

**EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE
GRADE CAMPUS CAMPAIGN
TOOLKIT**

The following materials have been developed to answer your questions about the Women's Power Gap Initiative (WPG) and the GRADE (Gender and Race Accountability Demanded Equally) Campus Campaign.

- 1. Frequently Asked Questions**
- 2. How to Get Involved**
- 3. Fact Sheets**
- 4. Find Your School Tool**
- 5. Outreach Flyer**
- 6. Article from The Tufts Daily**
- 7. Sample Press Release**

EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE GRADE CAMPUS CAMPAIGN TOOLKIT

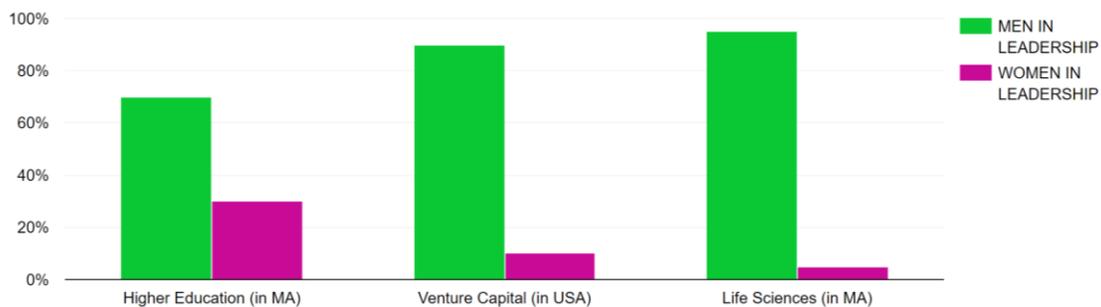
FREQUENTLY ASKED QUESTIONS

What is the Women's Power Gap Initiative?

Launched in 2018, the Women's Power Gap Initiative aims to dramatically increase the number of women leaders, from a diverse set of backgrounds, across all sectors in Massachusetts. The Initiative conducts research on prominent sectors of the Massachusetts economy, measures the extent of the power gap, and proposes solutions to reach parity. Higher Education is the first industry examined.

How do we measure the women's power gap?

Women account for 51.5% of the population in Massachusetts, but are severely underrepresented in leadership positions. The Women's Power Gap is the % of women in leadership subtracted from the % of men. The WPG is highlighted in three industries below. In 2019, these gaps are NOT acceptable.



Why Gender Parity?

Diversity is good for consumers and businesses; it leads to better decision making in all organizations. Studies have found that corporations with diverse boards and management teams are more profitable and better governed. To anticipate both challenges and opportunities on the horizon in a fast-changing world, all organizations need a diverse team offering a variety of perspectives.

We are often asked by thoughtful people if gender parity truly matters in our leaders. “Don’t we just want the most qualified candidate for the job? Can’t a man do a good job of listening to the needs of women” they ask? The answer is “yes, but.” At the organizational level, a male CEO can do a good job of representing the needs of women, but he would need a balanced team around him (chair of the board, senior leadership) to catch his blind spots. Furthermore, when we look at the higher level, across organizations, society needs collective diversity of leadership. It is never enough to have just one group control so much power, influence, and wealth.

What is the GRADE Campus Campaign?

The Women’s Power Gap **GRADE (Gender and Race Accountability Demanded Equally) Campus Campaign** is building awareness and creating a sustainable presence on campuses throughout Massachusetts toward the goal of advancing women from a diverse set of backgrounds to positions of leadership in higher education.

Gender Parity and MA Higher Education: Key Facts

- Women represent 57% of all students and are the majority of doctoral degree recipients yet make up only 31% of all Massachusetts’ college and university presidents.
- Of the 94 presidents represented in the higher education study, only 5 are women of color.
- None of the 17 largest universities in Massachusetts has a woman board chair.
- Women are 47% of all provosts and 52% of deans, the most frequent paths to the presidency, indicating that there is not a pipeline issue to the top job, just that women aren’t being selected for it.
- Our state public universities have the lowest percentage of women presidents; only 2 out of 15.
- 32 out of the 93 schools have never had a woman president.

**EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE
GRADE CAMPUS CAMPAIGN TOOLKIT**

How Can I Become a Part of the GRADE Campus Campaign?

Women still do not hold leadership positions of power and influence in equal proportion to men, you know this – now, what?

There are 5 things that you can do right now to make a difference:

1. Join the Women's Power Gap (WPG) mailing list. The goal is to engage individuals committed to increasing gender parity at your institution. Help build support for change.
2. Visit WomensPowerGap.org, find your institution, and write the president an email letting him or her know that your institution can do better! Or congratulate them if they are doing well! This tool is really easy to use. Send the pre-populated message or tailor one – just get it in. It's important to send a message to the President.
3. Become part of the WPG social media strategy. Like and follow WPG on Twitter, Instagram, and Facebook. Create your own content, post, and share our posts with your friends. Use #genderparitynow in your posts.
4. Share the data on your institution with your friends.
5. Become a Gender Parity Now Advocate! Ask others to join the movement for gender parity on campus
6. If interested in volunteering to organize a GRADE (Gender and Race Accountability Demanded Equally) Campaign on your college campus, contact us at info@womenspowergap.org.

**EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE
GRADE CAMPUS CAMPAIGN TOOLKIT**

Tufts University Fact Sheet

**Women in Leadership Comparison
2008 and 2018**

	2008	2018
Members of Senior Leadership Team	60% (6 of 10)	40% (4 of 10)
Deans of Degree-Granting Programs	44% (4 of 9)	27% (3 of 11)
Deans within all Schools	44% (29 of 66)	29.5% (13 of 44)
Board members	36% (16 of 45)	40% (16 of 40)
Charter members	33% (11 of 30)	30% (9 of 30)
Alumni elected members	33% (5 of 12)	70% (7 of 10)
Executive Committee	10% (1 of 10)	20% (1 of 5)
Committee on Trusteeship	13% (1 of 8)	25% (2 of 8)

2018

Board of Trustees – Women comprise:

16 of 40 members, 40%
 7 of 10 alumni elected members, 70%
 9 of 30 charter members, 30%
 1 of 5 members of the Executive Committee, 20%
 2 of 8 members of the Committee on Trusteeship, 25%

Senior Leadership team – Women comprise:

4 of 10 of the other members of the senior leadership team, 40%
 3 of 11 Academic Deans (we used degree granting schools), 27%
 13 of 44 deans within all schools, or 29.5%

Provost - *Deborah T. Kochevar, Provost and Senior Vice President ad interim

Leadership team of the University (4 of 10 are women, 40%)

Deans of Degree-Granting Programs (3 of 11 are women, 27%)

All Deans (13 of 44 are women, 29.5%)

2008

Board of Trustees – Women comprise:

16 of 45 members, 36%
 5 of 12 alumni elected members, 33%
 11 of 30 charter members, 33%
 1 of 10 members of the Executive Committee, 10%
 1 of 8 members of the Committee on Trusteeship, 13%

Senior Leadership team – Women comprise:

6 of 10 of the other members of the senior leadership team, 60%

4 of 9 Academic Deans (we used degree granting schools), 44%

29 of 66 deans within all schools, or 44%

Provost - Jamshed J. Bharucha, Provost and Senior Vice President

Leadership Team of University (6 of 10 women or 60%)

Deans of Degree-Granting Programs (4 of 9 women or 44%)

