



STATE OF WISCONSIN

WISCONSIN WOMEN'S COUNCIL

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SENATOR MARGARET FARROW
CHAIRPERSON

EILEEN D. MERSHART
EXECUTIVE DIRECTOR

November 7, 1995

To: Interested Parties

From: Eileen Mershart, Executive Director
Wisconsin Women's Council

Re: 1993-95 Biennial Report

I am pleased to send you the enclosed copy of the Wisconsin Women's Council's 1993-95 Biennial Report.

During the 1993-95 biennial year, the Women's Council focused on young girls' career choices and nontraditional job training for women. The Biennial Report highlights our efforts to redirect the traditional route, whether in education or employment, taken by girls and women.

If you have any questions or want additional copies of the report, please contact me at 608-266-2219.



State of Wisconsin

WISCONSIN WOMEN'S COUNCIL

1993 -95 Biennial Report

16 North Carroll Street
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IN MEMORY OF

Kathryn F. Clarenbach

October 7, 1920 - Sparta, Wisconsin
March 4, 1994 - Madison, Wisconsin

*And my road is a little easier
Cause she was here
I see a little clearer
Through the darkness called fear
Sister take my hand
And we'll be all we can
ONE FINE DAY*

MESSAGE FROM THE CHAIR

While the Wisconsin Women's Council has undergone many membership changes, the Council has remained involved in many facets of women's issues. Most notable are the efforts concerning women in non-traditional jobs.

After many years of work, Wisconsin received a grant from the U.S. Department of Labor Women's Bureau for training of women in non-traditional jobs. The funds were used in the Department of Industry, Labor, and Human Relations to further women and minorities in the trades.

In addition, the Council has worked with the Department of Transportation to secure funding from the Intermodal Surface Transportation Efficiency Act to comprise a model program to recruit, screen, and prepare individuals from under-utilized populations for employment in the road construction industry.

The Wisconsin Women's Council's strength is its effectiveness in providing critical linkages between government and the business community. The Glass Ceiling Commission, which was initiated by the Wisconsin Women's Council, remains an effort in which the Council is involved. Currently, over 100 volunteers from around the state serve on the five Commission Committees.

As Chair of the Wisconsin Women's Council for the past 6 years, I remain honored to serve the state through this role. I am proud of the Council's work and accomplishments.

Senator Margaret Farrow
Chair

MESSAGE FROM THE EXECUTIVE DIRECTOR

It seems fitting that Kay Clarenbach was born in 1920, the year women were given the right to vote. And when she died on March 4th, it was her way of exhorting us to "march forth" - to continue the work she began in the 1960's.

It's difficult to imagine, but in 1966 Kay campaigned to allow women to serve on juries while today we are working to have more women appointed as judges. In 1963 Kay fought for equal pay for equal work and today we are fighting for equal pay for comparable work. In the 1960s Kay lobbied for fringe benefits for permanent part-time state employees and today we're still lobbying for health benefits for part-time employees, many of whom are women. Some things are slow to change.

Today women have more political and economic clout than at any time in our history. Women have assumed professional responsibilities which would have been unimaginable just a quarter of a century ago. Notwithstanding this progress, women remain largely concentrated in traditionally female occupations and are still getting their degrees in traditional female and low paying occupations.

This biennial report highlights the Women's Council's focus on young girls' career choices and nontraditional job training for women and our efforts to redirect the traditional route, whether in education or employment, for young girls and women.

Eileen Mershart
Executive Director

MISSION STATEMENT

The mission of the Wisconsin Women's Council is to eliminate barriers to women's equality and to undertake such activities as necessary to enhance the ability of all Wisconsin women to participate fully and equally in all aspects of state life; promote executive and legislative actions that will ensure women's economic and social equality; review, monitor, and advise all branches of state government regarding current and emerging state practices, procedures, policies, laws, and administrative rules for their impact on women; work closely with state government, the Wisconsin Technical College System Board, the University of Wisconsin System, the private sector and the broad range of women's groups to develop long-term solutions to women's economic and social inequality in Wisconsin; and disseminate information on the status of Wisconsin women.

