

WELCOME TO OUR NEWSLETTER

KRA@Work

we're so glad you're here!



Senior Leader Spotlight!

A Message from Zaskia Ruiz, KRA Executive Vice President, Administration & Finance

March is an exciting month, as we celebrate Women's History Month.

In the position of Executive Vice President, I have the privilege of leading both the Accounting & Finance, and People & Culture Departments. I am very passionate about this role, as it allows me to apply my strengths in the areas of business administration, my natural ability to model **Authentic Leadership**, and infuse my passion for **Health and Wellness**.

In 2016, I made the decision to join KRA as the Contract and Budget Services Manager. The main deciding factor was the flexibility that the position offered, as I was recently divorced and my priority was the health and well-being of my two school-age sons. This was one of the best decisions I ever made in my life because I was fortunate to be present in my children's lives during a critical time, and have a career that I enjoy. I had achieved the **Work-Life Balance** that so many women who influenced me had longed for.

KRA has offered me an **Inclusive Environment**, in which I feel accepted as my authentic self, and where my ideas and talents are embraced. I strongly believe that everyone has a voice, and should have a venue to express ideas, suggestions, or concerns. I also believe that it takes a village, working harmoniously towards a common goal, to make a **Real Impact**.

In the Workforce Development industry, we sometimes forget about the critical role that the behind-the-scenes personnel play. KRA has a strong back-office operation, powered by creative, knowledgeable, and talented women who are committed to the mission, and are highly accountable and self-motivated. That is one of KRA's best-kept secrets.

I am extremely grateful for all of the women mentors I have had in my life and for **all the phenomenal women here at KRA**. They show up even when no one is watching!

I encourage you to reflect on the women who have made an impact in your life, and take some time to acknowledge and celebrate them, not just in March, but all year long.

Be Well,
Zaskia Ruiz
KRA Executive Vice President, Administration & Finance

IN THIS ISSUE

Senior Leader Spotlight	Page 1
Workforce Wednesday	Page 1
The Women of KRA Admin	Page 2
KRA Latest News	Page 3

Workforce Wednesday

WOMEN IN THE WORKPLACE

The role of women in the workforce has transformed over the years. We are continuing to see incremental progress toward gender inclusion in the workplace as the millions of women who exited the workforce during the pandemic due to personal, and family obligations, are returning to the work. Companies should be compelled to support and invest in women in the workplace as research indicates that companies with women in senior leadership positions are more financially sound and more socially responsible.

Women face various barriers in the workplace that hold them back from achieving their full potential. These include lack of pay equity, limited access to paid leave, feelings of burnout, harassment and discrimination. It is also critical that women have access to allies throughout their professional journey to help them navigate these challenges. According to CNBC Make it, this network of allies make-up a personal board of directors, and include a mentor, a sponsor, a connector, a point expert, and a close friend.

This month and beyond, we should cultivate a culture that advances the gender equity agenda by (1) implementing policies that demonstrate a commitment to eliminating barriers, (2) supporting women in their professional journey and (3) celebrating their contributions in the workplace.



The KRA Way

5-STAR EXPERIENCE. REAL LIFE IMPACT.



Principles

TRAILBLAZING IS IN OUR DNA



People

INCLUSIVE SINCE INCEPTION



Programs

INNOVATIVE WORKFORCE PROGRAMS
AT THE SPEED OF BUSINESS



Partnerships

RELATIONSHIPS THAT DELIVER RESULTS



Performance

YOUR SUCCESS IS OUR SUCCESS!

[LEARN MORE](#)

The Women of KRA Administration

**not all pictured*

KRA was founded on a vision that DEI is at the core of our operational success, not an add-on training or checklist. **We value diversity** and seek out collaborators from all backgrounds. As we celebrate women's history month, we asked the women of KRA Admin about the most INFLUENTIAL women in their lives.

The top answer, by far, for their **Most influential woman** was "My Mother," including Donna Shaneybrook, Alice Astorga, Irene Rand, Hazel Helena Pettus Dingle, Katherine, Dorret Foster and Francisca Gamboa; in addition to **Many other grandmothers, aunts, and women family members** including Karina Hill, Amy Hilliard, Fe Parulan, Elizabeth DiPaolantonio, Saturnina Silva and Victoria Gamboa, Erma and Katherine, Jessica, Gertrude, Margaret, and Delores.

Other influential women named were Mitishi Dixon, Macey Prince, Deanna Lorson, Dora Burns, Mary Jackson, Katherine Johnson, Dorothy Vaughan, Michelle Obama, Amelia Earhart, Jane Goodall, Ruth Bader Ginsburg, Greta Thunberg, Mother Mary, and Mother Theresa.

*"WOMEN BELONG IN ALL PLACES WHERE DECISIONS ARE BEING MADE. IT SHOULDN'T BE THAT WOMEN ARE THE EXCEPTION."
- RUTH BADER GINSBURG*

KEEP AN EYE ON OUR PLATFORMS AS WE CONTINUE TO CELEBRATE WOMEN'S HISTORY MONTH!

Latest News

KRA CELEBRATES WOMEN'S HISTORY MONTH AND CONGRATULATES SETA ON ITS 50TH ANNIVERSARY OF SERVICE TO OUR INDUSTRY

Since 1987, March has been designated as **Women's History Month** (WHM), an observance that celebrates the often-overlooked contributions of women in every facet of U.S. culture, history, and society.

As a national operator of Career Services Programs for WIOA-, TANF-, and ARPA-funded clients, KRA excels in providing workforce-development services that prepare jobseekers for today's competitive job marketplace. Since 1981, supporting women in the workforce has been a forefront priority of the company. **Today, KRA is operated by 74% women** and over the span of our 42 years of service, KRA has witnessed the progression and **real-life impact of developing women for the U.S. workforce!**

According to the Washington Center for Equitable Growth, when more women are in the workforce, economies tend to grow more. There is a direct correlation between women's participation in the labour force and the gross domestic product (GDP) - a common measure of economic health.

Below are some additional resources with educational and eye-opening insights about women's' plight for equality in the workforce:

- > [Women in the Workplace](#)
- > [6 Ways Women Can Champion Each Other at Work](#)
- > [Books to Read in Celebration of Women's History Month](#)



KRA'S LATEST NEWS

Visit our [Social Newsroom](#) to learn more about KRA's **Involvement with SETA** and to read our latest news!



Connect with us!

FOLLOW US ON LINKEDIN

Join us on LinkedIn today and stay connected! We invite you to check out our community events, and visit our Jobs and Life page for a glance at KRA's workforce culture.

[#workforcedevelopment](#) [#reallifeimpact](#) [#KRAatWork](#)

[VISIT KRA'S LINKEDIN](#)



Tune into our podcast!

KRA'S THE HUB

Episode 6 was just released! In this episode, **Ron Painter, President & CEO of the National Association of Workforce Boards (NAWB)**, joins the program to share his reflections on a **recent executive order** in Pennsylvania that allows most state jobs to be **skills-based and not require a 4-year degree**. Discover what this order means for other states and **how Workforce Boards can advocate for similar orders**.

[KRA'S THE HUB ON SPOTIFY](#)