



## Mission

To advance gender equity for women and girls through research, education, and advocacy.

## Vision

Equity for all.

## Values

Nonpartisan.  
Fact-based.  
Integrity.  
Inclusion and  
Intersectionality.

THE SIMPLE TRUTH ABOUT THE GENDER PAY GAP

FALL 2018 EDITION



# Addressing the Pay Gap

- Women who negotiate increase their potential to earn higher salaries and better benefit packages.
- By negotiating fair and equitable salaries, they are better able to pay off loans, buy the things they want and need, and even save for retirement.

# Addressing the Pay Gap

## Two Tools to Support Pay Equity

- **Work Smart** designed for women already in the workforce at any level. Provides guidance on:
  - Salary Negotiation
  - Seeking a New Job
  - Attaining Promotion
- **Smart Start** designed for college students starting their careers and focuses on salary negotiation

# Addressing the Pay Gap

## Both Work Smart and Smart Start address:

- How to identify and articulate your personal value
- How to develop an arsenal of persuasive responses and other strategies, including those to get a raise or promotion
- How to conduct objective market research to benchmark a target salary and benefits
- About the wage gap and its long-term consequences



# Addressing the Pay Gap

Both Work Smart and Smart Start training are offered in a facilitated group environment. The training module lasts about two hours.

Work Smart training can also be individually completed through a free online learning module.



# Facilitating a Workshop

Become an AAUW certified salary negotiation facilitator!

Requirements include completion of the following:

- Work Smart online training
- Facilitator online training
- Annual online refresher training



# Smart Start Workshops

- Sponsoring Entities on College and University Campuses:
  - Career Centers
  - Women's Centers
  - Academic Departments
  - Student Organizations
  - Student Success Initiatives





# Smart Start Workshops

## Cost to Host:

- \$750 for a single workshop
- \$950 for a one-year site license for unlimited workshops and facilitator training for three on-campus staff members
- \$1,500 for a three-year site license for unlimited workshops and facilitator training for ten on-campus staff members



# Work Smart Workshops

Sponsoring Entities include:

- State and city governments
- Local professional or community organizations
- Non-profit organizations
- AAUW Branches
- Local libraries and YMCAs
- Alumni associations
- Companies
- Employee Resource Groups



# Work Smart Workshops

## Cost to Host:

- \$750 for a single workshop
- Volume pricing for 10 or more workshops is available
  - Contact the national AAUW office for information on different types of partnerships and initiatives





## Are you a college student?

AAUW Start Smart is designed to help you negotiate your salary at a new job.

[Find out if your campus is hosting an AAUW Start Smart workshop »](#)



## Are you career-ready? Transitioning jobs? Seeking a raise or promotion?

AAUW Work Smart helps you negotiate your salary for a new job, raise, or promotion.

[Find an AAUW Work Smart workshop in your community »](#)

[Start your online salary negotiation course now »](#)



# Work Smart Online Training



# Work Smart Online Training

Individual Online Training Addresses Four Areas:

- Know the Facts
- Know Your Value
- Know Your Salary
- Know Your Strategy

and...

- Practice, Practice, Practice



# Work Smart Online Training

- Know the Facts
- Know Your Value
  - Brainstorm ideas for portfolio, writing value statements, sharing value statements
- Know Your Salary
  - Research comparable job titles, researching your target salary, research benefits
- Know Your Strategy
  - Salary deflection, persuasive responses
- PRACTICE!



# Other Way to Help

Want to be involved in closing the gender pay gap in other ways?

- Recruit campus or organizations to hold an AAUW Start Smart or AAUW Work Smart workshop.
- Host a workshop in your community or fund a local campus or organization's workshop.
- Join AAUW's action network and work to make fair pay a reality in your community.
- Read AAUW's research on the gender pay gap.







## Harrisburg (PA) Branch

- ▶ Work Smart Web Site: <https://salary.aauw.org/work-smart/>
- ▶ Smart Start Web Site: <https://salary.aauw.org/start-smart/>
- ▶ Web Site: <https://harrisburg-pa.aauw.net/>
- ▶ Email: [HarrisburgAAUW@gmail.com](mailto:HarrisburgAAUW@gmail.com)