The Council, all of whose 15 members serve without compensation and all of whom are knowledgeable about the broad range of women's issues, is composed of the Governor/his or her designee, six public members appointed by the governor, two public members appointed by the presiding officer of the Senate and two public members appointed by the presiding officer of the Assembly, two members of the Senate; and two members of the Assembly.

WISCONSIN WOMEN'S COUNCIL MEMBERS
July 1993 to June 1995

Susan Hobart	1983 to 1994
Ave Bie	1987 to present
Representative Barbara Notestein	1987 to 1995
Representative Rebecca Young	1987 to 1995
Linda Parrish	1988 to 1994
Veronica Taylor-Mosley	1988 to 1994
Senator Margaret Farrow, Chair	1989 to present
Donna Heon	1991 to present
Maria Jenkins	1991 to present
Ellen Murphy	1991 to 1994
Mary Jo Paque	1992 to present
Senator Alice Clausung	1992 to 1993
Senator Gwendolynne Moore	1992 to 1993
Joyce Smith	1993 to present
Audrey Kader	1993 to present
Senator George Petak	1993 to present
Senator Alberta Darling	1993 to present
Beverly Loy	1994 to present

WISCONSIN WOMEN'S COUNCIL STAFF

Eileen Mershart, Executive Director	1992 to present
Donna Chan, Administrative Assistant	1984 to present
Charlene Koci, Program Assistant	1986 to 1995

BUDGET

FY 1994	Salaries	\$80,500
	Fringe Benefits	\$26,100
	Supplies/Services	\$27,800
	Property/Equipment	<u>\$ 2,847</u>
	Total	\$137,247
FY 1995	Salaries	\$80,500
	Fringe Benefits	\$26,100
	Supplies/Services	<u>\$27,800</u>
	Total	\$134,400

PROGRAM ACTIVITIES

Wisconsin State Scholarship Program

The Wisconsin Women's Council, in coalition with the American Association of University Women, the CHOICES Initiative, and the Educational Equity Task Force of the Wisconsin Women's Network, challenged the Department of Public Instruction (DPI) and the Association of School Administrators to change the qualifying formula after discovering that males receive a disproportionate number of state scholarships.

Competitors for the scholarship are initially nominated by their teachers. Until now, winners have been chosen from a pool of nominees almost exclusively on the basis of Scholastic Aptitude Test (SAT) or American College Testing Program Assessment (ACT) scores. As a result of this formula, 60% of the scholarships were awarded to boys, despite the fact that boys comprised only 40% of the nominees.

Members of the coalition presented evidence that the tests underpredict the abilities of young women and cited a 1989 federal court ruling that New York's reliance on SAT scores to award scholarship money violated federal laws against gender discrimination. Coalition representatives asked that scholarship awards be based instead on other indicators of achievement, such as grades, activities, recommendations and essays. Although the DPI was willing to consider this change, the Wisconsin State Journal, which co-sponsors the scholarship program, said it would withdraw its financial support if test use were dropped.

Believing that the gender bias problem was due mostly to the SAT, the DPI compromised by dropping the SAT and accepting only ACT scores for the scholarship competition in 1993. Removing the gender biased SAT the 1994 scores resulted in 73% of the scholarships going to girls.

Take Our Daughters to Work Day

The Women's Council helped coordinate Take Our Daughters to Work Day in 1994. In 1994 Take Our Daughters to Work Day received extensive media coverage and participation of 30,000 to 50,000 girls. Wisconsin was lauded by Ms. Foundation as one of the five best organized in the country. The planning committee comprised of Madison TEMPO, the Division of Health and the CHOICES Initiative from the Department of Health and Social Services, several CHOICES regional programs such as Today's Girls, Tomorrow's Women which is housed in the Boys and Girls Club of Milwaukee and Briarpatch which is based in Madison, the Department of Public Instruction, Wisconsin AAUW, the Department of Transportation, the Madison Business Forum, Business and Professional Women, the Education Equity Task Force of the Wisconsin Women's Network, the YWCA in Milwaukee and Madison, and UW Extension. The 1995 the TODTW planning committee attained a \$10,000 grant from Blue Cross and Blue Shield United of Wisconsin and \$2500 grant from Oscar Mayer. There were also other private and corporate contributors. The TODTW

planning meeting compiled a packet of resources on suggested activities for groups and individuals, a list of contacts with statewide and community organizations interested in helping to coordinate activities in local communities, and information on women in the workforce.