All Deans (29 of 66 are women or 44%)

~~~~~

# EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE GRADE CAMPUS CAMPAIGN TOOLKIT Find Your School Tool

How does your school or alma mater stack up? Use our interactive tool to find your school's rank and to email your school's president/chancellor to encourage that he or she makes gender parity a priority.

**Women's Power Gap**  
Eos Foundation  
GENDER PARITY NOW

ABOUT US | WHY GENDER PARITY? | HIGHER EDUCATION | TAKE ACTION | INSPIRING WOMEN | PRESS ROOM | BLOG | f | @ | t | in

## FIND YOUR SCHOOL

FIND YOUR COLLEGE OR UNIVERSITY TO SEE HOW THEY STACK UP.

BOSTON COLLEGE **SUBMIT**

[CLICK TO EMAIL THE SCHOOL PRESIDENT/CHANCELLOR](#)

Rank  
**93** BOSTON COLLEGE

|                                |                                    |
|--------------------------------|------------------------------------|
| ENROLLMENT: 14466 • 54%        | CLASSIFICATION: Private, Doctorate |
| PAST WOMEN PRESIDENTS: 0       | PRESIDENT: William Leahy • Male    |
| WOMEN ON BOARD: 26% (13 of 50) | BOARD CHAIR: Male                  |
| WOMEN DEANS: 14% (1 of 7)      | PROVOST: Male                      |

## Email the School President or Chancellor

Once there, you can click on the link to email your school president or chancellor. A pre-populated email comes up, which you add to and edit. Thanks for taking action!

**CONTACT**

Tailor the following message to the school president/chancellor

FIRST NAME | LAST NAME

EMAIL

Dear President/Chancellor, I am a proud student/alum/donor of this institution. I am writing in regards to the ranking of our institution in Eos Foundation's recent report, "Women's Power Gap in Higher Education Study and Rankings", which can be found online at: <https://womenspowergap.org>. I hope you agree that we can do more to ensure that we make gender parity a priority. Diversity is good for consumers, businesses, and institutions of higher education; it leads to better decision making in all organizations. We can do better. Diversity in today's leadership provides a signal to tomorrow's leaders. I am invested in seeing that our institution is the best it can be for all of our students and alumni. I urge you to make gender parity at the highest levels of leadership and power a priority. Thank you for your consideration.

**SUBMIT**

EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE  
GRADE CAMPUS CAMPAIGN TOOLKIT  
SAMPLE OUTREACH FLYER (BU)



**DID YOU KNOW?**

- ❖ Boston University ranks #82 out of 93 higher education institutions in Massachusetts on gender parity
- ❖ There has never been a woman Board Chair in over 100 years
- ❖ Women make up 59% of the enrollment at Boston University
- ❖ There has never been a woman president at Boston University

---

**TAKE ACTION! JOIN THE GRADE BU CAMPUS CAMPAIGN!**

GRADE (Gender and Race Accountability Demanded Equally) BU will work to increase the number of women and women of color occupying senior leadership positions within higher education institutions. Join us to make real change!

*[ADD INFO HERE ON ANY UPCOMING EVENTS OR OUTREACH OPPORTUNITIES]*

**Find the higher education rankings and write to the BU President  
at [womenspowergap.org](http://womenspowergap.org)**

**Follow along @womenspowergap**

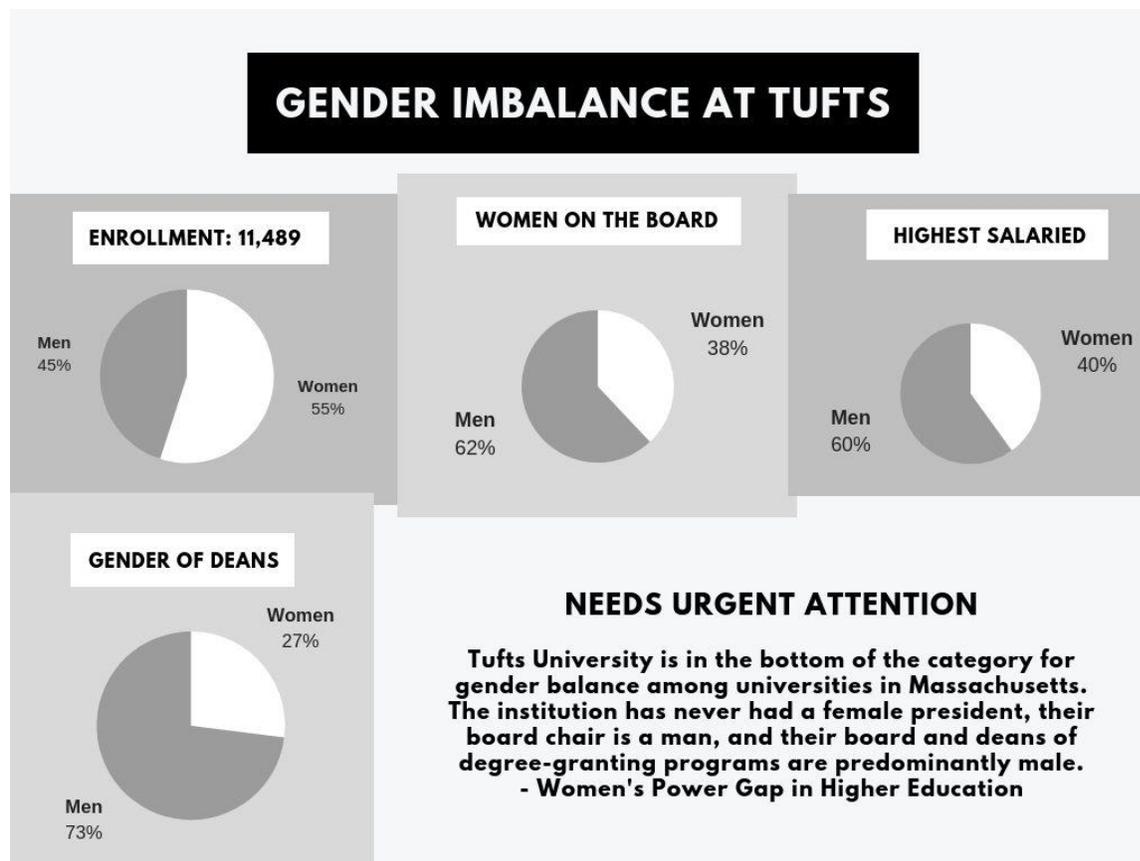


**EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE  
GRADE CAMPUS CAMPAIGN TOOLKIT  
Article from Tufts Daily**

**Study ranks Tufts 87th in gender parity among leadership**

CONOR FRIEDMANN

October 25, 2018



Source: The Eos Foundation's 'Women's Power Gap in Higher Education' study (September 2018) Katharine Pinney / The Tufts Daily

Tufts ranks near the bottom of gender parity among Massachusetts colleges, according to a [new study](#) released by the nonprofit Eos Foundation on Sept. 27.

The report, developed in partnership with the University of Massachusetts Boston's Center for Women in Politics and Public Policy at the John W. McCormack Graduate School of Policy and Global Studies, surveyed the prominence of female leadership across 93 Massachusetts-based colleges. It ranked Tufts as 87th overall.

