



**Educating and Empowering
the Next Generation of Women Leaders**

Call for Proposals

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Executive Summary

The Center for American Women and Politics (CAWP) seeks proposals from colleges and universities to become partners in the NEW Leadership™ National Network. Partner institutions agree to develop and host regional political leadership education programs for undergraduate women based on CAWP's NEW Leadership™ model. CAWP provides training and orientation for new partner representatives during NEW Leadership™ New Jersey, and assists partners at every stage in developing their programs. A CAWP staff member attends each inaugural NEW Leadership™ program to provide assistance and observe and evaluate new programs. (Details about becoming a NEW Leadership Network partner begin on page 9).

About CAWP

The Center for American Women and Politics (CAWP), a unit of the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, is nationally recognized as the leading source of scholarly research and current data about American women's political participation. Its mission is to promote greater knowledge and understanding about women's participation in politics and government and to enhance women's influence and leadership in public life.

CAWP's education and outreach programs translate research findings into action, addressing women's under-representation in political leadership with effective, imaginative programs serving a variety of audiences. For more information about the Center for American Women and Politics visit our website www.CAWP.rutgers.edu.

NEW Leadership™ (National Education for Women's Leadership)

NEW Leadership™ is CAWP's national initiative to educate and empower the next generation of women leaders. This six-day residential program teaches college women the value of civic engagement and helps them develop the skills to become more involved in their campuses and communities. NEW Leadership™ inspires students to see themselves as empowered leaders who can effectively participate in politics and public policy.

Rationale

Women continue to be under-represented in all aspects of American politics. In 2017 just 19.4% of the seats in the U.S. Congress are held by women, 21 in the Senate and 83 in the House of Representatives. Women make up only 24.8% of the state legislators in the United States, and only five of the 50 states have women governors. Although women constitute over 50% of the population and have outvoted men in every national election since 1980, women have made only modest gains in representation in our state and national decision making bodies over the past two decades.

CAWP's research indicates that women bring different priorities and experiences to public life and provide perspectives that are often under-represented in political decision making. While many college women indicate an interest in public service and are active in community and volunteer organizations, studies have shown that young women are significantly less likely than young men to be interested in politics or to view political involvement as a priority.

The NEW Leadership™ Summer Institute

NEW Leadership™ was created by CAWP in 1991 to encourage college women to become politically engaged and to consider careers in politics. The six-day residential summer institute educates college women about politics and policy making and helps them develop the skills and confidence necessary to join the next generation of public leaders.

In a media environment that thrives on corruption, scandals and partisan bickering, young people often confront a very negative view of politics and politicians. At NEW Leadership™ students interact with political women who are dedicated public servants and represent a wide range of backgrounds, political perspectives and experiences. The students learn first-hand that many of the negative stereotypes they hold about politicians are inaccurate.

NEW Leadership™ participants are undergraduate women representing a wide range of socioeconomic, ethnic, racial, educational backgrounds and academic majors. NEW Leadership™ Network partners are encouraged to reach out to underserved populations in their regions and seek out a diverse group of participants. About half the participants in each NEW Leadership™ New Jersey class are women of color.

During the NEW Leadership™ summer institute, students meet with women in a variety of roles in the public sphere, learn about the history of women's political participation, explore ideas about women, leadership and politics and participate in hands-on skills-building exercises. After the institute, students are encouraged to put their ideas about leadership into action on their campuses and in their communities.

The NEW Leadership™ Curriculum

The six-point curriculum establishes a pedagogical foundation for the NEW Leadership™ programs. This curriculum can be adapted to accommodate a wide range of political cultures, geographic regions, populations and institutions. Network partners implement the curriculum in their own way to incorporate regional issues and institutional strengths.

The six-point NEW Leadership™ curriculum:

- Teach about women's historical and contemporary contribution to American politics and policymaking.
- Connect students with women leaders who make a difference in the public sphere.
- Help participants explore the demands of leadership in a diverse society.
- Cultivate participants' leadership skills.
- Encourage students to practice leadership through action.
- Engage students in activities that will enhance their career development and expand their career opportunities.

Key Components of NEW Leadership™

A Residential Program

NEW Leadership™ participants are required to live at the conference facility throughout the summer institute; we consider the residential nature of the program an integral component of the NEW Leadership™ experience. The residential requirement creates an intensive learning experience that is impossible to replicate with a series of one-day programs. Living on campus together for five nights builds a sense of community among the group and encourages friendly interaction among the diverse group of participants. At NEW Leadership™ the learning experience extends beyond the formal sessions of the day and continues in the dorms, where students can share ideas, challenge opinions they heard during the day, reflect and discuss in a way that would not occur if they went their separate ways after the day's formal program ended.

Connecting with Women Leaders

Strong role models can serve as powerful sources of inspiration. At NEW Leadership™, students hear from women leaders with a variety of roles and experiences. In addition to the political women who serve as speakers or panelists, each NEW Leadership™ program invites a few women leaders to stay for the entire six-day program to serve as Faculty in Residence (FIRs). The participation of these political women, living in the dorms and interacting with the participants throughout the program, is critical to the success of NEW Leadership™. The FIRs serve as mentors and role models. Through their own experiences, these women illustrate some of the challenges that women leaders face in both their public and private lives. They provide insight into different styles of leadership and help the students overcome cynicism about politicians and government.

