How Is AAUW Fighting to Close the Gender Pay Gap?

The American Association of University Women (AAUW) believes that pay equity and equal opportunity are a matter of simple fairness. AAUW is a leader in the fight to end pay discrimination and open doors for women in the workplace.

Founded in 1881, AAUW advances equity for women and girls through advocacy, education, philanthropy, and research. Annually, AAUW publishes *The Simple Truth about the Gender Pay Gap*, which explains that women working full time in the United States typically are paid just 80 percent of what men are paid, a gap of 20 percent. Nationally, Asian American women are paid 85 cents for every dollar paid to a white, non-Hispanic man. White women are paid 75 cents, African American women are paid 63 cents, Native Hawaiian and Other Pacific Islander are paid 60 cents, American Indian and Alaska Native women are paid 58 cents, and Hispanic women are paid just 54 cents on the dollar.

AAUW is leading the charge by offering two salary negotiation workshops, AAUW Start Smart and AAUW Work Smart. Using the lens of the gender pay gap, both workshops are designed to empower women with the skills and confidence they need to successfully negotiate their salary and benefits. The workshop curricula utilize the latest research and negotiation strategies to help women navigate the complexities of job offers and promotion opportunities.

In every two-hour workshop, participants

- Learn about the wage gap, including its long-term consequences
- Benchmark a target salary and benefits using market research
- Develop an arsenal of persuasive responses to use when negotiating
- Build confidence in their negotiation style through facilitated discussion and role-play

In an independent evaluation, 100 percent of women who attended an AAUW Start Smart salary negotiation workshop and 96 percent of women who attended an AAUW Work Smart workshop indicated they were extremely likely or somewhat likely to implement the ideas and concepts learned at the workshop. In both programs, more than 90 percent of participants also indicated that their attendance at a workshop would extremely likely or somewhat likely affect their ability to to negotiate for a fair salary.

Why Negotiation?

AAUW’s Start Smart and Work Smart programs teach women how to determine their market worth based on their skills, experience, performance, qualifications, and responsibilities on the job. Women also learn the tools of persuasion and business strategies that will lead them to success in negotiating to be paid what they are worth for the rest of their working lives.

AAUW’s research on the gender pay gap shows that, one year out of college, women are already paid significantly less than their male counterparts. Women who negotiate increase their potential to earn higher salaries and better benefits packages, and these advantages add up over time. Negotiation can help women get fair pay as well as set a benchmark for future salary increases. By negotiating fair and equitable salaries, women are better positioned to pay off debt, such as student loans and mortgages, and to save for retirement—leading to greater economic security.
How to Support Equal Pay

1. Bring AAUW Start Smart or Work Smart to your community.
AAUW’s salary negotiation workshops are effective ways of empowering women to negotiate for what they are worth. Each interactive workshop is designed to accommodate approximately 40 participants. The cost of each workshop is listed below.

<table>
<thead>
<tr>
<th>AAUW Start Smart</th>
<th>AAUW Work Smart</th>
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<tbody>
<tr>
<td>First-time, single workshop</td>
<td>First-time, single workshop</td>
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<tr>
<td>$650 ($550*)</td>
<td>$1,000 ($850*)</td>
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<tr>
<td>Subsequent single workshop</td>
<td>Subsequent single workshop</td>
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<tr>
<td>$350 ($300*)</td>
<td>$850 ($750*)</td>
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<tr>
<td>Three-year license, unlimited workshops</td>
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<tr>
<td>$1,750 ($1,500*)</td>
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<tr>
<td>(*AAUW college/university member discount)</td>
<td>(*AAUW branch and YWTF chapter discount)</td>
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2. Spread the word about AAUW salary negotiation workshops.
The easiest way to support AAUW Start Smart and AAUW Work Smart is to let people know about the workshops by posting on Facebook or Twitter or handing out and posting flyers in your community. Registration is available at salary.aauw.org.

3. Become a trained AAUW salary negotiation facilitator.
You can become a facilitator and directly help empower women to confidently negotiate their salary and benefits packages. The fee is $50 per facilitator trainee, unless the workshop is implemented under a three-year license or is part of a city-based initiative. If the facilitator trainee is a current AAUW member, the training fee is waived as a member benefit as well. To become a facilitator, register for an online facilitator training webinar at salary.aauw.org.

4. Provide space to host a salary negotiation workshop.
Do you have a space or venue that can accommodate up to 40 women as they learn negotiation skills? If so, e-mail salary@aauw.org to offer your space. Our host venues are critical to ensuring the success of this initiative.

Contact
For more information about hosting an AAUW salary negotiation workshop, please e-mail salary@aauw.org or visit salary.aauw.org.