



**AAUW ANNOUNCEMENT  
MARCH 20, 2007**

**\*\*\*\*NEW\*\*\*\* FINANCIAL LITERACY PROGRAMMING**

From: AAUW Program Team Staff

**(Time sensitive: April 6 deadline for new opportunity, see #1 below)**

At the 2006 Conference of State Leaders, we shared the strategic process findings. Among these are (1) the need to align our programming with our mission and (2) the need to provide states and branches with new, mission-aligned programming opportunities throughout each year. We asked member leaders to consider new programs that develop during the course of the year. AAUW's growing portfolio of financial literacy programs, aligned with our theme Education as the Gateway to Women's Economic Security, offers exciting new opportunities that you can add to your late spring and summer schedules.

**1. NEW: Financially Fit for Life pilot workshops (application deadline: April 6).**

With financial support, guidance, and participation from Prudential Financial Services, AAUW is developing a workshop examining personal economic security through sound lifelong financial decision making. The workshop draws on two new studies: *Mom's Retirement Security* (the AAUW Educational Foundation's 2006 Mother's Day research report) and *Financial Experience and Behaviors Among Women* (Prudential Financial's 2006 survey on financial and retirement planning, which can be found at [www.prudential.com/media/managed/2006WomenBrochure\\_FINAL.pdf](http://www.prudential.com/media/managed/2006WomenBrochure_FINAL.pdf)). In addition to providing valuable information to AAUW members who are nearing or in their retirement years, the workshop can include an intergenerational focus that will attract younger AAUW members. This project also provides an excellent opportunity for AAUW to partner with other membership organizations and community groups and to attract new members by demonstrating our mission in action.

AAUW will pilot the two-hour workshop at four locations, resulting in a replicable model workshop available for all states and branches next year. AAUW Ohio will present the first of the four pilots at its annual Equity Day conference on April 20, preceding the state convention.

AAUW will select three more states or branches to host Financially Fit for Life workshops in late spring or early summer 2007. Interested states or branches have considerable flexibility for workshop context and presentation. The workshop could be billed as a community action event, produced in partnership with another local organization or campus, scheduled as a mother-daughter event (perhaps near Mother's Day), or used as a membership recruitment event in May or June. AAUW staff and Prudential Financial will help plan and market the event—including working with states or branches to develop the panel format, identify national and local panelists, and script the moderator's role. There is no cost to pilot sites, beyond the normal costs of organizing a state or branch gathering.

If your state or branch would like to be considered as a pilot site, please contact AAUW consultant Fran Rothstein ([Fran.Rothstein@verizon.net](mailto:Fran.Rothstein@verizon.net); 301-650-0002) by April 6, 2007.

## **2. NEW: Financial Independence for Girls program.**

This popular modular program provides basic financial education to teenage girls. Initially developed a decade ago by Joan Maloney, past president of the DeLand (FL) Branch, FIG has been successfully presented by dozens of Florida branches. AAUW Florida members Leslie Henderson and Sally Bailey have modified and updated the modules based on branch experience, with support from an AAUW Florida mini-grant and an AAUW Educational Foundation Community Action grant. AAUW Florida now offers to share the program with states and branches outside Florida. Please direct any questions to Leslie Henderson, South Atlantic Regional Director, at [flaauw@aol.com](mailto:flaauw@aol.com), or Sally Bailey at [sallyb2@aol.com](mailto:sallyb2@aol.com). You can also download the program from the AAUW website:

[www.aauw.org/education/financialLit/FIG.pdf](http://www.aauw.org/education/financialLit/FIG.pdf)

## **3. Advocacy for pay equity: Start a WAGE Club.**

WAGE Clubs are a grassroots effort designed to close the wage gap and advance fair pay for working women. AAUW joined forces with our coalition partners to promote the clubs as a year-round activity to raise awareness about pay equity issues. AAUW pay equity resources, as well as AAUW Educational Foundation research discussion materials, are available on our website:

[www.aauw.org/issue\\_advocacy/actionpages/StartaWAGEClub.cfm](http://www.aauw.org/issue_advocacy/actionpages/StartaWAGEClub.cfm)

## **4. Education: Women's retirement and economic security.**

AAUW is highlighting current articles on financial security as a resource for individual members and for branches to use as the basis for a discussion group. Also, the ¡Adelante! Book of the Month Club selection for April is related to women's economic security.

- Media Watch: February's *Mission in Action* highlighted articles from the *Boston Globe*, the *Chicago Tribune*, *USA Today*, and the U.S. Department of Labor.

[www.aauw.org/ebulletin/mission/documents/retirementsecurity.pdf](http://www.aauw.org/ebulletin/mission/documents/retirementsecurity.pdf)

- April's ¡Adelante! Book of the Month is *Money, A Memoir: Women, Emotions, and Cash*, by Liz Perle (2006). A brief summary of the book and questions for discussions are available online:

[www.aauw.org/community\\_programs/adelante/06.cfm](http://www.aauw.org/community_programs/adelante/06.cfm)

- *Mom's Retirement Security*, the AAUW Educational Foundation's Mother's Day 2006 research report, analyzes the degree to which family members understand their mother's financial situation. Members can download the complete report:

[www.aauw.org/research/mothersdaypoll2006.pdf](http://www.aauw.org/research/mothersdaypoll2006.pdf)

## **5. FORTHCOMING: New research and 2007 Campus Action Projects (release date: Equal Pay Day, April 24).**

The AAUW Educational Foundation is completing research on the difference between women's and men's earnings in the first 10 years following college graduation, which highlights the persistence of the pay gap. The pay gap appears within the first year after college—even when women are working full-time in the same fields as men—and widens in the first 10 years in the workforce. Pivotal factors seem to include field of study, the decision to have children, and occupational choice. Stay tuned for more information concerning this research report, findings, and recommended actions in April 2007.

Planning for an Economically Secure Future is the theme for the 2007 Campus Action Project. The 10 campus project teams awarded grants are implementing projects in five areas—Campus Dialogue, Equal Pay Day and Beyond, Examining Perceptions, Mentoring, and Web-Based Tools. Examples of CAP team work will be highlighted with the research release on Equal Pay Day and at the upcoming Association convention in June. A summary of the awarded project proposals are available online:

[www.aauw.org/campus\\_connection/cap/CAP\\_career\\_planning\\_teams.cfm](http://www.aauw.org/campus_connection/cap/CAP_career_planning_teams.cfm)

NOTE: For future reference, this Financial Literacy program announcement is posted on the website: [www.aauw.org/education/financialLit/announce.pdf](http://www.aauw.org/education/financialLit/announce.pdf)