



*AAUW PROGRAM IN A BOX*

# \$START \$SMART

# AT A GLANCE

\$START \$MART

## PROGRAM OVERVIEW

Use this Program in a Box to provide female college students entering the job market with tools to negotiate salaries and benefits.

## INTENDED AUDIENCE

College women approaching the job market

## PROGRAM FORMAT

Facilitator training workshop or salary negotiation workshop

## TIME CONSIDERATIONS

*Salary negotiation workshops*

**Time frame:** Anytime

**Estimated planning time:** Six months

**Estimated presentation time:** Three hours (can be divided into two sessions)

**Estimated follow-up time:** One month

*Facilitator training*

**Time frame:** Anytime

**Training time:** Three hours

## RESOURCES NEEDED

**Staff:** Facilitator, campus coordinator

**Space:** Campus facility that will hold 40 attendees

**Advertising:** Target college students for the salary negotiation workshops, campus and community for potential facilitators for a facilitator training, and local media for publicity for both.

**Equipment:** Laptop, projector, projection screen, blackboard or whiteboard

**Supplies:** Table for handouts, the WAGE Project materials, and AAUW materials

**Handouts:** \$start \$mart student workbook for salary negotiation workshops, \$start \$mart facilitator guide for facilitator trainings, AAUW brochures

**Budget considerations:** For the salary negotiation workshop, there is a campus fee of \$600 for the first semester and \$300 for subsequent semesters, plus travel and lodging expenses for the facilitator. For the facilitator workshop, trainings cost \$50 per facilitator.

## **BENEFITS TO YOUR STATE, BRANCH, OR COMMUNITY**

- Increases AAUW's visibility as an advocate and role model for college women
- Increases opportunities to recruit student members and AAUW college/university partner members
- Helps strengthen community networks and collaboration with local colleges and universities
- Empowers college women
- Provides facilitators with new skills
- Helps combat the gender wage gap

# PROGRAM DETAILS

## \$START \$SMART

Negotiating salaries is a challenge for women at all stages of their careers because women are less likely than men to ask for the pay they deserve. The \$start \$mart campus initiative, a collaboration between AAUW and the WAGE Project, was created in fall 2007 by WAGE, a national nonprofit organization dedicated to eliminating the gender wage gap.

AAUW research shows that one year after graduation, women earn just 80 percent of the salaries that their male counterparts earn, and the gender wage gap widens over the next 10 years. A woman graduating today will earn roughly \$1 million less than her male counterpart over the course of their careers because of this gap. The \$start \$mart salary negotiation workshop empowers college women to overcome the gender wage gap and teaches them to benchmark and negotiate for a fair and equitable salary when they enter the job market.

\$start \$mart salary negotiation workshops have been held on more than 120 campuses throughout the United States (see the current \$start \$mart workshop sites in the [tool kit](#)). WAGE and AAUW have not found any other campus program that offers such detailed skill-building exercises. \$start \$mart is popular with students and AAUW members, who make up the majority of facilitators for the program (see \$start \$mart testimonials from students and facilitators in the [tool kit](#)).

AAUW and WAGE are committed to maintaining and improving the quality of the \$start \$mart program. Both organizations review the evaluations of the workshops and facilitators to ensure a high-quality program. Collaboratively and independently, AAUW and WAGE continue to develop resources and materials to further strengthen \$start \$mart workshops.

AAUW members can be involved in the \$start \$mart initiative in many ways:

- recruit a campus to hold a \$start \$mart workshop;
- train to be a \$start \$mart facilitator and deliver programs on area campuses;
- encourage your branch or community to sponsor \$start \$mart facilitator training;
- become a \$start \$mart leader in your state and encourage and coordinate promotion of facilitator trainings with WAGE; or
- recruit other AAUW members to become trained facilitators.

To get involved, submit a [\\$start \\$mart interest form](#).

