

# Powerhouse Politics:

## Successfully Advocating for Social Change

**AAUW-AZ Spring Conference**  
**6 April 2019**  
**Glendale, AZ**

**Presenter:**  
**Sue Marceau**  
**Public Policy Chair, AAUW-Prescott**





# Agenda

**Why Advocate?**

**Public Policy Priorities**

**Talking Points**

**Putting Pen to Paper**

**Why  
Advocate?**



# ad·vo·ca·cy:

**the act of speaking on  
behalf of — or in  
support of — another  
person, place or thing**



# What It Does

## Advocacy promotes:

- **Equality;**
- **Social justice;**
- **Social inclusion; and**
- **Human rights.**

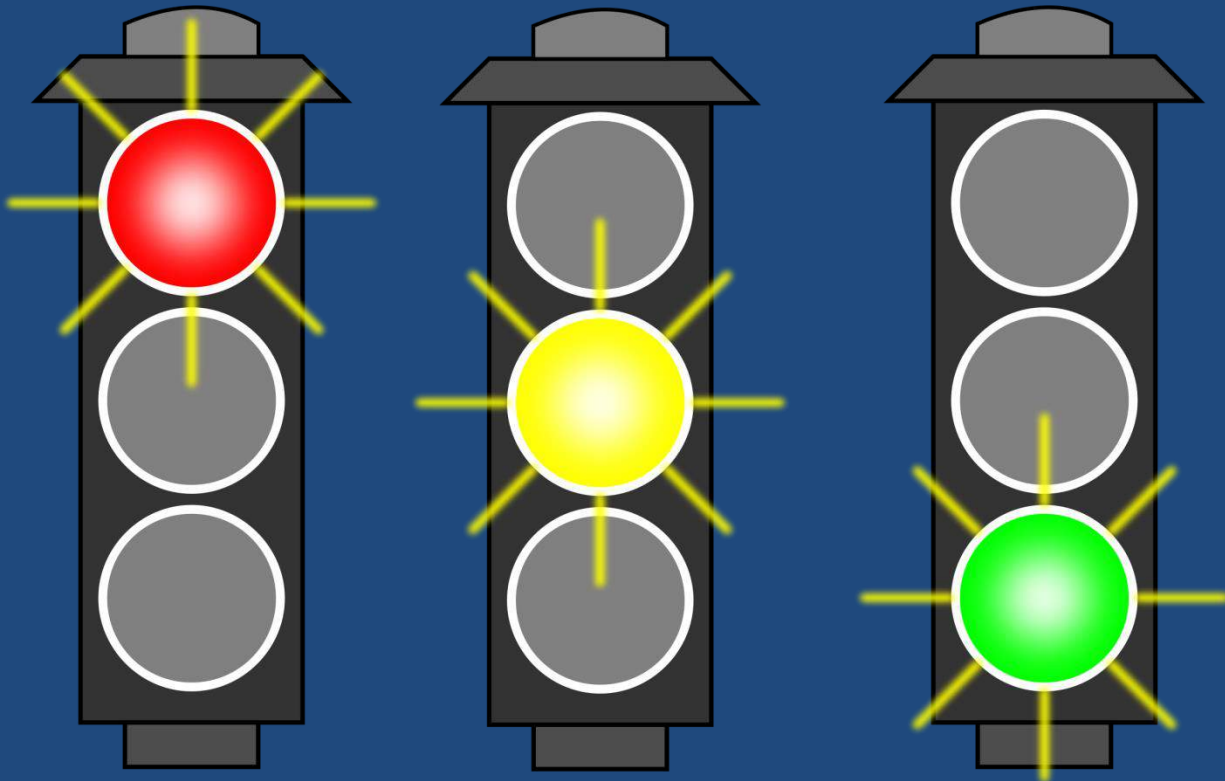


# Wisdom for Effective Advocacy

- Know your subject;
- Keep an open mind;
- Be persuasive;
- Show determination;
- Keep talking points short, simple, and impactful.



# Advocacy Greenlights Issues That Matter



**Public  
Policy  
Priorities**





# **We Are A Leading Voice Promoting**

## **Mission**

**To advance  
gender equity for  
women and girls  
through research,  
education, and  
advocacy.**

## **Vision**

**Equity for All**

## **Values**

**Nonpartisan.  
Fact-Based.  
Integrity.  
Inclusion and  
Intersectionality.**

**Equity & Education  
for Women and Girls**



# Public Policy Priorities

**1**

**Full funding  
for public education;**

**2**

**Economic security  
through pay equity;**

**3**

**Ratification of the Equal  
Rights Amendment**



# Public Policy Priorities

**4**

**Improved access to health care;**

**5**

**Prevention of sexual harassment and sexual assault to realize the promise of Title IX.**



# **AAUW Position: Political & Non-Partisan**

- 1. Remember: AAUW does NOT endorse partisan candidates;**
- 2. Follow: AAUW values, mission and Public Policy priorities;**
- 3. Treat: all candidates equally;**
- 4. Encourage: voter registration regardless of party**

