

September 26<sup>th</sup> 2007, 3:00pm  
3237 Benjamin Building

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Present: Donna Wiseman (Chair), Jennifer Finch, Barbara Goldberg, Carol Parham, Cindi Hale, Beverly Greenfeig, Beth Platz, Sally Koblinsky, Laura Nichols, Anne Geronimo, Joanne DeSiato, Linda Steiner, Debbie Yow, Linda Lenoir, Patty Bernales, Kay Bartol, Marla McIntosh, Jess Jacobson (Admin. Asst.), Chris Boyer (Guest)

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### **Introductions**

Each person introduced themselves and gave a brief description of their interests. Donna introduced Jess Jacobson as the new administrative assistant for the commission. Donna highlighted the scheduling conflicts of some of the absent members including our new student members who could not attend.

### **Logo**

The logo for the Outstanding Woman of Color award was an important centerpiece for the event. Donna and Jennifer have met with the University Marketing and Design team to develop a logo for the commission. It should be ready to review by the October meeting.

### **Website**

The PCWI website ([www.umd.edu/pcwi](http://www.umd.edu/pcwi)) has been updated, including the member list, award list, and calendar. Any comments or suggestions should be directed to Jess ([Jess2008@umd.edu](mailto:Jess2008@umd.edu)).

### **Co-Sponsor speaker with the President's Commission on Ethnic Minority Issues (PCEMI)**

Donna explained the opportunity of co-sponsoring the PCEMI event. Dr. Delia Saenz will speak on Thursday, October 25, 2007 at 3:30pm - 5:30pm in the Maryland Room, Marie Mount Hall. Her talk will focus on tokenism, intergroup processes, and family dynamics in relation to faculty of color in higher education. PCEMI does not expect financial support from the PCWI.

### **Celebration of Women**

As a continuation of a conversation from last year, the concern that the awards ceremonies were taking up all of the commission's time and energy was raised. It was suggested that we combine the award ceremonies as a Celebration of Women (CW) and it was agreed to try the new format for one year as a trial run. Donna reviewed the previous minutes regarding the event (see Appendix A).

Debbie Yow introduced Chris Boyer, Senior Associate Athletics Director, as a resource for the Commission in preparing the CW. Debbie reported that, contrary to previous minutes, Under Armour is not interested in sponsoring the event. Athletics has donated \$5,000 to the 30th anniversary event<sup>[1]</sup>. Also, Athletics will try to make either the Heritage Hall or Comcast Center Floor available for the March 3rd event<sup>[2]</sup>. The rental fees will be waived and the only expenses will be the set-up and tear-down. Heritage Hall seats a maximum of 250 people with room for a buffet and has a full kitchen.

Chris drafted two letters to aid the PCWI in raising support for the CW. The first letter (see Appendix B) was a draft that can be sent to on-campus or off-campus entities seeking support for the CW. The second letter is the sponsorship commitment form (see Appendix C) for a specific amount of money.

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[1] The PCWI was started in December of 1973 and is approximately 34 years old.  
[2] The Heritage Hall has been reserved 7am-10am and 3pm-7pm on March 3rd.

**Celebration of Women (cont.)**Suggestions for support

- Office of the Provost<sup>[3]</sup>
- University System of Maryland<sup>[4]</sup>
- State Government (Women's Hall of Fame)
- Presenting Sponsor (other than Under Armour)
- Dean's Council. Possibly offer departmental release time
- Gloria Frieden (Coach Frieden's wife), School of Public Health
- Brody Remington, VP University Relations
- Danita Nias, Executive Director, Alumni Association
- Linda Clement, VP Student Affairs. Possibly offer discount on catering through Dining Services
- Doug Duncan, VP Administrative Affairs. Possible offer staff release time through Facilities Management

Support may not necessarily be funding, but suggestions of local, women owned businesses, or other contacts, that may provide support. It was suggested that we ask for University sanctioned release time via the President's office. It was resolved that we can request release time via a letter from the commission but it is not acceptable to expect campus wide recognition (complications include bargaining unit issues). For example, the Professional Concepts Exchange Conference (PCEC) event was cancelled due to staff release time/attendance conflicts. It was suggested that Deans be asked to contribute staff release time to the event in lieu of money.

The CW can be held in the evening just as easily as it can be a breakfast. Times under consideration include morning, 3pm, and 5pm (with the duration of 2 hours maximum). An afternoon event would make parking at Comcast easier and allow for light hors d'oeuvres instead of a breakfast meal, which would save time. Non-Exempt staff are more likely to be needed in the office in the morning and may have more flexibility in the afternoon. However, staff with family may need to leave campus to pick up children.

A task force was established to finalize the proposal/proposed budget for the Celebration of Women (see Appendix D) for the October meeting. A possible draw for the Celebration of Women would be a local celebrity; suggestions included Jaci Hayward of Channel 9 and Nancy Pelosi. One problem with combining award ceremonies is each is unique and intimate and some of that may be lost. A speaker may detract from recognizing the award winners, but may draw a wider attendance than just the group personally familiar with the award winners.