Profile on Wisconsin Women

The UW Women's Studies Consortium and the Women's Council collaborated on the publication of *Profile on Wisconsin Women*. The UW Women's Studies Consortium provided funding for research work by Barbara Burrell from the Wisconsin Survey Research Laboratory, UW Extension. The *Profile on Wisconsin Women* provides statistics and facts that measure the economic and educational status of Wisconsin women. The report includes information on women's participation in the labor force, types of jobs occupied by women, income and earnings of women, and the number of women owned businesses.

Intermodal Surface Transportation Efficiency Act (ISTEA)

The Women's Council initiated the effort to garner federal funds to assist women and minorities in nontraditional employment. After two years of negotiations, the Wisconsin Department of Transportation allocated \$175,000 through ISTEA for training and support for women and minorities in highway construction careers. This initiative was targeted for southeastern Wisconsin.

State Leadership Team on Nontraditional Employment (NEW Act)

The Women's Council participated on the State Leadership Team on Nontraditional Employment which is a subcommittee of the State Collaborative Planning Team. The team guides state coordination policy and advises the Job Center initiative and looks at ways to broaden the range of JTPA job training and placement for women in nontraditional employment. The subcommittee submitted a successful proposal to the U.S. Department of Labor. The grant, funded under its Nontraditional Employment for Women Act (NEW Act), awarded \$280,000 in early 1995 to the State for Southeast Wisconsin.

Office of Workforce Excellence Request for Proposal

The Women's Council was responsible for changing language in the Department of Industry, Labor, and Human Relations' Office of Workforce Excellence (OWE) Request for Proposal to include targeting nontraditional career choices by young women.

Office of Federal Contract Compliance Programs (OFCCP) Community Liaison Group

The Women's Council was a member of the OFCCP Community Liaison Group, a subcommittee of the Nontraditional Employment Training (NET) Linkages Committee. The NET committee acts as a clearinghouse for information related to employment of women in nontraditional occupations and advocate policy that supports the employment of women in nontraditional jobs. The OFCCP Community Liaison Group acts as a forum for community agencies to interact and share information.

Working Women Count

The Women's Council collaborated with the U.S. Department of Labor Women's Bureau on their Working Women Count project.

U.S. Preparatory Meeting for the UN Fourth World Conference on Women

The Women's Council reported on Wisconsin's initiative on the glass ceiling issue at the U.S. Preparatory Meeting for the UN Fourth World Conference on Women. Region V's preparatory meeting was a dynamic collaboration and cooperation of women from government, business, labor, and volunteer organizations. The states of Wisconsin, Illinois, Indiana, Michigan, Minnesota, and Ohio were represented, joined by participants from Venezuela and Zimbabwe.

Virginia Hart Special Recognition Award

In 1994 and 1995 the Women's Council coordinated the award process and hosted a reception for the award recipients of the Virginia Hart Special Recognition Award.

Tenth Year Anniversary of Wisconsin Women's Council and the Virginia Hart Special Recognition Award Celebration

To celebrate 10 years of advocacy in behalf of Wisconsin women and 10 years of honoring Wisconsin women in state service, the Women's Council organized a luncheon program on November 10, 1993 with Charlotte Bunch as guest speaker. Ms. Bunch was the first woman resident fellow at the Institute for Policy Studies in Washington, D.C. and a founder of D.C. Women's Liberation in 1968 and of QUEST: A FEMINIST QUARTERLY. Ms. Bunch made a presentation on violence against women as human rights abuse. Former Governor Tony Earl, who created the Women's Council in 1983; Hannah Rosenthal, the first Executive Director for the Council; Virginia Hart, the first woman cabinet member; and Ave Bie representing Governor Tommy Thompson, made remarks at the celebration.

Governor's Task Force on the Glass Ceiling Initiative Report

The Women's Council initiated and staffed the Governor's Task Force on the Glass Ceiling Initiative, researched statistics and information for the *Report of the Governor's Task Force on the Glass Ceiling Initiative*. The report has been used as a national model. Costs of the survey study done by Wisconsin Survey Research Laboratory and printing of the report were underwritten in part by Blue Cross and Blue Shield United of Wisconsin.