Addressing Issues of Diversity

The United States population is one of the most diverse in the world and is becoming more so. Nevertheless, on most college campuses and neighborhoods, students often spend their time with people who look and think like them. We believe that in order to prepare a generation of leaders for the 21st century, it is essential to address issues and concerns of diversity.

During the summer institute, students interact with people who have different ideas, backgrounds, and life experiences. We strive to ensure that each NEW Leadership™ program includes students, speakers and staff who exemplify a broad range of racial, ethnic, and socio-economic backgrounds as well as diverse political perspectives. In addition to having a diverse population, we engage the students in discussions about social justice and explore the impact of public policy on diverse populations. NEW Leadership™ aims to provide students with a safe space where they can respectfully address issues of difference and discuss the difficulties associated with leadership in a diverse society.

Leadership through Action

NEW Leadership™ is unlike many leadership conferences in that we prefer to minimize the use of panels and speakers in order to engage the participants in hands-on exercises that encourage them to practice their leadership skills. The majority of the program sessions are interactive and student driven. During the summer institute students participate in workshops to develop skills such as public speaking, conflict resolution, networking and advocacy training. They are given the opportunity to practice these skills throughout the program.

After attending the summer institute, participants are urged to continue honing their leadership skills by undertaking leadership experiences on their campuses or in their communities. Such leadership experiences include: running for office in a campus organization; organizing a student group; working on a campaign; or organizing around a political issue on their campuses or in their communities.

The NEW Leadership™ National Network

In 1999, with a three year grant from the W.K. Kellogg Foundation, CAWP began developing partnerships with educational institutions across the country in what was originally titled the NEW Leadership™ Development Network. The grant allowed CAWP to begin training partners and to establish a process for bringing new partners into the Network.

Each year CAWP selects up to three institutions to join the National Network. The NEW Leadership™ Network offers partner institutions a unique opportunity for building and strengthening connections to political women in the region. Without exception, the NEW Leadership™ programs in each successful partner school have garnered strong commitments from women leaders in the area.

Participation in the NEW Leadership™ Network creates an opportunity for partner schools to expand their institutions' leadership education programming and outreach to women. NEW Leadership™ can help develop the institutional capacities of partner schools; some partners have established centers and institutes for women and politics with NEW Leadership™ as their keystone program.

Institutions accepted into the National Network agree to send two representatives to observe and participate in the NEW Leadership™ New Jersey summer institute. During the New Jersey program partner representatives meet with CAWP staff to discuss curriculum planning, staffing, fund raising and recruitment. Partner representatives also have the chance to meet with student participants, interns, faculty in residence, and workshop leaders.

CAWP provides each member of the partner team with a program development manual that includes detailed information about NEW Leadership™ program planning as well as sample agendas, program sessions and materials. Partner representative also have access to other Network partner materials on a password protected web page.

Members of the CAWP staff are available for ongoing consultation and assistance with partner representatives after they return to their home campuses to plan their own state or regional NEW Leadership™ programs.

Partner institutions are responsible for raising the necessary funds to establish their NEW Leadership™ programs. Programs are funded by a variety of sources including, but not limited to; corporations, foundations and private donors. Program costs vary a great deal among schools and geographic regions. These costs include; food and housing for the participants, NEW Leadership™ recruitment and program materials, and program staffing.

NEW Leadership™ Network partners are helping to fulfill and expand the mission of NEW Leadership™ by adding their own expertise and making the program's benefits available to college women across the United States.

More information about NEW Leadership™ and the National Network can be found at:

www.CAWP.rutgers.edu/newleadership

NEW Leadership™ National Network 2016-17 Partners

NEW Leadership™ New Jersey
Center for American Women and Politics
Rutgers, The State University of New Jersey

NEW Leadership™ Idaho
College of Social Sciences & Public Affairs
Boise State University

NEW Leadership™ Illinois
Institute of Government and Public Affairs
University of Illinois, Chicago
Conference of Women Legislators (COWL)

Iowa N.E.W. Leadership™
Women's Resource and Action Center
University of Iowa

Maine N.E.W. Leadership™
Margaret Chase Smith Policy Center
University of Maine

Mississippi N.E.W. Leadership™
John C. Stennis Center for Public Service
Mississippi University for Women

21st Century Leadership Academy
Sue Shear Institute for Women in Public Life
University of Missouri, St. Louis

Tri-College NEW Leadership™
Minnesota State University
North Dakota State University
Concordia College

NEW Leadership Montana
Maureen and Mike Mansfield Center
University of Montana

NEW Leadership™ Nevada
Women's Research Institute
University of Nevada, Las Vegas

NEW Leadership™ New England
New Hampshire Institute of Politics
Saint Anselm College

NEW Leadership™ New York
Center for Women in Government & Civil
Society, University at Albany

