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2018 WREN Summit Breakout Session Notes

Breakout Session: Starting Smart: Developing Your Salary Negotiation Skills

Session Objective: To provide expertise, resources and training on conducting salary negotiations successfully.

Presenters:

- Dr. Heather Brandt, Associate Professor in the Department of Health Promotion, Education and Behavior, University of South Carolina
- Lauren Brown, Assistant Director, Student Success Center at University of South Carolina
- Melissa-Anne Cunningham-Sereque (MAC), President/Owner, Motivation & Achievement Concept, Inc.

Why should you negotiate your salary?

AAUW's research on the gender pay gap shows 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.

1. Know and Speak your Value:

Take time to identify and articulate your accomplishments, skills, and work experiences and how they demonstrate value or bring value to a company or organization.

2. Do Your Homework:

There are basically six steps to doing your homework in terms of benchmarking your salary and benefits:

Step 1: Research and identify a comparable job title.

- Use Salary.com to start your salary research.

Step 2: Find the salary range and establish your target salary.

- Determine a target salary using the job posting, your résumé, and Salary.com's data.
- When we click on "Free Salary Data" under the appropriate job description on Salary.com, a bell curve will appear showing a range of salaries. The midpoint is considered to be the targeted pay level for employees



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Step 3: Identify your target salary range.

- When you are ready to share your desired salary in a negotiation, do not share a single dollar amount. Studies suggest that you will be more successful if you put your target salary at the bottom of a range instead of asking for it outright.

Step 4: Create a realistic budget.

- Know your monthly budget while preparing to negotiate. Your budget should be based on the city where you will be living and the salary you expect to receive. This will most likely be different from the budget you have now.
- A popular budgeting guideline is the fifty-twenty-thirty (50/20/30) rule. 50%-should go toward paying for housing, food, transportation, and utilities. 20%- should be directed toward financial goals and obligations, including retirement and emergency savings, and debt reduction. 30%-is for flexible spending and personal choices.
- If you find your budget is greater than your target salary, you may want to reexamine your budget to reduce expenses or assess whether the job is a realistic fit for your needs.

Step 5: Determine your resistance point.

- Know your “resistance point:” the lowest salary you are willing to accept and still take the offer.

Step 6: Assess the value of benefits.

- Benefits are an important part of your compensation package and can be negotiated. You should be negotiating for other items in your compensation package, especially if your employer cannot meet your target salary.
- Benefits you can negotiate: health, dental and vision insurance, retirement, transportation/parking, tuition or student loan assistance, stock options, flexible work schedules.

Prepare to Negotiate

Make sure you have your Best Alternative to A Negotiated Agreement(BATNA): what you will do if you do not get what you want. You need to consider your alternatives. What will you do if you do not get what you want? AND PRACTICE, PRACTICE, PRACTICE!



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Breakout Session: Transforming Rape Culture

Session Objective: To provide a greater understanding of the implications of rape culture on society in general, as well as the economic implications for women specifically.

Sexual Trauma Services of the Midlands: survivor services provided at no cost

- Hospital accompaniment
- Crisis counseling
- Legal advocacy
- Support groups

Audience Commentary/ Personal Experience:

- Internet trolls target women who write about rape culture
- Mothers want to teach sons to understand consent- mom whose son is entering college
 - How do we have a conversation that turns men into allies?

#MeToo

- Acknowledging underrepresented voices
 - Men: Terry Crews example
 - Undocumented workers
 - Women in low wage workforce who may be punished for speaking up (ex. Women in service industry)
- [Vox article- Concerns about #MeToo](#)
- Will #MeToo change dynamics at work?
 - Audience feedback- Men

What is Sexual Assault?

- When consent isn't present for any sexual act.
 - Non-penetrative, normative assault, nudes, etc
- Yes is consent, but only if the other party is able to give consent
 - [Consent as tea](#)

There are many mytheme realities:

- Most assaults are perpetrated by someone the victim knew
- Suspects don't fit stereotype of "rapist"
- Many victims have factors that limit credibility (age, homelessness, sex worker, mental impairment, intoxication, etc.)
 - Because of this perceived lack of credibility, some victims will exaggerate or omit facts of case

What is Rape Culture?

- A society that normalizes rape as a part of life; a belief that men are sexual aggressors

How did we get here?

- Be a "Man"
- Act like a "Lady"



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- Sexualize children, but then don't teach them what healthy sexuality is

Solutions

- Men should use their voices/ break the inner circle
 - Sex should be between two enthusiastic parties
 - Start consent talks early- start young, 3 yrs old. How to say no when you don't want someone to touch you. How to be a good friend.
 - Criminal justice reform
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Breakout Session: Innovative Strategies for Working Mothers

Session Objective: To provide resources to and real life stories for working mothers.

