



U.S. DEPARTMENT OF LABOR

100  
YEARS  
WOMEN'S  
BUREAU

Our Purpose. Your Work.

# About the Women's Bureau

## Mission

*The Women's Bureau develops policies and standards and conducts inquiries to safeguard the interests of working women, to advocate for their equality and economic security for themselves and their families, and to promote quality work environments.*

# About the Women's Bureau

- ▶ Established on June 5, 1920, the Women's Bureau is the only federal agency tasked with focusing exclusively on working women and the issues they care about most.
- ▶ For 100 years, the Women's Bureau has served as a trusted source for research, data and statistics, advocacy, and innovation for working women and the issues they care most about.
- ▶ WB approach:
  - Research and policy analysis
  - Grant-making
  - Education and outreach

# Women in the Labor Force Then and Now

- ▶ Women now have fully 50% of all nonfarm payroll jobs in the U.S (Data as of January 10, 2020). <sup>1</sup>
- ▶ The total number of women 16 and older in the labor force has risen almost tenfold from about 8 million in 1920 to more than 78 million today. <sup>2</sup>
- ▶ Today, about three-fourths (77%) of prime-working age women (25-54) are in the labor force compared with about 21% when the Women’s Bureau first opened its doors in 1920. <sup>3</sup>
- ▶ During 2019, the adult women’s unemployment rate was the lowest since 1953 and remains near historic lows at 3.2%. <sup>4</sup>
- ▶ Mothers are now equal, primary or sole earners in 40% of all U.S. households with children under the age of 18. In comparison, this figure was just 11% in 1960. <sup>5</sup>

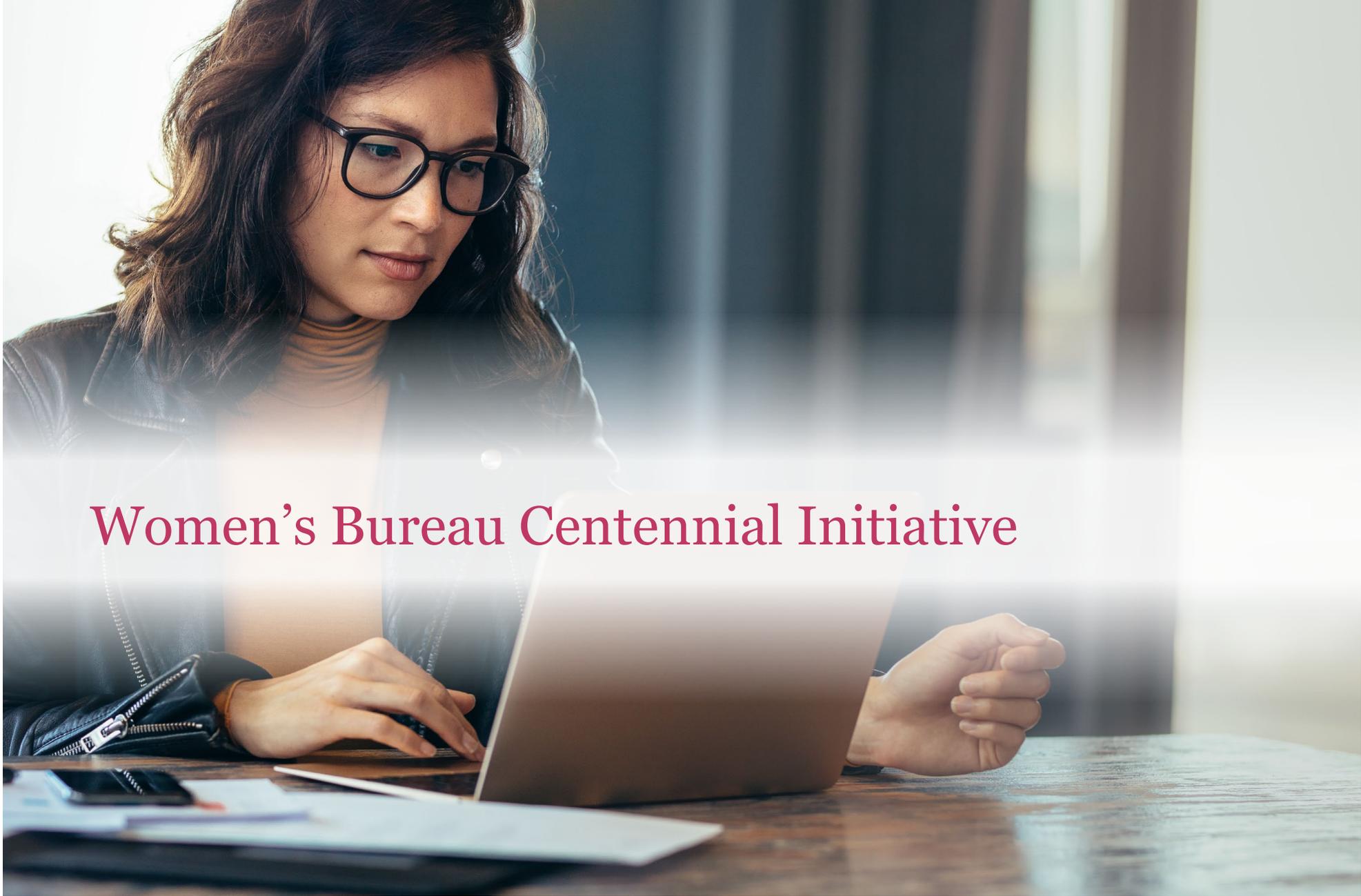
1. Employment of women on nonfarm payrolls by industry sector, seasonally adjusted (Table B-5). Bureau of Labor Statistics, U.S. Department of Labor (2020). Issued February 7. <https://www.bls.gov/news.release/empsit.t21.htm>.