"[Tufts] has never had a female president, their board chair is a man, and their board and deans of degree-granting programs are predominantly male," the report read. It placed Tufts in the "Needs urgent attention" category — the lowest categorization used. There are 19 schools under this category, including the Massachusetts Institute of Technology, Boston College and Boston University, according to the report.

Andrea Silbert, president of the Eos Foundation, said that the results startled even the commissioners of the report.

"We were very surprised how low Tufts was ranked, due to its image as a very progressive institution," Silbert said.

Silbert said Tufts ranked low due to lack of women in leadership positions.

"I think it's just a lack of intentionality," she said. "Tufts has women, but they're just at lower levels."

She also said that complete parity means more than securing a critical mass in influential positions, which she defined as 30 percent of women in such positions.

"People think that 30 percent [male-female share of positions] is good until they're pushed. We need to push in all sectors for parity. Parity is our new benchmark," Silbert said. "Lots of colleges think they're good because they have some women in high positions, but they don't have parity."

Tufts' ranking also surprised Judy Neufeld (LA '05), a Tufts alumna and consultant who works for the Women's Power Gap Initiative.

"As a Tufts alum, I was horrified how close to the bottom Tufts ranked," Neufeld said. "I never looked at Tufts leadership as a student, but looking through a new lens, I think we can do so much better."

Neufeld suggested that the university consider the women's power gap in influential positions when it hires new people.

"The most important area for Tufts to improve upon is that Tufts has never had a woman president," Neufeld said. "I also hope that the Tufts board starts to take gender parity seriously as they search for a new provost and new deans."

Silbert, however, said that a push on the community level is necessary to bring out the change.

"We put the data out there and the tools out there, and we expect people from the Tufts community to run with it. We expect it to be a movement, to get this in front of the president's office and say, 'we have to do better,'" Silbert said.

Neufeld echoed with Silbert's sentiment.

"Students have a lot more power than you think," she said. "We really encourage students to go to the [Women's Power Gap Initiative] website. Email [University] President [Anthony] Monaco directly from the website. The more students, alums, board members that let the president know that people care, the more likely that change will come."

Patrick Collins, Tufts' executive director of public relations, told the Daily in an email that the university recognizes room for improvement. However, Collins pointed out that the report didn't include other senior positions held by women at the university.

"Tufts University has made diversity in all its forms a top priority, and while the university has made significant strides in many areas, more work clearly needs to be done," Collins said. "Though we were disappointed that the survey did not include other senior positions at Tufts that are held by women, including our senior vice president and general counsel, our provost ad interim, and our vice provost for research, we recognize that we must do better and are committed to doing so."

Barbara Clarke, former president of Tufts University Alumni Association (TUAA), outlined her disappointment in Tufts administration's response.

"I have reached out personally to a number of Tufts alumni and I've been disappointed that very few men have replied," she said. "As a former president of [TUAA], I worked hard to make the Alumni Council more inclusive. We made some progress but not enough, and some progress was not sustained after my term."

Clarke said she hopes that the upcoming alumni conference will be a platform to talk about the report.

"There is an upcoming conference called [LEAD IT] and I suspect this report will be discussed by many people. I know I will be discussing it with fellow alumni," Clarke said.

Silbert said that she is optimistic Tufts will make an improvement.

"I am hopeful about Tufts," Silbert said. "Tufts has [multiple] open deanships, and the provost position is open. We'll know in six months what will happen."

**EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE  
GRADE CAMPUS CAMPAIGN TOOLKIT**

**Sample Press Release**

**CONTACT: XX**

**Research reveals wide power gap for women in Mass. higher ed**

*First-ever statewide ranking and report, produced by the Eos Foundation, shows gender parity lagging in president and board roles and calls for deliberate action from state and private institutions*

BOSTON — **DATE** — The first-ever statewide ranking of Massachusetts' higher education institutions based on women in positions of power reveals a significant lack of gender parity, especially at the state public higher education system and large private universities, according to a study released in September 2018 by the Eos Foundation. The report, *Women's Power Gap in Higher Education*, draws from research Eos commissioned from the UMass Boston Center for Women in Politics and Public Policy and ranks 93 Massachusetts colleges and universities. Schools' composite scores are calculated by women holding influential positions at their institutions, including president, senior leadership, and the governing board. The data reflects the leadership as of the that ended June 30, 2018.

**ENTER IN SCHOOL INFORMATION HERE. i.e. BU Tufts ranks 87<sup>th</sup> out of 93 universities in Massachusetts.**

"While women comprise 57% of all college and university students in the state, only 31 percent of the presidents and chancellors of these school are women. The data shows we need thoughtful and concerted action to close the women's power gap," said Andrea Silbert, president of the Eos Foundation, who launched the Women's Power Gap Initiative.

**INSERT STUDENT QUOTE**

The research's findings include:

- Massachusetts' public universities have the lowest percentage of women presidents/chancellors of all types of schools, with only 1 out of 15. There were 5 in 2008.

- Among the Commonwealth's large universities, both public and private — 17 in all — none has a woman board chair.
- Of the 94 presidents represented in the study, only 5 are women of color.
- Women are underrepresented as board chairs among the state's public institutions of higher education, leading only 5 of 25.

## **INSERT INFORMATION ABOUT WHAT ORGANIZING IS HAPPENING ON CAMPUS**

### *About the Women's Power Gap Initiative:*

The mission of the Women's Power Gap Initiative is to dramatically increase the number of women leaders from a diverse set of backgrounds across all sectors in Massachusetts. The Initiative will conduct research on the prominent sectors of the Massachusetts economy, measure the extent of the power gap, and propose solutions to reach parity. *The Women's Power Gap in Higher Education: Study and Rankings* is the first in the series of sectors the Eos Foundation will explore.

**# # #**

**EOS FOUNDATION WOMEN'S POWER GAP INITIATIVE  
GRADE CAMPUS CAMPAIGN TOOLKIT**

**RANKINGS**

This comprehensive index ranks 93 institutions of higher education in Massachusetts by their gender parity among key levels of leadership. To learn more about how we calculated this data, visit [womenspowergap.com](http://womenspowergap.com).

| <b>Rank</b> | <b>Institution Name</b>                   |
|-------------|-------------------------------------------|
| 61          | American International College            |
| 36          | Amherst College                           |
| 8           | Anna Maria College**†                     |
| 70          | Assumption College †                      |
| 34          | Babson College                            |
| 5           | Bay Path University*                      |
| 41          | Bay State College                         |
| 21          | Becker College                            |
| 87          | Benjamin Franklin Institute of Technology |
| 41          | Bentley University                        |
| 80          | Berklee College of Music                  |
| 7           | Berkshire Community College               |
| 61          | Boston Architectural College              |
| 93          | Boston College †                          |
| 82          | Boston University                         |
| 58          | Brandeis University                       |
| 47          | Bridgewater State University              |
