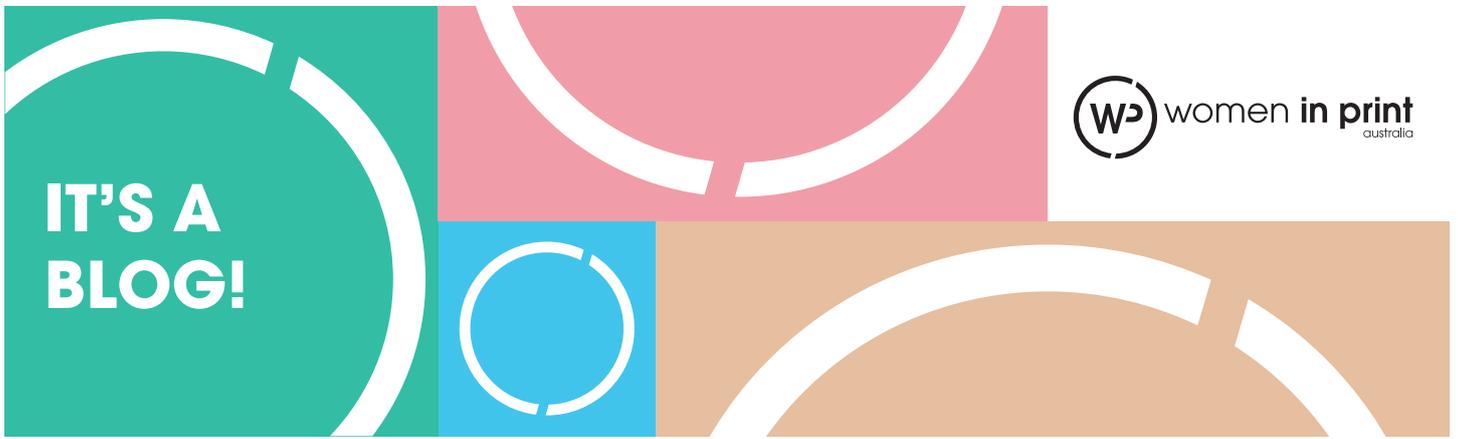
GROW CANDIDATES.

When I have the honour and privilege of speaking at colleges, the thing most noticeable is the dominating presence of female students in Graphic Communications programs. So where do they go?? – because they aren’t coming here. It is going to take a grassroots movement to attract them to this industry. Specialty Print Communications (SPC) is a stellar example of a company that is working directly with GC programs to support their recruiting efforts, and provide employment opportunities for graduates. Ryan LeFebvre has taken this on not only to help SPC attract the best-qualified candidates but to also encourage the female students to enter the industry and stay with us. He is my hero!

CLEAR VISIBILITY.

#PrintHERstoryMonth is an initiative driven by [Girls Who Print](#) with the sole purpose of sharing stories and giving more visibility to all of the fierce, fabulous females who work in the industry. While the ratio of men and women working in print is still greatly skewed male, that should not detract from the amazing accomplishments of women in print. March is now dedicated to this subject matter moving forward!

Women’s #PrintHerStoryMonth is not the only opportunity to share stories about Girls Who Print. There are 335 additional days to shine a light on what you do if you are a woman in print, or shine a light on your female employees. Make sure that the women in your organization have an opportunity to provide quotes in trade articles, and get featured in stories. It all matters, optically.



SHARE THE SPOTLIGHT.

Event after industry event, the panels, speakers and “experts” are dominated by men. It is just not cool anymore. We need diversity... now. And not just with gender, but with race, creed, orientation, and even geographical origin. We cannot grow as an industry if we don't invite and attract new voices to add a new perspective and share from a place that is not familiar.

PLAY FAIR.

I attended THREADX in San Diego last year. THREADX is a play on TEDX, and they delivered. One of the more poignant takeaways came from a printer, Brian Adam, President of Olympus Group. He spoke about workforce development and retention by providing a top 10 list a la' David Letterman. While all 10 points had relevance to any business owner, the one that stuck with me was this... and to paraphrase... 'We don't treat all employees equally, we treat them all fairly based upon their results'. That is a very attractive, modern and inclusive policy that gives equal opportunity to all employees. Think about adopting it.

And finally...

NEED A MENTOR?? WANT TO BE A MENTOR? GET INVOLVED.

In Australia Women in Print offers Mentor connections so get involved and provide either the next generation your mentoring wisdom or offer yourself the power of being a mentored.

About the author

Deborah Corn is the Intergalactic Ambassador to The Printerverse™ at Print Media Centr, a Print Buyerologist™, industry speaker and blogger, host of Podcasts from The Printerverse, cultivator of Print Production Professionals the #1 print group on LinkedIn, Head Girl in Charge (H.G.I.C.) at GirlsWhoPrint, host of #PrintChat every Wednesday at 4PM ET on Twitter, the founder of International Print Day and the founder of #ProjectPeacock. She is the recipient of several industry honors including the 2016 Girls Who Print Girlie Award and sits on the boards of the Advertising Production Club of NYC and The Magazine Innovation Center at the University of Mississippi.