

Presented by

WOMEN'S *wlc* LEADERSHIP
• COLLABORATIVE •

in collaboration with



A DAY FOR PAY EQUITY

THURSDAY, APRIL 2, 2020

Who we are

Established in April 2019, the Women's Leadership Collaborative (WLC) is a collective of professional women focused on achieving equity. The collaborative, inclusive of **Milwaukee Women inc, Professional Dimensions and TEMPO Milwaukee**, represents the strongest collective of professional women ever formed in Milwaukee. .

Mission

To create a future in which professional women have equitable influence, impact and inspiration on the Greater Milwaukee community. The WLC is focused on pay equity as its first major issue.

Why pay equity?

In Wisconsin, the average woman makes **80 cents** for every dollar paid to a man.



The wage gap widens considerably for **women of color**.

81 CENTS

WHITE WOMEN

73 CENTS

ASIAN WOMEN

66 CENTS

NATIVE AMERICAN WOMEN

62 CENTS

BLACK WOMEN

56 CENTS

HISPANIC WOMEN

2067



Projected year the pay gap will close in Wisconsin.

WI #28
is ranked

in gender pay equity among all 50 states. California is #1 and Louisiana is last.

Female median earnings

Wisconsin	MKE County
\$28,600	\$27,100

Male median earnings

Wisconsin	MKE County
\$41,200	\$35,300

(2017)

2059



Projected year the pay gap will close in the United States.

Why does the pay gap exist?

Some of the possible reasons:

- Women are paid less for the same work.
- Women are overrepresented in low-wage jobs and underrepresented in high-wage ones.
- Women-dominated professions, such as health care, education and public administration are devalued because they're seen as "women's work."
- Because women are often caregivers, they face lower pay and promotion opportunities because they are assumed to be distracted and unreliable.
- The "motherhood penalty," or decline in women's earnings after they have children. By contrast, many men receive higher wages when they become fathers.

What now?

The wage gap is systemic – not a personal issue facing individual women. However, gender differences in salary negotiation do play a role. **Negotiating can help.**

We know it is not just up to women to close the gender wage gap. But, negotiating their salaries and benefits is something women can do **RIGHT NOW** for better economic security and to help close the pay gap.

A DAY FOR PAY EQUITY

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- The Women's Leadership Collaborative is bringing the **American Association of University Women's (AAUW)** proven salary negotiation workshops to the Milwaukee area on April 2, 2020.
- The WLC's goal is to train 1,000 women at 20 workshops on April 2, in parallel with AAUW's pledge to train 10 million women in salary negotiation by 2022.
- There are two, two-hour workshops to choose from:
 - **StartSmart:** for women negotiating for their first job.
 - **WorkSmart:** for women negotiating for a new job, raise, promotion or better benefits.
- The WLC is coordinating with local businesses, professional associations, and nonprofit organizations to serve as hosts of one of the 20 workshops, a mix of StartSmart & WorkSmart.

WHAT WILL PARTICIPANTS LEARN?



AAUW's 2-hour salary negotiation workshops – **StartSmart** and **WorkSmart**– are designed to help participants negotiate for a new job, raise, or promotion.

Participants will learn:

- About the wage gap, including its long-term consequences
- How to identify and articulate your personal value
- How to conduct objective market research to benchmark a target salary and benefits
- Strategies for making the ask including deflection, building your pitch, and responding persuasively

JOIN OUR EFFORTS ON APRIL 2

HOST A WORKSHOP

- Donate space for up to 50 individuals.
- Identify a point-person to handle logistics with the WLC team.
- *(optional)* Provide light snack and refreshments.
- Logo recognition on event registration page, social media and other promotional materials.

FACILITATE A WORKSHOP

- Become a certified AAUW salary negotiation facilitator before April 2.
- The **FREE** online training takes about two hours total. You can take the courses on your schedule at your own pace.
- You will be assigned to facilitate a workshop on April 2.
- www.salary.aauw.org/facilitate

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$7,500

- **Exclusive** sponsorship
- Logo recognition on all promotional materials including event signage, online registration page, e-blasts and social media
- Verbal recognition at each workshop
- Opportunity to provide company literature at each workshop and in post-event e-blast

SUPPORTING SPONSOR | \$1,500

- Logo recognition on event signage, online registration page, e-blasts and social media

WORKSHOP LICENSE SPONSOR | \$500

- Underwrite a salary negotiation workshop license for the host of your choosing
- Verbal recognition at workshop
- Logo recognition on registration page

IN-KIND OPPORTUNITIES

PRINT PARTNER | IN-KIND (\$3,000 value)

- Print approximately 1,000 participant workbooks
- Logo recognition on workbooks, event signage, online registration page, e-blasts and social media
- Verbal and logo recognition at each workshop

SIGNAGE PARTNER | IN-KIND (\$550 value)

- Print 18" x 24" foam core signage for each workshop (files provided)
- Logo recognition on all event signage, online registration page, e-blasts and social media

MEDIA PARTNER | IN-KIND (TBD value)

- Benefits to be discussed based on trade

FOOD & BEVERAGE | IN-KIND (up to \$2,500 value)

- Provide light snack and refreshments for workshop attendees
- Benefits to be discussed based on # of workshops covered

SPONSORS



WORKSHOP HOSTS

Alverno College
Cardinal Stritch University
Carthage College
ManpowerGroup
Marquette University Institute for Women's Leadership
MATC
MRA
Mount Mary
MSOE
Mueller Communications
TEMPO Racine
University of Wisconsin-Milwaukee
University of Wisconsin-Parkside
Wisconsin Women in Government
The Woman's Club of Wisconsin
Women's Fund of Greater Milwaukee
YWCA Southeast Wisconsin

Questions?

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