State of Wisconsin Glass Ceiling Commission

An interagency group consisting of the Women's Council, Department of Development, Department of Industry, Labor, and Human Relations was established to help implement the recommendations from the Governor's Task Force on the Glass Ceiling Initiative. The Women's Council acted as liaison for the Employer Compact Committee of the Glass Ceiling Commission.

Job Training for Better Wages Brochure

The Women's Council worked with the Department of Industry, Labor, and Human Relations to produce an updated version of *JTPA - Job Training for Better Wages* brochure. The brochure encourages women to seek non-traditional job training. It also describes the services JTPA programs offer and provides a listing of all JTPA Service Delivery Areas in the state.

Directory of Wisconsin Women's Organizations and Services

The publication of this directory is part of the Women's Council's commitment to improving opportunities for women. The directory is designed to assist women find the proper organization or service program for their needs.

OTHER ACTIVITIES

Eileen Mershart, Executive Director of the Women's Council, has given speeches and participated in numerous conferences and meetings throughout the state. She has spoken about older women's issues, the glass ceiling issue, the economic status of Wisconsin women, women in politics, sexual harassment, sexual assault, gender bias in testing, nontraditional employment for women, and women entrepreneurs to diverse audiences. Ms. Mershart's proposal entitled *The Wisconsin CHOICES Initiative: A Women's Council's Success Story* was selected by the Institute for Women's Policy Research (IWPR) to be presented at the Fourth Women's Policy Research Conference, *Innovations in State and Local Government: New Directions for Women* in Washington, D.C. The conference is jointly sponsored by IWPR and the Departments of Sociology and Public Administration of The American University and the Women Executives in State Government.

The Women's Council's office serves as a clearinghouse for information relating to women. Its library has over 1000 titles and video and audio cassettes.

EDUCATIONAL PRESENTATIONS

Gender Equity in Education - October, 1993

The CHOICES Interagency Committee submitted recommendations to the Women's Council in response to the Department of Public Instruction's study, "My Worst Nightmare." The CHOICES Program, a Women's Council's initiative, housed in the Department of Health and Social Services, updated the Women's Council on its activities. The Young Women's Agenda Project 2000 also presented its report and list of recommendations to the Women's Council. The purpose of Young Women's Agenda 2000 was to empower girls, develop girls' leadership skills, develop recommendations, and pursue gender equity in schools.

Wisconsin State Bar Gender Equity Task Force - December, 1993

John Voelker, Director of the State Courts Office, gave a presentation on the recommendations of the Supreme Court Gender Equality Committee.

Women's Business Certification - December, 1993

Participants in a roundtable discussion on women's business certification included Sally Anders, Wisconsin Women Entrepreneurs; Juli Aulik, Department of Development; Becky Jorgensen, Small Business Administration; Wendy Lien, Small Business Procurement Assistance Center, and; Tracy Han, Department of Transportation.

Anders expressed frustration that Wisconsin women business owners are unable to be certified as women business owners and therefore miss opportunities to compete in the bidding process of other states' public entities, major corporations, and government.

Aulik found that between 15 to 20 other states operate some type of women owned business certification program. The Department of Development has reported increased numbers of women owned businesses inquiring about certification in order to meet the requirements of private sector firms.

The Department of Development, Department of Transportation, Wisconsin Women Entrepreneurs, and the Women's Council's Subcommittee on Business Issues will research a Wisconsin women's business certification program model.

Women, Job Training and Welfare Reform - May, 1994

Loran Cutsinger and Linda Reinhardt from UW Center - Rock County reported on their retrospective study of women who had participated in job training programs through the Private Industry Council (PIC) of Rock County. The goal of the study was to identify those economic, sociocultural, and psychological factors that differentiated between the women who have been able to succeed in the occupations PIC had trained them for and those who have been less successful in maintaining employment.