## PUTTING ON A \$TART \$SMART SALARY NEGOTIATION WORKSHOP

The three-hour \$tart \$smart salary negotiation workshop covers the following topics:

- the personal consequences of the gender wage gap throughout one’s lifetime;
- a target salary for the specific job a student is pursuing;
- the basics of salary negotiation including tone, tips, and tactics;
- the sequence of salary negotiation;
- practice through role-play exercises; and
- a bottom-line salary based on a bare-bones budget to pay for rent, groceries, student loans, and other basic expenses.

[Salary.com](https://www.salary.com) supplies \$tart \$smart’s salary information and updates its data every month with input from employers for a specific job title, making the workshop data accurate and timely.

The following documents will help you get started with organizing your own \$tart \$smart salary negotiation workshop:

- \$tart \$smart Campus Workshops (in the [tool kit](#))
- Step-by-Step Guide to Recruiting Campuses (in the [tool kit](#))
- \$mart \$tart Frequently Asked Questions (in the [tool kit](#))

## BECOMING A \$TART \$SMART FACILITATOR

\$tart \$smart facilitators coordinate and present \$tart \$smart workshops and often help recruit campuses to host the workshops. Wage provides facilitator training, which ideally should coincide with a \$tart \$smart workshop so that the trainee can observe the entire process. After the workshop, attendees receive additional training specific to their roles. AAUW members, community members, and college or university personnel may be trained as facilitators. Training college or university personnel as facilitators can reduce the costs of subsequent campus workshops and provide scheduling flexibility.

The fee to become a \$tart \$smart workshop facilitator is \$50, which covers the cost of facilitator training, the workbook and related materials, and ongoing coaching by WAGE.

Those wishing to become a \$tart \$smart workshop facilitator should possess a passion for ending the gender wage gap, some training experience, a recommendation from their organization or institution, the ability to manage the workshop’s compact curriculum, good listening skills, the ability to respond properly to the audience, and the ability to deliver the workshop as written by WAGE to ensure consistency and quality.

For the planning and implementation of this program to be successful, \$tart \$smart facilitators must agree to do the following:

- Observe a \$tart \$smart salary negotiation workshop presented by a certified trainer or attend a \$tart \$smart facilitator workshop.
- Become completely familiar with the \$tart \$smart workbook, script, and materials provided during training.
- Read *Getting Even: Why Women Don’t Get Paid like Men—and What to Do about It* by Evelyn Murphy and at least two other suggested books on negotiation.

- Recruit at least one campus to hold a \$tart \$mart salary negotiation workshop.
- Work with WAGE and AAUW to develop additional materials for workshops.
- Complete an evaluation of the salary negotiation workshop and submit it to WAGE.

If you are interested in becoming a facilitator, sponsoring facilitator training for yourself and other AAUW members, or recruiting campuses for \$tart \$mart workshops, complete the [\\$tart \\$mart interest form](#).

## OVERVIEW OF FACILITATOR TRAINING

\$tart \$mart facilitator training covers the following:

- How to solicit campus workshop sites
- Setting expectations for \$tart \$mart workshops
- \$tart \$mart workshop script and sample role-playing skits
- \$tart \$mart facilitator training guide and presentation checklist
- Additional facilitator's tips
- Information about AAUW and WAGE
- \$tart \$mart facilitator training form
- Sample campus commitment form
- Student evaluation forms
- \$tart \$mart facilitator self-evaluation form

As part of facilitator training, participants receive

- training and support from the WAGE staff;
- a workbook that includes a script, PowerPoint presentation, facilitator training guide, and additional training materials;
- information about WAGE and AAUW including their histories, missions, and ongoing work;
- coaching and mentoring before and after workshops;
- a network of peers to support ongoing work; and
- facilitator tips.

