

NEW Leadership™ Development Network

Building public leadership education for college women

Call for Proposals

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Executive Summary

The Center for American Women and Politics (CAWP) seeks applications for partners in the NEW Leadership™ Development Network (NLDN). Partners are colleges and universities that agree to develop and host regional political leadership education programs for undergraduate women based on CAWP's NEW Leadership™ a training and orientation conducted by CAWP staff during NEW Leadership™ New Jersey, and through the use of a detailed program manual provided by CAWP. The Center assists partners at every stage in developing their programs and monitors the programs when they are first offered to ensure that they serve participants effectively.

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 a university-based research, education and public service center. Since its founding in 1971, CAWP's mission has been to promote greater understanding and knowledge of women's relationship to politics and government and to enhance women's influence and leadership in public life. CAWP is a leading authority in its field and a respected bridge between the academic and political worlds. For more information about the Center for American Women and Politics visit our website at www.CAWP.rutgers.edu.

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

NEW Leadership™ is an award-winning program developed by CAWP in 1991 to educate and inspire a new generation of women leaders. NEW Leadership™ teaches students to recognize the value of civic engagement and the importance of having women in positions of political leadership. In 1999, NEW Leadership™ was named an "Exemplary Leadership Project" by the W.K. Kellogg Foundation.

Rationale

Although women are 51% of the U.S. population and 53% of registered voters, they continue to be significantly under-represented in our nation's policy making bodies. In 2006, only 81 women serve in the U.S. Congress (15.1%). Women hold 15.4% of the seats in the House of Representatives, and there are 14 women in the U.S. Senate, a number which has remained steady since 2003. Across the country, women make up only 22.8% of state legislative seats and nine of the fifty Governors.

These numbers are indicative of the problems that women face at all levels of political involvement. The under-representation of women in elected office is particularly striking among younger officeholders. An Eagleton Institute study of young elected leaders found that among elected officials age 35 or younger, the disparity between men and women's representation is even greater than among elected officials overall.

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. Unfortunately, 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 to address the historic and contemporary under-representation of women in American Politics by encouraging college women to become politically engaged and to consider a career in politics. The NEW Leadership™ summer institute creates opportunities for college women to prepare for roles in public leadership and helps them develop the skills and confidence necessary to join the next generation of public leaders.

The NEW Leadership™ summer institute is an intensive six-day residential program during which students hear from women in a variety of roles in politics and policy making, learn from educators in the field of women and politics and explore ideas about leadership and politics. NEW Leadership™ uses a variety of pedagogical techniques, including small and large group discussions, panel sessions with women leaders, skills building workshops and hands-on student action projects. After the institute, students are encouraged to put their ideas about leadership into action on their campuses and in their communities.

Participants in NEW Leadership™ are undergraduate women from a wide range of backgrounds and academic majors. CAWP strives to include women from a variety of socioeconomic, ethnic, racial and educational backgrounds in each program.

NEW Leadership™ Curriculum

The NEW Leadership™ summer institute is based on a six point curriculum:

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

A Residential Program

We require students to live at the conference facility throughout the summer institute and 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 in the dorms together for five nights builds a sense of *esprit de corps* among the group and encourages friendly interaction among a very diverse group of participants. The learning experience extends beyond the formal sessions as conversations continue over meals and back 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 residential faculty, which we call 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 not only serve as mentors and role models, but give students insight into different styles of leadership and expose students to both the public and private sides of life in politics.

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 social 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 will interact with people who have different ideas, different backgrounds, and different 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 and diverse political perspectives. In addition to having a diverse population, we make a point of challenging the students on issues of difference. The NEW Leadership™ summer institute should provide students with an opportunity to address the difficulties associated with leadership in a diverse society and create a safe space where students can respectfully discuss issues of diversity.

Leadership through Action

NEW Leadership™ is designed to teach leadership through action. Most of the program sessions are interactive or student driven. During the summer institute students participate in workshops to develop leadership skills such as public speaking, conflict resolution, networking and advocacy training, and are given the opportunity to practice these skills throughout the program.

After attending the summer institute, participants are encouraged to continue honing their leadership skills by undertaking leadership experiences on their campuses or in their communities. Leadership experiences undertaken by NEW Leadership™ students include: running for office in a campus organization, organizing a student group, working on a campaign, or organizing around a political issue on their campus or in the community.

More information about NEW Leadership™ can be found at www.newleadership.rutgers.edu.

NEW Leadership™ Development Network (NLDN)

In 1999, CAWP began developing partnerships with educational institutions across the country to help them plan and initiate NEW Leadership™ programs in their states. The NEW Leadership™ Development Network has enabled CAWP to export the NEW Leadership™ model to other campuses and train local faculty and staff to develop and implement their own summer institutes.

Each year CAWP select up to three institutions to join the Development Network. Partner institutions agree to send two representatives to observe and participate in the NEW Leadership™ New Jersey summer institute. CAWP staff provide ongoing consultation and assistance to partner representatives after they return to their home campuses to plan their own state or regional NEW Leadership™ programs.

The response from our Development Network partners has been impressive and enthusiastic. To date, fourteen schools across the country have established summer institutes for college women in their state or region. From Seattle, Washington to Washington D.C., more than 1,600 students have participated in summer institutes based on the NEW Leadership™ model (see enclosures for list of partner programs).

The Development 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. In addition, participation in the Development Network provides 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 a strong commitment from women leaders in the area.

Participation in the Development Network can help to build the institutional capacities of NLDN partners. For schools that already have a strong focus on women's leadership education, NEW Leadership™ can help to strengthen this mission. For others, NEW Leadership™ can offer the prospect of expanding the institutions' programming and outreach.

More information about the NEW Leadership™ Development Network and our network partners can be found at www.newleadership.rutgers.edu/html/devnet.html.

Becoming a NEW Leadership™ Development Network Partner

CAWP is currently accepting proposals for partners in the Development Network.

Proposals are due Friday March 9, 2007.

As a NLDN 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 Development Network partners in planning and implementing a successful leadership education program 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 Development Network. Institutions with a history of serving women of color are particularly encouraged to apply.

Partner Criteria

CAWP is seeking NEW Leadership™ Development 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 advisors, community leaders and women and politics scholars;
- institutional support from the home institution for establishing and continuing the NEW Leadership™ program, and 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.

Partner Commitments

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

- Cover the cost of travel and accommodations for two staff members to attend the NLDN orientation and the entire NEW Leadership™ New Jersey program June 6-12, 2007.
- 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.
- 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 inaugural NEW Leadership™ Summer Institute.
- 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

In an effort to provide assistance to Development Network Partners, CAWP agrees to:

- Provide each member of the partner team with a program development manual that includes detailed information about NEW Leadership™ program planning.
- Conduct a one-day orientation session prior to NEW Leadership™ New Jersey to review curriculum planning, staffing, fund raising and recruitment.
- 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.
- Supply meals and program materials for the partner representatives attending NEW Leadership™ New Jersey.
- Provide 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 NLDN partner list serve, and provide access to all NLDN and NEW Leadership™ resources, such as referral of students, speakers, workshop leaders and political women.

Proposal Submission

Proposals to become a partner in the NEW Leadership™ Development 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 eight. 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.

Proposals should be submitted to:

Sasha Patterson, NEW Leadership™ Program Coordinator
 Center for American Women and Politics
 Eagleton Institute of Politics
 191 Ryders Lane
 New Brunswick, NJ, 08901-8557

Proposals may be submitted electronically in either WordPerfect or Microsoft Word to Sashap@rci.rutgers.edu

Proposals must be received by Friday March 9, 2007.