It was suggested that the title "Celebration of Women" is misleading when only two women are being recognized and that the program should be about the campus community of women or have a different title. It was resolved that awards are an acceptable way of celebrating 30 years of women on campus. Also, the Outstanding Administrative Professional Award should be re-introduced (perhaps re-titled) to be an award recognizing non-exempt staff, especially since the PCEC is no longer scheduled.

Who should be invited was discussed. It was resolved that everyone should be represented; including administration, exempt staff and non-exempt staff, graduate students, and males. RSVPs are unreliable as attendance estimate and it was suggested that we invite everyone and close the doors at 250 people. Space must be reserved for the Award Winner's support group. Average attendance at previous award ceremonies was approximately 60, including commission members.

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[3] The Office of the Provost has contributed \$2,000 to the Celebration of Women.

[4] The University System of Maryland runs the Women's Forum, which has up to three representatives from each campus. Dawn Jackson is our campus representative. The annual conference held by the State Women's Forum is November 15th at the 4H center.

**2007-2008 Focus**

Current suggestions: Family Friendly Units, Preparation for Retirement, Tenure Gap, and Gender Gap. It was resolved that task-forces should be set up for each focus area because having a specific job makes people more actively involved. Task forces can meet continuously, independently of the Commission, and include non-PCWI members. The first goal of each task-force is to create specific objectives.

Family Friendly issues include child and elder care, and could include same sex couple issues. This may overlap the President's Commission on Lesbian, Gay, Bisexual, and Transgender Issues' efforts. Tenure Gap and Gender Gap are similar and it was resolved that they should be one issue. The Tenure/Gender Gap task-force should follow up on the report prepared when Cindi was Chair. Regarding the proposals accompanying that report, the suggestions were met with resistance from the President's Office. PCWI's role is not to solve problems but create awareness (gather resources).

Conflicting suggestions were proposed regarding our focus: we do not want to duplicate work, however, more progress is made when multiple advisory bodies bring attention to one topic. Instead of creating new information regarding these topics, it was resolved that we start by collecting existing resources. The University of California has abundant web resources. It was agreed that collecting resources is a good first step for all focus areas.

A timely issue was suggested: Women's Safety. It was questioned if it is a women's issue or a gender neutral issue. It was suggested that the PCWI should audit campus efforts towards safety to encourage accountability. An example presented was that students and employees are uninformed about the area surrounding campus before moving to College Park. However, there may be legal complications involved with any attempt to publicly announce one area as "safe" or "unsafe". The University is receiving a bad reputation, frequent crime alerts, and lowered application rates. The PCWI should not be shy about asking for better lighting in dangerous areas of College Park

A number of members want to focus on Non-Exempt, blue-collar, issues. These issues include: English as a second language, low-wages, lack of policy documentation (no access to computers), sexual harassment, and that the GED is no longer offered. It was resolved that guest speakers should be invited to brief the PCWI on various aspects of the Campus climate to give our task-forces a starting point. Tom Ruggieri is a resource for Preparation for Retirement. It was resolved that the campus is very uninformed about its own retirement initiatives. It was not decided whether retirement should be a unique task-force.

It was decided that we have too many topics and we want to keep a manageable number of focus areas so we can make a difference. There will also be planning and award committees for the Celebration of Women event. The task-forces established were Family Friendly, Gender/Tenure Gap, Non-Exempt, Safety of Women, and the Celebration of Women proposal (see Appendix D). We will most likely have to reduce the number of task-forces at the October meeting.

The meeting was concluded at 4:30pm. The next meeting will be Wednesday, October 24, at 3pm in room 3237 Benjamin Building.

**Appendix A**

## PCWI Minutes regarding Celebration of Women event

Other Business (continued) – From February 22, 2007

New Event - Debbie Yow introduced an exciting new idea as a trial event. Debbie suggested holding an annual breakfast or lunch to combine the Woman of the Year, Women of Color, and non-exempt recognition ceremonies. An event such as this would offer a higher level of visibility for PCWI. It was suggested that the event would be held on March 3, 2008, and could tie in with Women's History Month (March). The title "A Monday in March, a Celebration of Women on the University of Maryland Campus" was created. PCWI could reclaim the Women's History Month program and challenge the campus to contribute to the event. Donna will talk to Rob for approval and ideas.

- Advantage – Dr. Mote in one place at one time
- Disadvantage – Possibility of detracting from the significance of each award

Debbie Yow donated a marketing person to head up the event and help promote it. It was agreed that at the next PCWI meeting a final decision would be made.

Sally Koblinsky reminded the commission members that the focus of PCWI was not only awards and programs, but to remain involved in issues.

Celebration of Women Proposal – From March 28, 2007

This is a continuing discussion from the meeting held February 22, 2007. Donna presented the idea to Rob Waters and was assured Dr. Mote would agree with the idea. There are many pros and cons to the event.