NEW Leadership™ Ohio
John Glenn College of Public Affairs
Department of Women's, Gender and Sexuality
Studies, The Ohio State University

N.E.W. Leadership™ Oklahoma
Carl Albert Center
University of Oklahoma

NEW Leadership™ Oregon
Hatfield School of Government
Center for Women's Leadership
Portland State University

NEW Leadership™ Pennsylvania
Pennsylvania Center for Women and Politics
Chatham University

NEW Leadership™ South Carolina
Winthrop University
College of Charleston

NEW Leadership™ Texas
Center for Women's and Gender Studies
University of Texas at Austin

**Alene Moris National Education for
Women's Leadership**
The Women's Center
University of Washington, Seattle

NEW Leadership Washington
Washington State University, Spokane

Becoming a NEW Leadership™ National Network Partner

CAWP is currently accepting proposals for partners in the NEW Leadership™ National Network.

As a Network partner, you will become part of a national network dedicated to educating and empowering the next generation of women leaders. You will benefit from the experience and expertise of CAWP and other Network partners in planning and implementing successful leadership education programs for college women.

Eligibility

Any unit within a non-profit institution of higher education is eligible to become a partner, including, but not limited to, academic departments, student life offices, research organizations, and public service/leadership centers. In selecting partners, preference will be given to institutions in regions not currently represented in the Network. Institutions with a history of serving women of color are particularly encouraged to apply.

Partner Commitments

By accepting the invitation to join the NEW Leadership™ National Network, partner institutions agree to:

- Cover the cost of travel and accommodations for two staff members to attend the NEW Leadership™ orientation and the entire NEW Leadership™ New Jersey program.
- Submit a written plan of action for fund raising, student recruitment and staffing for their NEW Leadership™ program by the end of the calendar year.
- Establish a state or regional residential public leadership education program for undergraduate women that incorporates the six-point NEW Leadership™ curriculum within two years.
- Use the registered NEW Leadership™ name and logo and provide acknowledgement of CAWP and the National Network in all printed and online materials.
- Create a program that is diverse in terms of race, ethnicity, background and political ideology among the students, speakers, Faculty in Residence and program staff.
- Raise the necessary funds to support the program (approximately \$50,000 per year, depending on the type of program and staffing arrangements).
- Pay for transportation and accommodations for a CAWP staff member to attend their initial NEW Leadership™ summer institute to provide hands-on assistance and evaluation.
- Conduct an evaluation of its program, utilizing questions developed by CAWP and used by all the partners, and submit a self-evaluation report of their NEW Leadership™ program by the end of the calendar year in which the program takes place.

CAWP Commitments

To provide assistance to National Network Partners, CAWP agrees to:

- Authorize use of NEW Leadership™ registered name and logo.
- Provide each member of the partner team with a program development manual that includes detailed information about NEW Leadership™ program planning.
- Establish NEW Leadership™ New Jersey as a model for observation, during which partner representatives will meet with student participants, program staff, faculty in residence, and workshop leaders.
- Conduct a one-day orientation session prior to NEW Leadership™ New Jersey to review key issues related to program planning and development.
- Provide meals and program materials for the partner representatives attending NEW Leadership™ New Jersey.
- Engage in ongoing consultation and assistance to partners regarding issues related to first year program development.
- Make available a CAWP staff member to attend the partner's first NEW Leadership™ program to help facilitate sessions, coordinate programming, assist with on-site troubleshooting, and review the program with partner staff.
- Include the partner institution in CAWP and NEW Leadership™ publications and promotional materials, including the CAWP newsletter, NEW Leadership™ brochure and NEW Leadership™ website.
- Facilitate communication and cooperation among the partners through the Network partner listserv and provide access to all Network and NEW Leadership™ resources, such as referral of students, speakers, workshop leaders and political women.

Partner Criteria

CAWP is seeking NEW Leadership™ National Network Partners who demonstrate:

- Experience developing programs that meet the distinctive needs of women students;
- A commitment to multi-partisan women's political education programming;
- A commitment to recruiting participants and speakers who are diverse in race, ethnicity, political ideology, and sexual orientation;
- The potential for working with other educational institutions in the state or region;
- Access to women in public leadership, including elected officials, political activists, community leaders and women and politics scholars;
- Home institution support for establishing and continuing the NEW Leadership™ program, including assigning a key staff member to take the lead in organizing and overseeing the project;
- A proven track record for raising funds to support similar projects, or the support of the institution to undertake such fundraising.

Proposal Submission

Proposals to become a partner in the NEW Leadership™ National Network should include the following:

- The names, contact information and resumes of the proposed project leader and key staff members who will work on the project.
- A brief description of your home institution and the institute, center or department that will be hosting the NEW Leadership™ program.
- Letters of support from institutional decision makers.
- A brief narrative (no more than ten pages) that describes how the organization meets the partner criteria listed on page 10. The proposal should demonstrate your institution's capacity for developing college women's political leadership education programs and a clear indication of institutional support for women's public leadership education initiatives over the long term.

For more information contact:

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