**Talking Points:  
Economic Security**



# Financial Health Matters





# Career\* Earnings Loss U.S. Women vs. Men

**\$700 K**

**High school  
graduate**

**\$1.2 M**

**College / university  
graduate**

**\$2 M**

**Professional school  
graduate (Ex: Masters, JD, MD)**

Source: AAUW Quoting the National Committee on Pay Equity, 2016; \* 47 Years



# Arizona: 29 Years From Wage Equality

**\$6 B**

Annual gender-based wage disparity in AZ;

**\$7 K**

Average annual wage loss for AZ women;

**82 ¢**

Earned by AZ women for every \$1 paid to men





# Talking Points: Economic Security

## 2019 USA Equal Pay Days:

(Women 'Catch Up' to Men's Earnings Year Prior)

**March 5**                      **Asian American Women**

**April 2**                        **All Women**

**April 19**                      **White Women**

**June 10**                       **Moms**

**Aug 22**                        **Black Women**

**Sept 23**                       **Native Women**

**Nov 20**                        **Latinas**



# **We Have the Voices to Be Heard**

**52 %**

**Female proportion  
of the U.S. population;**

**60 %**

**U.S. women earning  
university degrees;**

**47 %**

**Female segment  
of the U.S. workforce;**



# AAUW Reports

## One Year After Graduating From College, Research Proves:

**7 % wage difference  
between males and females**

Despite accounting for factors such as college major, occupation, industry, sector, hours worked, workplace flexibility, experience, educational attainment, enrollment status, GPA, college selectivity, age, race/ethnicity, region, marital status, and motherhood.

**Talking Points:  
Education  
Funding**



# Talking Points: Education Funding

## High quality public education:

- is the foundation of a democratic society; and
- remains vital to economic prosperity and gender equality.



# **Talking Points: Education Funding**

**Citizens must have a strong system of public education which assures every student:**

- **Gender fairness;**
- **Equity; and**
- **Diversity.**



# **Talking Points: Education Funding**

**Responsible funding is needed for all levels of learning, including:**

- **Early childhood education**
- **Programs for students with disabilities**



# Talking Points: Education Funding

## Average Spent Per Student:

<b>USA</b>	<b>\$ 13,814</b>
<b>Arizona</b>	<b>\$ 8,979</b>
<b>Gap</b>	<b>\$ 4,835</b>



Source: Census data, May 2018





# Talking Points: Education Funding

## Charter schools also take a bite.

Charters receive 90 % of the district (public) school fund rate per student, plus up to \$2K more per student through “equalization dollars” to compensate for charters’ inability to collect operational and capital funds from voters through bonds and overrides. Both are funds which otherwise could be allocated to public education.



# Talking Points: Education Funding

## Scope of charter impact 2016-17:

- 1.1 million AZ students attended state-funded district and charter schools;
- Charters taught 179,669 (16 %);
- Per student funding totaled 27 % of state dollars for that purpose.

Source: AZ Republic, 12 July 2018



# Talking Points: Education Funding

## Narrow window freezes rate.

- Districts' student head count finalizes for year at 100<sup>th</sup> day;
- Per student funding set for rest of year – regardless of additional students enrolling thereafter;
- Districts must accept all students.



# Talking Points: Education Funding

## Playing Field Remains Uneven.



District Schools	Charter Schools	Private Schools
<ul style="list-style-type: none"> <li>• Public schools</li> <li>• <b>Must</b> accept all students</li> <li>• <b>Must</b> provide ELL and SPED services</li> <li>• <b>Audited</b> every year</li> <li>• <b>Must</b> publicly share all spending &amp; financial info</li> <li>• <b>Must</b> publicly report academic results</li> <li>• <b>Must</b> provide lunch plan &amp; transportation for all students</li> <li>• Built when there is a demonstrated need</li> <li>• School boards are elected by local voters; follow open meeting laws; <b>local control</b></li> </ul>	<ul style="list-style-type: none"> <li>• Public schools <b>privately controlled</b> by contractors using taxpayer funds</li> <li>• <b>Do not have to</b> provide ELL or SPED services;</li> <li>• <b>Statistically serve fewer</b> ELL and SPED students</li> <li>• <b>Narrow reporting</b> requirements on spending; can make profits</li> <li>• <b>Reviewed</b> by peer every 5 years and by Charter Board every 15 years</li> <li>• <b>Materials are privately owned</b> and leased to school at taxpayer expense</li> <li>• <b>Do not have to</b> provide food or transportation</li> <li>• <b>Self-appointed</b> and run boards</li> </ul>	<ul style="list-style-type: none"> <li>• Private schools (religious and non-religious) that are <b>privately funded</b></li> <li>• <b>Receive public funds</b> via ESA vouchers &amp; STO tax credits</li> <li>• <b>Decide</b> which students they will accept</li> <li>• <b>Do not have to</b> provide ELL or SPED services</li> <li>• <b>Do not have to</b> follow federal laws, (IDEA disability laws)</li> <li>• <b>Do not have to</b> follow any reporting requirements (financial or academic)</li> <li>• <b>Do not have to</b> provide food or transportation</li> <li>• <b>Self-appointed</b> boards</li> </ul>

