

## **PROGRAM ON A PAGE (or two)**

### **AAUW AND THE WAGE PROJECT JOIN FORCES TO ADDRESS EQUAL PAY**

#### **What is the Wage Project?**

The main priority of WAGE is the elimination of the wage gap between female and male workers. WAGE seeks to achieve this goal by educating women workers about their rights, how much money they should be making, and how women have take action to end wage disparities.

#### **How will AAUW and WAGE address equal pay?**

AAUW and the Wage Project have formed a partnership to ensure that women, graduating from college start their careers and know hot to negotiate for fair and equal pay. This partnership will offer \$tart \$mart Campus Negotiation Workshops to 500 college campuses over the next three years. These nuts and bolts workshops will be presented by trained AAUW facilitators. All college campuses in the nation will be urged to offer this valuable workshop, which can serve as a powerful influence in the lives of young women.

#### **Why is this crucial to our mission?**

Over a 40 year career college education women will have an average lifetime loss of roughly \$1 million and significantly impact retirement and Social Security income. Nationwide working families lose \$200 billion of income annually to the gender wage gap. A fair wage at the beginning of a career can help set the stage for lifetime equity.

AAUW has been well known for fighting to close the wage gap through our advocacy work. \$tart \$mart Campus Negotiation Workshops will advance pay equity for working women and mentor young women to be their own best advocates. This project will empower college women with knowledge and tools to counteract the reality of the wage gap.

The gender pay gap persists because of inadequate knowledge about its devastating impact and causes, inequitable treatment of working women, and the women's lack of knowledge about negotiating for a fair and equal salary. Negotiating salaries is a challenge for women at all stages of their careers, but it is an essential tool.

PoP: AAUW and the Wage Project