| 21          | Bristol Community College                 |
| 29          | Bunker Hill Community College             |
| 11          | Cambridge College                         |
| 27          | Cape Cod Community College                |
| 82          | Clark University                          |
| 12          | College of Our Lady of the Elms** †       |
| 54          | College of the Holy Cross †               |
| 58          | Curry College                             |
| 70          | Dean College                              |
| 72          | Eastern Nazarene College                  |
| 30          | Emerson College                           |
| 3           | Emmanuel College - Boston** †             |
| 16          | Endicott College**                        |
| 47          | Fisher College                            |
| 61          | Fitchburg State University                |
| 55          | Framingham State University               |

|    |                                             |
|----|---------------------------------------------|
| 93 | Franklin W. Olin College of Engineering     |
| 77 | Gordon College                              |
| 28 | Greenfield Community College                |
| 17 | Hampshire College                           |
| 41 | Harvard University                          |
| 21 | Holyoke Community College                   |
| 85 | Hult International Business School          |
| 17 | Labouré College †                           |
| 89 | Lasell College**                            |
| 41 | Lesley University**                         |
| 47 | Massachusetts Bay Community College         |
| 19 | Massachusetts College of Art and Design     |
| 12 | Massachusetts College of Liberal Arts       |
| 80 | Massachusetts Institute of Technology       |
| 82 | Massachusetts Maritime Academy              |
| 30 | Massasoit Community College                 |
| 61 | MCPHS University                            |
| 85 | Merrimack College †                         |
| 6  | MGH Institute of Health Professions         |
| 47 | Middlesex Community College-Bedford         |
| 46 | Montserrat College of Art                   |
| 9  | Mount Holyoke College*                      |
| 61 | Mount Wachusett Community College           |
| 61 | New England College of Business and Finance |
| 36 | New England College of Optometry            |
| 36 | New England Law-Boston**                    |
| 30 | Newbury College                             |
| 51 | Nichols College                             |
| 26 | North Shore Community College               |
| 72 | Northeastern University                     |
| 61 | Northern Essex Community College            |
| 21 | Pine Manor College**                        |
| 53 | Quincy College                              |
| 19 | Quinsigamond Community College              |
| 15 | Regis College** †                           |
| 9  | Roxbury Community College                   |
| 40 | Salem State University                      |
| 1  | Simmons College*                            |
| 2  | Smith College*                              |
| 30 | Springfield College                         |
| 77 | Springfield Technical Community College     |
| 76 | Stonehill College †                         |
| 34 | Suffolk University                          |
| 89 | The New England Conservatory of Music       |
| 87 | Tufts University                            |
| 77 | University of Massachusetts Medical School  |

Worcester

|    |                                       |
|----|---------------------------------------|
| 55 | University of Massachusetts-Amherst   |
| 51 | University of Massachusetts-Boston    |
| 75 | University of Massachusetts-Dartmouth |
| 36 | University of Massachusetts-Lowell    |
| 45 | Urban College of Boston               |
| 3  | Wellesley College*                    |
| 72 | Wentworth Institute of Technology     |
| 57 | Western New England University        |
| 61 | Westfield State University            |
| 12 | Wheaton College**                     |
| 93 | William James College                 |
| 61 | Williams College                      |
| 58 | Worcester Polytechnic Institute       |
| 21 | Worcester State University            |