



**HOCHSCHULE DER WIRTSCHAFT  
FÜR MANAGEMENT**

UNIVERSITY OF APPLIED  
MANAGEMENT STUDIES

# **HdWM Equality Concept**

**and**

## **Gender Equality Plan 2024 – 2028**



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\*This version of the Equality Plan has been shortened



## 1. Foreword

As an educational institution, the University of Applied Sciences for Management (HdWM) bears a great responsibility for promoting social diversity in the educational landscape. In doing so, HdWM strives to be a role model for students in building and maintaining a diverse and inclusive university community.

With Article Three of the Grundgesetz (Basic Law, the Federal Republic of Germany) undertakes to enforce equal rights for men and women and undertakes to eliminate existing disadvantages. For universities in Baden-Württemberg, § 4 of the Landeshochschulgesetz (LHG) applies as the guiding standard. Accordingly, the higher education institutions promote the effective implementation of equal opportunities for women and men in the performance of all tasks and work towards the elimination of existing disadvantages. They actively promote the increase in the proportion of women in all subjects and at all levels in which women are underrepresented and ensure a better balance between family and scientific, artistic and medical activities.

In addition, no individual in Germany may be discriminated against or given preferential treatment because of gender, ancestry, race, language, homeland and origin, faith, or religious or political views. Nor should anyone be discriminated against because of their disability. This results in the claim to recognize social diversity in all areas and to actively work to ensure that social diversity can be realised.

The previous HdWM Gender Equality Plan was primarily aimed at reducing the underrepresentation of women, the qualification of which was when the proportion of women within a remuneration or pay grade or in functions with management tasks was less than half.

After the Bundesverfassungsgericht (Federal Constitutional Court) in 2017, a person has the right to declare a third gender type beyond the binary gender model. Thus, the existence of more than two genders is legally recognized, which represents the new social reality of our society. Consequently, gender equality work is no longer only aimed at increasing the proportion of women in management areas and in appointed professorships but also focuses on thinking about gender-related equality much more broadly, or at least in accordance with the social reality of three genders.

In the context of gender equality work, other factors of social differentiation and the associated social inequalities beyond gender should also be taken into account in the long term, for example, through the establishment of intersectional gender equality work. The measures of the present Gender Equality Plan are therefore to be seen as an impetus for equality for employees beyond the distinguishing feature of "gender", in addition to safeguarding the achievements made so far in the field of gender equality and its further implementation.



## 2. Strategic Anchoring at the HdWM

For the operational fulfilment of gender equality work, the state of Baden-Württemberg provides for the appointment of an equal opportunity officer for its universities. They and their deputies are selected from among the full-time female academic staff and appointed by the Senate. In addition to the LHG, the Chancengleichheitsgesetz (Equal Opportunity Act) also applies.

Equality is firmly anchored at HdWM. In its meeting on 25.05.2022, the Senate appointed the Equal Opportunity Commissioners. In accordance with its constitution, HdWM makes use of the right to appointing a joint equal opportunity officer (as well as deputy) for the scientific, administrative and non-academic staff.

The mission statement of HdWM emphasizes the value of social and practised diversity in the field of teaching as well (see Structure and Development Plan 2020 – 2024). It states:

### ***Diversity in action***

*Diversity is our foundation. Our university aims to identify and promote potential talent and skills, regardless of cultural and social background or individual learning requirements. We foster an open and collaborative culture of teaching and learning.*

All students should have the opportunity to develop their potential and pursue the desired professional and career path at the HdWM. HdWM is dedicated to contribute to more educational justice, to support refugees in their studies through special integration programmes and cooperation with other institutions (e.g., language schools) and to support students with disabilities in their studies through a special mentoring programme (see, among other sources, self-report for the institutional re-accreditation of HdWM 2020).

Equality and social diversity also play a role in the approval of research proposals and the awarding of third-party funding from federal or state funds and have a firm place in the development, external presentation and positioning of HdWM, in auditing and certification as well as in the accreditation of the university's programmes.



## 3. Analysis of the Gender Equality Plan 2019 - 2023 and Current Status

### 3.1. Inventory/ Diversity Monitoring

This section is missing because of data protection.

### 3.2. Summary of developments (Plan 2019-2023)

The previous Gender Equality Plan (2019 – 2023) divided its measures into three core areas: the reduction of underrepresentation of women, work-life balance, and the specific measures that were particularly relevant to the university's student body.

#### 3.2.1. Reduction of under-representation

Goal one in the area of reducing underrepresentation from the Gender Equality Plan 2019-2023 was to increase the proportion of female professors. Based on approx. 30% in summer semester 2019, this goal was achieved by the end of the Equal Opportunities Plan (in summer semester 2023) with 42% in 2023. Another objective was to ensure that at least half of the teaching staff are women. There are six research assistants at HdWM, 67% of whom are female.

Another goal was to make the selection criteria in the appointment committees gender-sensitive. This has been partially achieved.

At the level of external lecturers, recording the gender of the lecturers employed over the duration of the equality plan was necessary. This recording has been fully achieved. An up-to-date overview from summer semester 2023 is presented in detail in chapter 3.1.2.

#### 3.2.2. Work-life balance

In the area of work-life balance, a contact person was determined to be necessary for questions from female applicants about this topic. This appointment has been implemented, and the goal to promote a work-life balance in the job interviews was achieved. To the extent possible, meetings were arranged in such a way that they did not conflict with family tasks.