## HOSTING \$TART \$MART FACILITATOR TRAINING

If you are interested in hosting a facilitator training, you may find these suggested steps helpful:

1. Find out when WAGE staff are available to present a facilitator training. You must guarantee 10 participants to schedule one.
2. To identify campuses to work with, consider the ones where you already have contacts and institutions that are AAUW college/university partner members. Look up the institutions in AAUW's [online directory](#) to find out if they are members.
3. Develop a relationship with the person who will become the primary campus contact. To identify this person, make a list of potential contacts on campus. The list should include
  - your personal contacts, especially staff or faculty on campus;
  - the AAUW representative if the school is an AAUW college/university partner member (contact [connect@aauw.org](mailto:connect@aauw.org) or 800/326-AAUW to obtain that C/U contact's information); and

- staff members of women’s resource centers, women’s leadership centers, student affairs departments, student life centers, or career centers.
- 4. E-mail or call the contacts to set up a meeting to discuss \$tart \$mart and the benefits of having a facilitator training on campus. Send the contact a [\\$tart \\$mart flyer](#) and the \$tart \$mart Campus Workshops document (available in the [tool kit](#)) before the meeting.
- 5. Before the meeting, review the \$tart \$mart materials.
- 6. Bring the information sheet, flyer, and list of \$tart \$mart workshop locations (available in the [tool kit](#)) to the meeting.
- 7. During the meeting, ask the contact if other campus departments should be involved in the training. Follow up with those departments.
- 8. After the meeting, send a thank-you note to the contact and request feedback from her or him. It’s also a good idea to send an e-mail after the meeting so the contact can forward your information to others on campus. Call the contact if you do not receive a response.
- 9. If the campus contact is interested in hosting a facilitator training session, contact Annie Houle at [ahoule@wageproject.org](mailto:ahoule@wageproject.org). She will arrange a \$tart \$mart commitment between the college or university and WAGE.
- 10. Once you have secured a commitment, reserve a location on campus through your campus contact. Arrange for the audio-visual needs of the presenter. (Be sure to confirm available campus resources.)
- 11. Arrange for food, snacks, and drinks for the event.
- 12. Send a press release on the training to local media outlets, including campus news outlets.
- 13. Publicize the event throughout your AAUW and community networks.
- 14. Contact AAUW national staff at [leadership@aauw.org](mailto:leadership@aauw.org) for additional local contacts to invite to the training.
- 15. On the day of the training, help WAGE staff with setup and logistics.

## INCORPORATING MEMBERSHIP RECRUITMENT

Membership matters! Help grow the AAUW community by inviting prospective members to your event and encouraging them to join AAUW. Visit the [membership campaign website](#) to learn more.

Invite colleges and universities that are not yet AAUW college/university partner members to join AAUW and offer their students the benefits that go with AAUW membership. All students attending a C/U partner-member institution are eligible to join AAUW for free as e-students. For more information visit the [AAUW college/university partner recruitment web page](#).

# TOOLS

## \$START \$MART

### \$START \$MART TOOLS

- [\\$start \\$mart flyer](#)
- [\\$start \\$mart interest form](#)
- [AAUW college/university partnership directory](#)

Find more \$start \$mart materials in the [tool kit](#) or see below.

### PROGRAMS-IN-A-BOX TOOL KIT

From the [tool kit](#), you can download these \$start \$mart materials:

- \$start \$mart Campus Workshops information
- \$start \$mart Frequently Asked Questions
- \$start \$mart Step-by-Step Guide to Recruiting Campuses
- Testimonials
- A list of \$start \$mart workshop sites

The [tool kit](#) also includes forms, checklists, and templates that you can modify and adapt for your program or event.

- Attendee sign-in form
- Event evaluation form
- Event planning checklist
- Event registration form
- Photograph release form
- Press release template
- Sample time line

### MEMBERSHIP RECRUITMENT TOOLS

- [Individual members](#)
- [AAUW college/university partner members](#)

### CONTACTS

- For questions or information about this Program in a Box, contact [leadership@aauw.org](mailto:leadership@aauw.org).