

AAUW Santa Maria Branch Blog – June 2018

AAUW presents Start Smart program at Hancock College

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From left are Stephanie Robb, Hancock College Student Activities coordinator; Jody Derry, AAUW-SM College/University representative; Mary Beth Parks, AAUW Start Smart facilitator; and Marion Patterson, AAUW-SM Branch president.

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The Santa Maria Branch of the American Association of University Women recently hosted the AAUW Start Smart program specifically designed for campus students approaching the job market. The purpose is to instruct students, particularly women, on how to negotiate salaries for a new job.

Led by Mary Beth Parks, an AAUW-trained facilitator, the event was held at Hancock College with more than 30 students of all ages and levels in attendance. The two-hour workshop is designed to help participants gain confidence in their negotiation style through facilitated discussion and role play. They learn about the pay gap women face, including its long-term consequences.

AAUW's research on the gender pay gap showed that one year out of college, women are already paid significantly less than men. In 2009, women one year out of college who were working full time were paid, on average, just 82 percent of what their male peers were paid. And those lost potential earnings add up over a lifetime.

Research also showed women who negotiate increase their potential to earn higher salaries and better benefits packages. By negotiating fair and equitable salaries, they are better able to pay off loans, buy the things they want and need and even save for retirement.

