



Start Smart College Workshop
The WAGE (Women Are Getting Even) Project, Inc.
www.wageproject.org

Description: Start Smart workshops began in the fall of 2007. The Start Smart workshop provides women who are college juniors and seniors as well as graduate students with knowledge and skills when approaching the job market to negotiate salaries and benefits so that they receive fair and realistic compensation. The Start Smart Campus Initiative covers the following topics in one three hour presentation:

1. The personal consequences of the gender wage gap: what a \$1.2 million loss over one's working lifetime means.
2. 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.
3. Negotiation: how to aim high and be realistic; practice negotiation through role play exercises.
4. Know your bottom line: develop a "bare bones" budget to pay rent, buy groceries, repay student loans, and other basic expenses.

Target Audience: College Juniors/Seniors and/or Graduate Students

Day of Week/Time of Day: Most workshops are held on a weeknight starting late afternoon or early evening, however, the workshop can be held any day at any time including weekends should that fit the college/university and facilitator's schedules.

Capacity: 30 registrants per group/facilitator (40 registrants maximum)

Duration: One 3-hour session or Two 2-hour sessions

Collaborators: It is often beneficial to have various groups on campus collaborate on the workshop to maximize the impact and share the cost including Women's Studies Department, Women's Centers, Career Development/Placement Offices, Student Activities and Leadership Centers.

College/University Responsibilities:

1. Appoint one person as the lead contact for The WAGE Project. This contact will endeavor to engage other programs and offices on campus to collaborate in this workshop as the contact sees fit, specifically, the Women's Resource Center, Career Services, Women's Studies Program, and Women's Leadership Program. WAGE found that forming a committee and involving students is very helpful in developing and promoting the workshops.
2. The workshop involves using a specific job title to demonstrate benchmarking and negotiating. The lead contact will be responsible for determining the specific job title appropriate for their students and WAGE will develop the Start Smart workshop specific to that title.
3. The lead contact, and/or designee will advertise, promote, recruit and register participants for the Start Smart workshop on a date mutually agreed to by both parties.

4. The lead contact, or designee, will secure a setting for the workshop including a computer with access to the internet linked to a projector, a projection screen, a black or white board, sufficient seating capacity for all participants, and appropriate refreshments for participants.
5. The lead contact will be responsible for reproducing sufficient copies of the Start Smart workbook and scripts such that each participant has her own copy of each.

The WAGE Project Responsibilities:

1. WAGE staff will develop a Start Smart workbook and workshop script specific to the anticipated student participants of the campus. In conjunction with the workbook, WAGE staff will develop a role-playing script also specific to these students.
2. WAGE staff will provide the lead contact with suggested information and formats for advertising the workshop.
3. The workshop will be conducted by a qualified Start Smart Initiative Facilitator trained and authorized by the WAGE Project.

Cost of Workshop to College/University:

\$500 for first time Workshop is offered at a school campus

\$250 for each successive workshop at that campus

Cost of Workshop to Student Attendees:

The WAGE Project, Inc takes no position on whether or not the sponsoring college/university charges participants. Any such arrangement is between the institution and the student.

Facilitator Training: WAGE offers Facilitator training to interested persons including college/university personnel so that they can instruct future workshops on campus. The cost is \$50 per person. Once a facilitator is trained the cost of the workshop for the college/university is \$500 for the initial workshop and then \$250 for each subsequent workshop the college/university offers at their campus(es). The benefit of having the college/university personnel trained to present these workshops is it affords added flexibility of scheduling the workshops to suit their particular college/university calendar.

WAGE Contacts in North Carolina:

Annie Houle, ahoule@wageproject.org, 207-899-2883

Sonya Stafford, ssstafford@verizon.net, 919-293-1038

<http://www.aauwnc.org/about/start-smart>