2. U.S. Census Bureau 1920 Decennial Census and 2018 American Community Survey data. Analysis by the Women’s Bureau (2020).

3. U.S. Census Bureau 1920 Decennial Census and 2018 American Community Survey data. Analysis by the Women’s Bureau (2020).

4. Employment status of the civilian population by sex and age (Table A-1). Bureau of Labor Statistics, U.S. Department of Labor (2020). Issued February 7. <https://www.bls.gov/news.release/empsit.t01.htm>

5. Percent of households with children under 18 in which mothers are equal, primary, or sole earners. Women’s Bureau, U.S. Department of Labor (2019). <https://www.dol.gov/agencies/wb/data/mothers-and-families>.



Women's Bureau Centennial Initiative

# Centennial Overview

- Honor 100 years of work on behalf of women.
- Highlight an economy that affords all women the ability to thrive.
- Recognize the work of the Women's Bureau and how it has contributed to the progress of women in the workforce.
- Elevate/build greater brand awareness for the Women's Bureau.
- Set the pathway for the future for the Women's Bureau.

## Main Deliverables:

- Establish Secretary's Centennial Committee.
- Interactive Initiative: "Our Purpose. Your Work."
- Host monthly national and regional events.
- Monthly blog posts and newsletters.

# Centennial Digital Launch Overview

January 28, 2020, 1 p.m. ET

## Messaging

- Logo, Branding, and Theme: “Our Purpose. Your Work.”
- Video and Letter from Women’s Bureau Director Dr. Laurie Todd-Smith
- News Release
- Newsletter

## WB100 Website — [www.dol.gov/wb100](http://www.dol.gov/wb100)

- “Our Purpose. Your Work.” Share Your Story Form
- Read Your Story
- Secretary’s Centennial Committee Members, Events, WB History

## Social Media

- @USDOL
  - #WB100
-

# Interactive Initiative: “Our Purpose. Your Work.”

We need your help...

The Women’s Bureau wants to hear your story.

The “Our Purpose. Your Work.” interactive initiative presents women of all ages with the opportunity to participate directly in the Women’s Bureau Centennial.

- **What is your work story?**
- **What future aspirations do you have for young women in the workforce?**
- **How has the Women’s Bureau advanced your purpose?**

We will collect and share stories throughout the year to learn how our purpose has impacted your life, your work, and your family.

To share your story and learn more about the interactive initiative, visit <https://www.dol.gov/agencies/wb/wb100/story>



<https://www.dol.gov/wb100>

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