



2012 Accounting MOVE Project Methodology

We reward results, not just good intentions.

What data does the MOVE survey collect?

Demographics:

- How many women and women of color are employed at your workplace
- How many women and women of color hold key positions, from entry level to partners
- Women in technology

MOVE factors:

M – Money: Pay equity programs, analysis and measurement

O – Opportunity: Leadership, management and technical training and development

V – Vital supports for work-life: Such as telecommuting, wellness and dependent care benefits that directly support productivity and business results

E – Entrepreneurship: Hands-on business development and supplier diversity

How are these factors weighted when scoring candidates for a MOVE Project Best Employers list?

To win, an employer must have *BOTH* a high proportion of women at most or all levels of management *AND* proven success with the MOVE factors. An employer cannot win by having a rich array of programs but few women in leadership.

We believe that if an employer's MOVE factors are effective, it will have a healthy and growing proportion of women in its leadership pipeline.

How do you score the number of women in management?

To score the status of women in management, a parity scale is established for each company. The parity scale is based on the overall percentage of women employees at the company. Each level of management is compared to the overall percentage of women at the company. For instance, if 40% of a company's employees are women, a score of 100 on the parity scale for women in management is 40%. A company with 60% women employees must have 60% women in management for a score of 100. This means that women are equally represented in management as they are in the company overall.

This also means that each company is judged on its own proportion of women employees and how well it draws them into leadership. A company with a high proportion of women employees does not have an inherent advantage in scoring the status of women.

Do you score only on the submitted, self-reported MOVE survey?

We interview every employer, basing our questions on the survey and recent news and industry trends. This is the only way to understand workplace culture and the effectiveness of that employer's MOVE factors. We also examine the corporate website, documents from the Securities and Exchange Commission and other sources for publicly held companies.

Do you release a list of employers that participate but don't win?

No. We only release the names of employers whose practices and pipelines propel them to the top. Our mission is to equip women for lifeline economic independence and career success. That is accomplished one workplace at a time, by collaborating with leaders to evolve workplace culture and practices. We find that behind-the-scenes collaboration can catalyze deep, longlasting change...and often, results of that change earns an employer a spot on a 'Best' list.

How much does it cost to participate in the Accounting MOVE Project?

The full cost of the research is covered by Founding Sponsor Moss Adams LLP and National Sponsor Rothstein Kass, P.C.

Administrative fees

Up to 500 employees	\$ 300
500+ employees	\$ 750

Alliances that bring in five or more firms may capture a 20% reduction in the fee for each member of the group.

With the administrative fee comes a confidential snapshot, with a brief list of recommendations, and a tailored panel of key benchmarks.

Our competitive analysis indicates that our fees are modest given the quality of the confidential snapshot, executive report, candidacy for multiple "best" lists based on the MOVE survey, and additional industry benefits.

For an additional fee, Wilson Taylor Associates does provide a comprehensive, customized scorecard for participants. This scorecard provides an in-depth look at the pipeline of an firm, with research and best practices designed to help human resources personnel and management to articulate strategic goals, specific programs to meet those goals, and the determine the ROI to justify their cost. For

more information on the cost and scope of the Confidential MOVE Scorecard, please contact Wilson-Taylor president Joanne Cleaver, jycleaver@wilson-taylorassoc.com.

May I see a sample snapshot for participating firms?

Of course! Call senior research associate Kristen McGuire at 406-750-5481, or email her at kmcguire@wilson-taylorassoc.com.

Why is there an interview after the data is submitted?

The interview will focus on the "why" behind the demographics and MOVE factors you reported on the survey. Our goal is to thoroughly understand all the factors that shape your firm's efforts and results in advancing women. The interview is ALSO completely confidential, and any information that we learn about your firm will not be released without your express permission. The interview helps us to put context around best practices and industry trends, and tell the story of successful women in the industry.

Will the information gathered through the survey and interview remain confidential?

Yes! We do not release the names of participating firms publicly, nor any data from individual firms. Data submitted by all participants will be averaged, and then presented as a whole in the executive report. The confidential snapshot for each firm, showing its individual data as compared to the overall data about the pipeline, is released only to the firm. Wilson Taylor Associates provides a participation agreement to each firm, outlining our promise to keep your data secure, and to protect your firm's confidential information.

How does Wilson Taylor Associates report best practices in the executive report, and still keep participants confidential?

If your firm's practices and pipelines merit mention in the executive report, we will fact check these references with your media relations department for accuracy before going to print. If your firm decides that it does not wish to be identified in the report, your firm's name will not be published.

Our philosophy is to "celebrate in public, coach in private." We believe this is the best way to achieve our mission of equipping women for lifeline economic independence and career success.

When is the survey deadline?

The online survey closes at midnight on February 21, 2012. The interview will take place within 4 – 6 weeks of your submission of data.

How will you publicize results?

The 2012 Accounting MOVE Project executive report will be released on or before April 15, 2012 by our association partners, ASWA and AWSCPA. The Best Firms for Women in Accounting will be released in late April.

You are also encouraged to help us publicize these results, by sending them to local media contacts, especially if your firm is mentioned in the report. A template press release will be provided for your own publicity efforts.