Background:

- Working moms work 98 hours a week if you include child care and work
- Article: [“Children hurt women's pay, not men's”](#)

Discussion:

Describe what you've seen in your organizations that they do that make the biggest positive difference for working moms:

- In healthcare I work 24/7. Snow days are tough. Some institutions pay for child care at work for employees. Child care is something organizations need to be conscious of.
- Taking a flexible approach to working moms is important. Paid family leave and medical leave is important, but I think the person I was 7 years ago needed different things than I do now. I pick up my children 2 days a week—my work has worked with me on that since it was important to me. Be understanding that all moms have different needs.
- Business owners being need to be familiar with real data. We don't see the real faces of poverty—we assume they are welfare queens and don't understand what poverty really looks like. Businesses considering the different costs of location (housing, child care, transportation) is helpful.
- We have got to challenge the welfare myth—the fact is that the Americans who are on welfare are working jobs.
- Let's go back to the basics—pay. Provide the same for women as you do for men. Promotions should start at the same point, building equity into the system.

Are there any things that you've seen and thought would be successful in the workplace for moms, but it was wrong?

- Giving benefits to women is the bare minimum, giving leave to fathers statistically puts the child ahead of others (more likely to have higher income, more likely to go to college). Let's give men and women the same amount of leave.



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- We need to encourage men at organizations to take the leave, have a culture that supports paternity leave.
- DEI (Diversity, Equity and Inclusion) training probably isn't the silver bullet that we thought it would be. It's great that orgs realize they need it, but studies are showing that coalitions and groups are what move that needle forward in an organization.
- The working mom affinity group hasn't taken off. I don't see that taking off—but it's run by a working mom that has a lot already going on. Backup care reimbursement—additional child care on top of child care. If you just moved here and don't know anyone, who do you use that money to pay? We need to make it more practical.
- Affinity groups aren't working. It doesn't work at mine because they don't take care of child care. I was so excited... but I'm not paying someone to take care of my kid to have drinks with you after work!
- Make these benefits for traditional working moms more helpful for single mothers. The majority are single mothers so we need to gear them toward these moms.

Companies need women who work. How would you advise women to approach their employers to provide the suggestions mentioned?

- I walk in with my research done on sick days, cost of child care in the locations, etc. Show that you've done your research and that you know there will be snow days and that you're planning for it. No one is going to advocate for your personal freedom but you.
- As women we tend to be harder on ourselves than others are on us. Be confident in your abilities—you're expensive to replace. Be confident in that when you ask for something. Have a positive personal brand—know that yours is strong and that others will know you execute what you are asking for. (working remotely, coming in 4 days a week) Ask them what gives them pause so you can discuss it to receive what you want.
- We need to stop apologizing and start insisting. Folks don't want to work in the US because the leave situation is so bad compared to other countries. We need to own our timeframes and don't compromise ourselves.

A tip for a working mom?

- SHIPT, Lunchables, BiteSquad!
- You can't do it all – I don't cook anymore. There are so many healthy takeout options now. Amazon. There are so many ways to do things now. You can volunteer every day at a school these days—but do what you're good at when you can. There's no such thing as doing it all or having it all.
- My husband does an equitable amount of work. I've given up on controlling how the towels were folded. Somehow we had it in our head that we have to do it all.

Tips from the crowd:



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- Exploit your motherhood in interviews. I've had people use real-life examples of planning a wedding or birthday party to prove why they're good at project management.
- Life-changing tip for laundry: different baskets for white, blacks, etc. Sorting is solved and handled.
- Be Well at Home – Lutheran Services Carolina—emergency child care
- Give yourself grace. Especially for new moms, give those folks a lot of grace.
- Build a network in your community. It's hard without others. Use your talents to help others and they'll do the same. Can you fix cars? Great. Can you cook? Great.
- Use your children's activities to grow your business. Network via your kids.
- Learn to disconnect. If I'm on my phone at my kids practice it drives them crazy. Build that time in. Disconnect from work.

Pre-child anxieties: how do you navigate this?

- No one is the same when it happens. You can plan and get ready but I think it's hard to know what to plan for.
- Understand your company's leave policies beforehand. When you're ready take a look at the timing issues and when you're protected by law for leave.
- Short-term disability
- I started to lean-out because I was getting ready to have kids. Don't lean-out until the day before you give birth. Do everything the same that you can for as long as you can.