Elderly Women and Intergenerational Issues - May, 1994

Pat Mapp, an advocate for children issues, and Betsy Abramson, an advocate for elderly issues, talked about collaborating on intergenerational advocacy because elderly groups tend to focus on men and women's groups tend to focus on young women. Wisconsin Intergenerational Network (WIN) was established to promote and develop intergenerational programs, made up of over 45 different organizations, programs, and agencies such as AARP, RSVP, schools and universities, Girl Scouts, youth commissions, aging programs, grandparent groups and senior centers.

Employer Sponsored Childcare - September, 1994

Liz Janke from Quadgraphics and JoAnne Brandes from SC Johnson Was gave presentation on their companies' child care centers. Both companies exhibit family friendly policies including 7 days a week child care, in-house pediatrician, parenting classes, 24 hour care, a scholarship program based on income eligibility, a sick child program, payroll deduction of child care costs, bus transportation for after school care, a summer program.

AGENCY REVIEWS

Department of Public Instruction - October, 1993

State Superintendent John Benson and his staff, Melissa Keyes and Barbara Schuler discussed DPI's work on gender equity issues. An influx of requests for information on sexual harassment prompted examination of calling a summit on sexual harassment. Packets of materials on sexual harassment have been compiled by DPI staff.

Some of DPI's existing gender equity initiatives include 1) Wisconsin Model for Sex Equity in Career and Vocational Education, 2) Classroom Activities in Sex Equity for Developmental Guidance, 3) Wisconsin Model for Sex Equity in Career and Vocational Education: Composite Report - Wisconsin Equity Surveys, 4) Tune in to Your Rights: A Guide for Teenagers' about Turning Off Sexual Harassment, 5) Why Re-invent the Wheel? Haven't You Got Enough to Do?, 6) Stop Child Sexual Assault, Abuse, and Harassment, Gender Disparities in Special Education, 7) Wisconsin Youth Risk Behavior and HIV/AIDS Prevention Education, and 8) Packet of sexual harassment materials.

Superintendent Benson and the Women's Council will continue to assess DPI's testing criteria.

Department of Administration: State Procurement - December, 1993

Jan Abrahamsen and Russ Rasmussen provided information on women business owners who do business with the state. DOA's new computerized state purchasing system has identified 920 female vendors on the system. Since each agency maintains its own vendor list, the number of female vendors could be substantially higher. An estimated total of \$5,313,700 is spent with women owned businesses in fiscal year 1993. This is less than 1% of the total estimated expenditures of \$675,464,900. The small percentage of state purchases from women owned businesses prompted the Women's Council to study the issue of set aside funding for women owned businesses.

CONFERENCE AND SPECIAL EVENT CO-SPONSORSHIP

Governor's Task Force on the Glass Ceiling Initiative Luncheon - November 2, 1993
Virginia Hart Special Recognition Award - March 1993 and 1994
Take Our Daughters to Work Day event - April 1993 and 1994
Public Hearing in Milwaukee - June 1994
UW Women's Studies Consortium Conference on Science - November 1994
Wisconsin Equity and Multicultural Education Convention - November 1994
UW Extension Conference on Child Care and Elder Care - April 1995
Wisconsin Work and Family Programs Conference - April 1995
UW Women's Studies Outreach and Wisconsin Technical College System Board Women and Poverty Forums - May 1995
75th Anniversary of Women's Suffrage - August 26, 1995

PROGRAM GOALS FOR THE 1996-98 BIENNIUM

In the 1996-98 biennium, the Women's Council will collaborate with the Department of Development, Wisconsin Rural Development Partnership and Business Development Service on issues relating to credit for women. We will be pursuing the possibility of sponsoring a roundtable to further define the issue.

The Women's Council will also work to ensure full funding for affordable child care under any proposed changes to the welfare system as part of its long range goal to ensure the economic security of women in Wisconsin.

During the past biennium, the Women's Council has been successful in decreasing gender bias in testing in the K-12 school system. We will continue to monitor this issue and study the effects of gender testing in higher education. The Women's Council will also continue to ensure the inclusion of gender equity in our education system.

Ongoing projects such as the Take Our Daughters to Work Day Event, Women's History Month, and the Virginia Hart Special Recognition Award will consume the first quarter of each year. Our initiatives involving the glass ceiling, nontraditional training for women, and women entrepreneurs will continue, as will our stated goals relating to the economic security of women.