**Talking**

**Points: ERA**



# Talking Points ERA: AZ at Crossroads

**38**

**States Required  
For Ratification;**

**37**

**States Ratified  
Since 1972;**

**1**

**Required to Reach  
Milestone Turning Point**



# Talking Points: ERA AZ Led the Way

**1912**

**Statehood / AZ Women  
Afforded Right to Vote**

**1923**

**19<sup>th</sup> Amendment Goes  
into Effect Across USA**

**1981**

**Sandra Day O'Connor  
Appointed First Woman  
to U.S. Supreme Court**



# Talking Points: ERA AZ Falls Behind

**1990**

**Women Held All Five Top  
AZ Public Offices**

**2018**

**Kyrsten Sinema Elected 1<sup>st</sup>  
AZ Woman to U.S. Senate.  
(Term began January 2019)**

**2019**

**Martha McSally Appointed  
2<sup>nd</sup> AZ Woman to U.S.  
Senate**





# **Talking Points ERA: The Guarantee**

**Equal application of law and protection under the U.S. Constitution will be guaranteed with ratification of the ERA. No longer will rights previously earned be restrained or taken away by political whim.**



# Talking Points ERA: Who Benefits?

1. Grandmothers;
2. Mothers;
3. Aunts;
4. Sisters;
5. Wives;
6. Daughters;
7. The Male Populace;
8. Families; and Communities.

A green, multi-pointed starburst graphic with a yellow outline, containing the text 'Everyone Wins' in a bold, blue, sans-serif font.

**Everyone  
Wins**



# Talking Points ERA: Compelling Reasons

**Encouraging and achieving  
the best from everyone**

**Enhancing the USA  
as an economic engine**

**Making lives better for every citizen:  
man, woman and child**

**The ERA promotes human potential  
and pursuit of the American Dream.**



# Talking Points ERA: Boon to Economy

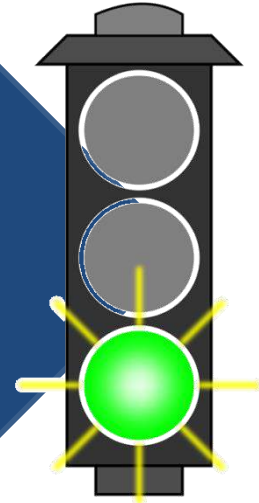
*The Economist* magazine estimated in 2018 that advancing women's equality would add \$2.1 trillion to \$4.3 trillion to the U.S. economy in the next decade.

**The ERA  
is a financial goldmine.**

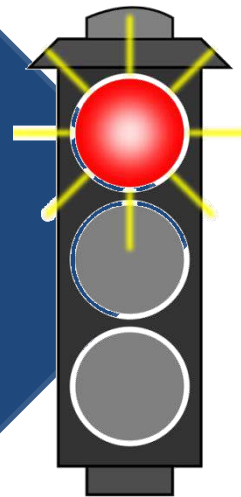


# Where AZ Stands Today

**A resolution to ratify the ERA has been introduced in the AZ House, Senate, or both, multiple years since 1982.**



**Political maneuvering and grandstanding block the resolutions from being heard in committee and getting to the floor for a vote.**



**Putting Pen  
to Paper**



# Call to Action

Write  
to  
Fight!

American Association of University Women



of Arizona

*"None of us can know what we are capable of until we are tested." – Elizabeth Blackwell, first woman to receive a medical degree in the United States*

[www. azleg.gov](http://www.azleg.gov)

**April 6, 2019**

**Dear Sen. <Name>:**

**Stamp**

**Sen. (Or Rep.) <Name>**

Arizona State Capitol Complex  
1700 W. Washington St. 308

**Room <#>**

Phoenix, AZ 85007

**Sincerely,**

**<Your Signature>**

**<Your Address> <City> <Zip>**





# Call to Action

## ERA

**Ratification of the Equal Rights Amendment (ERA) in Arizona will make life better for every man, woman and child in our country by equalizing pay and lifting at risk families from a cycle of poverty. Please rise to ratify!**

## Education

**Arizona voters overwhelmingly rejected expanding education vouchers via Prop 305 in November 2018. Please respect our voices and stop these legislative efforts to reverse the will of the people. Save our tax dollars for public education.**

## Econ Sec

***The Economist* magazine in 2018 estimated that advancing women's equality would add up to \$4.3 trillion to the U.S. economy in the next decade. Please pass laws to end wage discrimination and open doors for women in the workplace.**