Are there any other policies that made your companies family friendly?

- We have new mother rooms at our place. The women designed the room.
 - PTO banks disadvantage single mothers. They have to use it all to take care of their kids. If you want to keep good people you have to offer good benefits.
 - If you're on leave for a certain amount of the year you can opt out of your annual review. As somebody who comes back and isn't feeling as confident, it makes you feel better.
 - Leave for parents that adopt, fertility insurance clauses
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Breakout Session: Advocating and Organizing for Women's Rights

Session Objective: To provide expertise, resources and training on advocating and organizing for women's rights.

Moderator:

- Legislative process is to testify only in subcommittees
- Sessions are 2 year cycles, odd year out of session is best to talk to legislators

Maria:



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- Americans view Muslims 60% positive light. 6 million in the US, ISIS is an enemy of humanity and has killed more Muslims than non-Muslims.
 - Goal is to set positive examples for children facing discrimination as an activist who worked to stop the travel ban and other civil rights events (rallies/protests).

Tammaka:

- Love on Purpose creates a space for social justice
- Art to reduce oppression is used to create change
- In the beginning be intentional, acknowledge problems, have dialogue, unpack and self-reflect, empower, apply

Lyric:

- Lobbying and advocacy aren't dirty words; they are an art, not a science.
- Nonprofits can also lobby, use the tools of evidence and storytelling.

Terence:

- 600 tribes in US and 10 in SC for indigenous tribes
- The effect of colonization on the empowerment of indigenous women was suppressing. The Europeans were first asked arriving "where are your women?" They couldn't understand a society that out of balance.
- Without women there is more violence, women reduced to sexuality and stigmatized, epidemic of murdering the indigenous woman.

Tamika:

- Intersectionality needs policy makers
- If speaking, consider all identities to include (gender, sex, class, ability, etc.)
- In a group if you're asking where is this "group" of people, you did it wrong
- Recognize your power and hold legislators accountable
- Read the Girl Interrupted Study

Breakout Session: Promising Solutions for the Low Wage Workforce

Session Objective: To provide a deeper understanding of the obstacles women experience in the low-wage workforce and to identify promising solutions to eradicate those obstacles.

AIM Women and children succeeding program: 2 components that made it successful:

1. Community service requirement helped them increase their self-esteem, understand the value they bring to others
2. Mentoring component: essential to raise the bar, challenge them to be better than they are

Conditions that need to be improved for women to succeed:

- Transportation and infrastructure that supports public transportation



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- Bad credit leads to women being evicted, becoming homeless. Columbia only has 25% of affordable housing we need.
 - Federal poverty level vs what it actually costs to live: not realistic
 - Cost of child care: unrealistic. Minimum wage doesn't cover it, and makes it impossible for a woman with children to get out of cycle of poverty

Solutions:

- Funding for transportation
- Major corporations need to hear this message. They are the ones that can hire women, have more influence. We need to get in front of them and make them listen.
- Women have buying power: we can also use this power to demand more from corporations.
- SC needs to mandate a living wage. In Columbia you need to make \$11.07/hour for a living wage. Yet, once you get to that level, they may lose their subsidies such as child care, housing subsidy, SNAP, etc.
- Nonprofit workforce: we also need to refuse to pay our people low, non-livable wages
- Hold our political candidates and legislators accountable. "Elections really do matter." Nonprofits can tell the stories and speak up for our shared constituencies at the statehouse.
- Help people understand and connect to the Earned Income Credit
- Bill 412- tax credit bill: 50% state tax credit for organizations building assets to help move families out of poverty
- We have to run for office. No one can tell our stories better than we can.
 - Question: *Can WREN do something to help support women that are willing to consider running for office?*
- We need to advocate for fair districting in our state.
- Financial training: people understanding what they are getting into when they apply to for-profit education and get themselves into tremendous debt
- We need programs like Women and Children Succeeding in every county in SC
- Access to education.
- Share information with each other about what different partners are doing and ways to get involved.
- "Use your outside voices inside"
- Make transportation more equitable- be at the table- come to the hearings, be on the Boards.

Breakout Session: Encouraging Women's Entrepreneurship

Session Objective: To provide resources to and inspirational real life stories for women entrepreneurs.



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Most of the attendees in this session either owned a business or hoped to own a business in the future.

Things driving women towards entrepreneurship:

- Women are choosing entrepreneurship because it is a path for women to take control of their lives and their financial security.
- A commitment to community
- Passion for their idea/business

When to start a business:

- Variety of reasons: loss of a job, traumatic life events or seeing gaps in the community they served.

What's important for success?