#### 3.2.3. Further measures (especially for students)

Equal opportunity measures for students were also systematically recorded and evaluated. For example, a discount on (tuition) fees for severely disabled students or refugee students was sanctioned over the duration of the Equal Opportunities Plan. In addition, special regulations were arranged in cases of hardship. For students with chronic illnesses or disabilities, processing times and deadlines for examinations were extended or the examination form was changed.

The goal of implementing gender-neutral language use in oral communication as well as in publications and written work from the university administration was achieved. For example, gender-neutral wording is included throughout the Campus Portal. A guideline for the use of language in scientific theses has not yet been developed.



## 4. Gender Equality Goals and Measures 2024 - 2028: Social Diversity @ HdWM

The HdWM's 2024 - 2028 action plan includes measures for university employees and students at the university. This plan aims to help create an environment where every single person, regardless of gender, race, sexual orientation, social background, or other characteristics, is given equal opportunities to reach their full potential. *Our goal is to break down barriers, fight prejudice and create an environment of mutual respect, appreciation and collaboration.*

Students should have the opportunity at the HdWM and be supported in striving for their desired professional and career path. The HdWM still wants to support young women\* in their qualification and strengthen them personally in order to continuously increase the proportion of women in management positions in companies. Gender equality work aims to contribute to this through education, counselling, awareness-raising and qualification. In addition, in its meeting on 20.09.2023, the Senate spoke out in favour of taking additional factors such as the origin and age of the students into account in the equality monitoring and compensating for disadvantages that may arise, for example, from the origin of the students. Last but not least, discrimination at the university should be countered or prevented.

### 4.1. Group-wide goals and measures

#### 4.1.1. Family-friendly scheduling

Employment relationships are structured as far as possible in such a way that parenthood and the care of household members in need of care are compatible with the performance of official duties for all employees. **Requests for leave of absence for family reasons** will continue to be met to the extent that the university is able to grant a leave. When arranging **meetings** and internal university committee meetings, to the extent possible, these meetings are ensured to not conflict with family tasks.

When **designing the student timetable**, the aim is to ensure that the performance of family responsibilities is compatible with study times.

In the long term, a **process for the return** of employees and student after parental leave is to be developed.

#### 4.1.2. Job advertisements

All positions will continue to be advertised as **suitable for part-time work**. In job adverts, a woman should also regularly be named **as the contact person** for inquiries from applicants. During job interviews, attention is drawn to the opportunities offered at HdWM to promote work-life balance.

### 4.2. Specific measures

#### 4.2.1. Academic/Scientific Staff

The quota achieved in 2023 to reduce the underrepresentation of women\* at the professorial level is to be increased **from 42% to 50%** during the period of this equality plan. The



corresponding measures in the scientific field should be aimed at ensuring that this quota is also achieved for all other scientific employees.

To achieve greater age heterogeneity of professors, **qualified junior researchers in particular are to** be explicitly invited to apply and included in the appointment process. In addition, the selection criteria in the appointment committees and recruitment procedures should continue to be gender-sensitive. Other social factors are considered.

In the context of monitoring demographics, the gender and age of **external lecturers** is systematically recorded and continuously evaluated. When contracting lecturers, the responsible HdWM employees should continue to be aware of gender and age heterogeneity.

In the field of research at HdWM, the period of the Gender Equality Plan will be the first time that the promotion of equality in research will be scrutinised. Furthermore, **scientific theses** (Bachelor's/Master's) about gender-sensitive topics should generate new insights. To this end, students are to be supported in their search for suitable topics by HdWM lecturers.

#### 4.2.2. Employees

A balance between female, diverse and male non-scientific employees is also to be established. In addition, the aim is to establish **counselling** options and support for employees **with further training and qualifications** for individual career planning.

#### 4.2.3. Student

Students at HdWM are given flexible study options. As part of the "**Student Mentoring in Challenging Life Situations**" programme, students are supported by a team of advisors.

In the course of the Gender Equality Plan, diversity monitoring pays particular attention to the gender and origin of students in the individual degree programmes.

#### 4.3. Further measures

During the period of this equality plan, the regulations of HdWM (e.g., framework examination regulations) are to be revised with **gender-neutral language**.

The goal of gender-neutral language is to promote inclusive and respectful communication in which all people feel equally represented. This also includes the use of gender-neutral language in seminars, term papers and theses by students. During the period of this equality plan, a guideline with recommendations for gender-neutral language use at HdWM is therefore to be developed.

The Equal Opportunities Officers set up a **service point** that employees and students can contact at any time when they have any questions about gender equality at HdWM. The aim is also to hold **events to raise awareness** among all university members about the risks of discrimination and protection against discrimination. It is also intended to sensitize the university public to appreciative communication, dealing with conflicts as well as (sexual) discrimination, harassment and violence and hate speech.



In addition, in accordance with § 4 LHG Baden-Württemberg, an Equal Opportunity Commission will be established and in accordance with §4a LHG BW, a contact persons will be appointed for questions relating to sexual harassment and for anti-discrimination.

During the period of validity of this Equality Plan, further measures may be specified.

January 2024,

HdWM Equal Opportunity Officer