



Because negotiating salaries is a challenge for women at all stages of their careers, the WAGE Project developed **Start Smart Campus Initiative** to empower young women starting their careers to avoid the gender wage gap. Today, this collaboration of WAGE and

AAUW provides women, who are college juniors and seniors, with knowledge and skills when approaching the job market to negotiate salaries and benefits to receive fair and realistic compensation. The workshop was piloted on nine college campuses in the fall of 2007 and more than 50 **Start Smart** Workshops were conducted in 2008 in Connecticut, Massachusetts, Maine, New York, Oklahoma, Pennsylvania, Rhode Island, Vermont, Virginia and Wyoming. To date 36 workshops are scheduled to be presented in the Spring of 2009, many led by trained Smart Facilitators.

Start Smart Campus Workshops cover the following topics in a one three-hour presentation, but may be presented in two workshops if desired:

The personal consequences of the gender wage gap: what a \$1million 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.

The WAGE Project has been replicating the initiative on college campuses across the country in partnership with local collaborators. In March, 2009, AAUW and The WAGE Project (WAGE) announced the formation of a partnership to ensure that women graduating from college start smart by knowing how to negotiate for fair and equal pay. This partnership is a wonderful opportunity to empower young women with knowledge and tools for a better chance to get the paychecks they deserve. Together, these two organizations issued the following call: Our organizations urge every campus in America to offer this workshop. We are ready and able to provide the resources, saavy, and passion to make these workshops a powerful influence in young women's lives.

More than 150 facilitators have been recruited and trained to enable college and university women across the country to receive this valuable information. If you are interested in bringing the Start Smart Campus Workshop to your school or organization or joining the Smart Facilitator Team, please contact Annie Houle at ahoule@wageproject.org.