

# \$tart \$mart

**Negotiating salaries** is a challenge for women at all stages

of their careers, as women are less likely than men to ask for what they want. The WAGE Project piloted **\$TART \$MART Campus Initiative** on 9 college campuses in the fall of 2007 to empower young women starting their careers to avoid the gender wage gap. In 2009, WAGE signed a collaborating agreement with AAUW and all items related to this program are co-branded. AAUW and others recruit women to be trained as Facilitators of the program as we spread the initiative to over colleges and universities across the country. In September 2014, AAUW purchased the rights to \$tart \$mart and Work \$mart, and they now administer the program across the country.

To date, **over 400 \$tart \$mart workshops have been offered, and we have worked in 49 states. The program has trained over 1200 women interested in becoming \$tart \$mart workshop Facilitators.**

This initiative provides women who attend with knowledge and skills as they approach the job market to negotiate salaries and benefits to receive fair and realistic compensation.

**\$TART \$MART CAMPUS INITIATIVE** covers the following topics in a 3-hour workshop:

*[The workshop may be divided into two sections if that works better for the school]*

- **The personal consequences** of the gender wage gap: what a \$1.2 million loss over one's working lifetime means.
- **Resources for benchmarking** reasonable salaries and benefits: learn about job titles, their functions and salary ranges, the impact of market realities on salaries; compare skills and accomplishments to job requirements and market to target a realistic salary range.
- **Negotiation**: how to aim high and be realistic; practice negotiation through role play exercises.
- **Know your bottom line**: develop a "bare bones" budget to pay rent, buy groceries, repay student loans, and other basic expenses.

**AAUW is committed to offering \$TART \$MART negotiation workshops on college and university campuses all across the country.** WAGE has five years of expertise in providing salary negotiation workshops for college students. AAUW has more than one hundred years of extending equity programs to communities across the country. This pay

equity partnership leverages the WAGE Project negotiation expertise to build on AAUW's historical presence on college campuses and expand our offerings for college women and college/universities themselves. **The \$START \$SMART workshop is enhanced by offering participants information about AAUW and how they can be engaged in advocacy for pay equity.**

## WAYS TO GET INVOLVED WITH \$START \$SMART

**FACILITATE:** Use your \$start \$mart Training to facilitate workshops on college campuses. To be a \$mart \$start Facilitator, one must have passion for the topic. Potential facilitators should also have some training experience and be recommended by their organization or an associate. Because the workshop is compact and delivers a large amount of information in a limited time, potential facilitators must be flexible and fast on their feet. They must have the ability to listen and respond to audience questions and be constantly aware of audience understanding of materials presented. The \$start \$mart workshops are scripted so potential facilitators must be willing to deliver the program as written in order to ensure consistency and quality.

**RECRUIT:** This is an important way to be involved. Recruiters will solicit campuses and get signed commitment forms from schools for \$start \$mart presentations. They work closely with \$start \$mart staff and utilize marketing materials, conferences calls and other means to promote \$start \$mart programming on college and university campuses. The key to securing sites for workshops is to fully understand the significance of the material personally, and then to be able to articulate that to your contact. Stress the impact \$START \$MART can have on students. Be clear that this is a workshop. Recruiters are urged to take Facilitator training to understand the workshop and be more effective recruiters.

**DONATE:** While modestly priced, workshops do have costs. Helping to cover these costs on campuses through grant writing, corporate underwriting, organizational involvement or personal donations is paramount to getting on as many campuses as possible and getting this valuable information to young women across the country. Even small donations help with materials development, food costs, outreach and actual presentations. Large donations will be recognized on websites and materials.

## FEES FOR \$START \$SMART CAMPUS WORKSHOPS

Fees for the \$start \$mart workshop are charged to offset a portion of their expenses of staff time to work with the campus designated person. These fees help cover staff time to develop appropriate and timely materials for the particular campus, to advise and train the

campus facilitator and to evaluate the impact of the workshop after it is offered. All fees are payable to AAUW and are due within 7 working days after the workshop has been offered.

**The department, office or program sponsoring the \$TART \$MART workshop for the first time at the college or university will be charged \$650 for the initial workshop and make payment to the WAGE Project. There is a \$350 charge for each subsequent workshop that is conducted. One person will be trained as a Facilitator at no charge. The workshop may be used multiple times during the academic year.**

## **License**

The goal of the AAUW is to embed the \$start \$mart workshop into the routine functioning of every campus. To that end, a license agreement has been created by which a campus can lock in a fixed cost for \$start \$mart workshops for the next three years regardless of how many workshops are offered during the academic year. **The fee for this license is \$1750 payable upon execution of the license.** Facilitator training for the Campus Contact and 2 of their staff will also be included in the license. There will be a \$50 charge for any other staff beyond those 3. All others attending would pay the normal \$100 fee with \$50 returned when they schedule or Facilitate a \$start \$mart workshop. To date over 86 schools have chosen the 3 year option and new ones are being added consistently.

If for any reason the workshop is canceled less than a month before the scheduled date, the sponsoring department/office or program of the academic institution will be obligated to pay AAUW \$325 for time and expenses incurred in preparation for the workshop.

**\$TART \$MART will submit documentation of travel related expenses incurred by a \$start \$mart staff member or \$start \$mart Trained Facilitator, and the school shall reimburse AAUW for any travel expenses 25 miles or more from campus.** Upon receipt of travel related expenses from the academic institution, AAUW will reimburse the facilitator.

**AAUW NJ Charitable Trust will offset costs for campuses.**

## **\$TART \$MART FACILITATOR TEAM**

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