- Connection and relationships
- Don't be afraid to ask for what you need
- Financial literacy (extremely important)
- Have a plan

Advice to women business owners/future women business owners:

- Know your value and always value yourself
- Know the power of visibility
- Find support groups that understand entrepreneurship. Utilize the skills of group members.

Audience questions were primarily finance related:

How to find funding sources?

- Bootstrapping (using your own existing resources)
- Investors
- Banks

How to avoid giving away goods/services for free?

- Remember your value
 - Even if you're providing a service for free, try to get something in return like a video testimonial, referrals etc.
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Breakout Session: Speaking Your Own Greatness

Session Objective: To provide concrete ways to reshape the message women give to the world about themselves, to grow women's own confidence and encourage women to inspire the same in others.

1. Get comfortable identifying those skills within yourself and then vocalize them to the group.
 - a. Using a note card, each person wrote down "I am great at," "I am excellent at," and "I am a rockstar at."
2. Learn to accept compliments and praise. Women tend to deflect when given compliments.
3. Eliminate "Justifying Language" from both our verbal and non-verbal forms of communication. For example, starting emails with "I just wanted to reach out and see if you're available..." In both workplace and social settings using this form of language puts us in a more passive position instead of confidently saying "Are you available to connect on Wednesday over the phone?"
4. Take control of the space you're standing in. Not standing behind chairs during presentations or crossing our arms and legs to block ourselves even more.

Breakout Session: When Women Lead

Session Objective: To explain and discuss the impact on the community, state, and nation when women command leadership positions and to inspire more women to take on leadership roles.

What happens when you design an organization and bring a network of over 27,000 women, spread across South Carolina under WREN's umbrella? A movement occurs.

WREN Board chair Jennet Robinson Alterman opened the "When Women Lead Panel" with 4 panelists: Georgette Council, Laura Varn, Melissa Watson and Sue-Ann Gerald Shannon.

With over 50% of the workforce comprised of women and females who obtained high rates of graduation from colleges and universities, why then are critical barriers to pay and promotions still present, and what can be done about those obstacles?

1. Know your worth: ask for what you want—salary, benefits and growth opportunities.
2. Look for the potential in other women and help them navigate through the leadership process.



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3. Women who are in leadership roles, support doing business with other women.
4. Frame issues in a manner that shows that the issues facing women are humanity's issues.
5. Show up and Speak up.
6. Women support each other; and be an inclusive leader.

Audience questions:

- Do women had a greater level of sacrifice to make than men?
 - How will women choose to distribute power among the various choices before them?
 - How do you devise a strategy for your own leadership success?
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Breakout Session: Rooting in and Rising Up

Session Objective: To provide a deeper understanding of women's experiences and transformational possibilities to South Carolina's agriculture.

Thesis: Women-owned farms are often led with a mission to provide and impact community. However, there are gaps in agriculture technology and entrepreneurship that perpetuate barriers to success. Women have the potential to get ahead as we see new industry on the horizon.

- In the past we saw the "family farm." Now women are entering on our own, and often receive skepticism and criticism for our decisions. Ex. "You aren't married—why not?"
- There has been a reclaiming of space for black women, most of whom grew up with the mindset of "never returning to the field." Removing stigma around black women working the land.
- Women-owned farms often inspired by need to provide for community or do better for their community. A need for food in recognizing urban food deserts, low-quality products, or lack of diverse products. Also creates jobs that can be distributed to bring other women along.
- Increased mindfulness of the communities being served, and introducing new crops to include in diet. Working to "bring people with us" who may not initially know how to cook with a certain vegetable, or don't trust that they'll like it/used to making things their own way.
- Women need to continue to be agents of change in networking and innovation of our food systems.
- However, there is a gap in entrepreneurship. When women base their decisions on community need, they sometimes forget to constantly consider increasing profit in new ways. Ex. Bonita's tea is an impactful product that she used to give to family and friends, but has also started to sell it in stores.



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- Women need to learn to be more vocal about immigrant workers, making sure that they receive what they need. “When they are in pain, we are in pain.”
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- There’s also a gap in farming technology. More female engineers needed to create tools that accommodate women. Often things are too big or not the right shape for more effective use.
- To get communities on board with purchasing diverse and healthy products, it’s a necessity to talk to youth.
- Having someone that looks like you builds additional trust to purchase and try a product. “Somebody that looks like them grew it, so I’ll try it.”
- Marijuana industry on the horizon and provides a great opportunity for women to take lead and make profit and impact in our state.

Audience question topics: getting youth involved in farming/diet changes, marijuana industry, additional barriers.