## Pros:

- \* One time event making it easier for many to attend all of the award ceremonies
- \* The event could be more elaborate because the money from two events would be combined
- \* One event would allow PCWI to focus on women's issues and not concentrate solely on awards ceremonies
- \* Higher visibility to draw new PCWI members

## Cons:

- \* There seems to be a community of Women of Color and PCWI members are not certain combining the ceremonies would be a good idea
- \* It may be difficult to combine the ceremonies in a political sense

It was suggested to forego the PCEC this year in order to have money for this event. A question was also raised as to whether or not the event would have come to fruition had Debbie Yow not offered sponsorship? Members agreed the Women of Color and Woman of the Year criteria needed to be fine tuned for next year.

Celebration of Women 2008 Proposal Update – From April 19, 2007

Donna was happy to report that Rob Waters is extremely supportive of the trial run of this event. The commission has agreed to try it and if it does not receive a positive response to go back to the original award format. Debbie Yow reported that Kevin Plank (President, Under Armour) and Bill Krause (Senior Vice President of Marketing, Under Armour) are eager and willing to work with the commission in sponsoring the event. Debbie expressed the need for a proposal to further develop the event and sponsorship. Donna and Cindi Hale have agreed to meet and develop a proposal and budget. Debbie has offered the use of the marketing individual to assist in writing the proposal. The proposal will need to be submitted to Dr. Destler soon in order for it to be included in the budget for next year. This event will assist the commission in developing a logo. One of the awards suggested was for an outstanding mentor and the gift of one month's summer salary.

Ultimately it was decided to give the event a go in conjunction with the 30th anniversary of PCWI in March 2008. However, the committee agreed to hold on to the spiritual and emotional tradition of the two ceremonies. It can be viewed as a signature piece that will shed prominence on PCWI. The committee strongly agreed the event should not be a banquet, but possibly a lunch. PCWI must decide to do it their way and to take control of the event. This would provide an excellent opportunity to work with Public Relations in bringing together a broad community.

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**Appendix B**

Dear \_\_\_\_\_,

On March 3, 2008, the campus of the University of Maryland will celebrate the 30th anniversary of the President's Commission on Women's Issues.

The highlights of the campus-wide event will include the announcement of the Woman of the Year and the Woman of Color Award recipients.

Information about the event will be shared throughout the school year with the 40,000 members of the University Community. Each of our sponsors will be recognized in every announcement, ad and the event program.

Intercollegiate Athletics has committed \$5,000 toward the expenses of the event, as our first sponsor to step forward.

I am writing to ask that you consider also becoming a sponsor for this very special, one-time campus celebration. Help us demonstrate that we applaud the many contributions of women throughout the campus. Attached for your use is a sponsor form. Simply fill it out and return it to me.

Thank you for your consideration.

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**Appendix C****SPONSOR COMMITMENT****A Celebration of Women**

Event: A Monday in March: A Celebration of Women (30th year celebration)

Date: March 3, 2008

Time: 7:45 – 9:30 a.m., full breakfast menu

Location: Comcast Center in Heritage Hall on main concourse level.

Program: Begins at 7:45 a.m., ends promptly at 9:15 a.m.. Speakers will include the President of the University of Maryland, Dr. C.D. "Dan" Mote, Jr. and 2 award recipients.

Who Is Invited: All who wish to celebrate the contributions of women to the ever-growing quality of the University of Maryland, the flagship institution for the Maryland State System of Higher Education.

Cost: Free to the first 200 who register, \$10.00 per attendee after the first 200. Additional expenses will be subsidized by event sponsors.

**YES, WE WISH TO SUPPORT THIS SPECIAL EVENT AT THE LEVEL MARKED BELOW:**

\$5,000 level

\$2,500 level

\$1,000 level

\$500 level

Other: \$\_\_\_\_\_ (any support appreciated)

Sponsors of \$5,000 receive 2 tables of 10 for free in best locations.

Sponsors of \$2,500 receive 1 table of 10 in next best location.

Sponsor of \$1,000 receive 5 free admissions.

All sponsors from \$5,000 through \$500 receive sponsor recognition in all event ads and the event program.

Return Sponsor Commitment to:

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Payment should be made to:

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**Appendix D**  
Task Force Sign Up Lists

Family Friendly

- Joanne DeSiato
- Anne Geronimo
- Laura Nichols
- Beth Platz

Gender/Tenure Gap

- Linda Steiner
- Sally Koblinsky
- Marla McIntosh
- Kathryn (Kay) Bartol

Non Exempt

- Beth Platz
- Beverly Greenfeig
- Barbara Goldberg
- Jennifer Finch

Safety of Women

- Linda LeNoir
- Debbie Yow
- Beverly Greenfeig
- Barabara Goldberg

Celebration of Women

- Donna Wiseman
- Jennifer Finch
- Carol Parham
- Cindi Hale
- Beverly Greenfeig
- Barbara Goldberg