The Women’s Foundation of Arkansas (WFA) is the only statewide foundation that focuses solely on women and girls in Arkansas.
Our Mission

To Engage Our Community To Promote Women And Girls In Arkansas So They Can Realize Their Full Potential

Arkansas Children’s Hospital is proud to support the printing of this publication.
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Changing the Story: Improving the Status for Women and Girls in Arkansas

The Summit, March 4, 2016

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**Women and girls in Arkansas face daunting inequities.** In 2015, women in Arkansas who were employed full-time earned 75 cents on the dollar compared with similarly employed men. Further, women were more likely than men to live in poverty, with Arkansas ranking 50th in the United States on poverty and opportunity. Twenty percent of Arkansas women held a Bachelor’s degree or higher, and only 20% of seats in the state legislature were held by women. The teen pregnancy rate in Arkansas is consistently among the highest in the nation.

The status of women in the state has been a subject of scrutiny for over 40 years. In 1973 Governor Dale Bumpers established the Arkansas Governor’s Commission on the Status of Women. After two years, the group concluded that the “status of women in Arkansas is changing very rapidly, and improving very slowly.” After almost 40 years, in 2011, the Arkansas General Assembly adopted a bill as an interim study proposal to collect data to determine women’s economic status in Arkansas. The ongoing disparities in health, education, economic status, and leadership were highlighted and aggressive action was recommended. In 2013, the Women’s Foundation of Arkansas updated the Bumpers’ Status of Women report, evaluating progress on the status of women and girls in Arkansas and published a report that detailed continuing disparities across five broad areas: health, education, economics, workforce, and politics and leadership. For example, while women had achieved parity with men in unemployment rates by 2011, women were still more likely to live in poverty (21.1% of women and 17.8% of men) and experienced a pay gap as compared to men in every occupational category. Also of concern, little progress had been made in women serving in roles in county government and only a 5% increase was achieved in women holding state department director positions between 1973 and 2013. Further, employment policies, insurance benefits, leave programs and reproductive health issues remained of great concern.

These two reports served as a call to action for women around the state. In 2015, a group of stakeholders convened to move from information to action. Stakeholders included the Women’s Foundation of Arkansas, Arkansas Children’s Hospital, the American Association of University Women-Arkansas, Arkansas Advocates for Children and Families, Arkansas Minority Health Commission, Clinton School of Public Service, Clinton Foundation, Delta Community Based Services, Exodus Foundation of Arkansas, For Arkansas Girls, University of Arkansas Little Rock, Winthrop Rockefeller Foundation and Women Lead Arkansas. The first action was to host a Summit on March 4, 2016, entitled Changing the Story: Improving the Status of Women and Girls in Arkansas. Over 80 women, men and girls from around the state convened to create plans for action to improve the status of women and girls in Arkansas. Following the Summit four working groups continued with the action plans to develop a blueprint for change in the areas of health, education, economics and workforce and politics and leadership. The Changing the Story Steering Committee (members listed in Appendix B) met monthly with working groups to produce the plans that have resulted in this blueprint for change.

Changing the Story: Improving the Status for Women and Girls in Arkansas

Seventy-eight leaders from across the state attended the invitation only event that began with a keynote address by Ginny Ehrlich, Chief Executive Officer at the National Campaign to Prevent Teen and Unplanned Pregnancy. Ms. Ehrlich’s address focused on the current gender gaps in Arkansas, in success and achievement, across a number of indicators, including poverty rates, pay scales, K-12 and higher education, as well as health, particularly reproductive health.

Following Ms. Ehrlich’s address, participants broke into four self-selected work groups: Economics & Workforce, Education, Health, and Politics & Leadership. The format for the workgroups was a modified version of the format used by the Clinton Health Matters Initiative and included three 75-90 minutes sessions.

The first workgroup session focused on setting a vision for the particular topic area under discussion. A subject matter expert for each topic summarized the current status and trends of women and girls relative to the topic area before workgroup participants began to set a vision of what they wanted “the headlines” to be in five years to show improvement of the status of women and girls.

The second workgroup session focused on defining the strengths, weaknesses, threats, and opportunities relevant to achieving the defined vision.

The last session focused on developing strategic bold action steps to reach the defined vision.

Following the final workgroup session, participants gathered together as a large group to report their strategic bold action steps.

A summary report of the visions, SWOT analysis, and strategic bold action steps developed by each workgroup can be found in Appendix A. A wrap-up with an overall summary and outline of next steps is also included.

Blueprint for Change

In this section, the blueprint for change is presented by each working group, including at least one overall goal, steps to achieve the goal, and indicators of success. Some also identify organizations that may be interested in working toward goal attainment. A list of working group and steering committee members can be found in Appendix B.
**Achieve pay equity for women in Arkansas.**

**Bold Steps:**
Establish statewide equal pay coalition that promotes awareness, education and legislation on pay equity.

Pass equal pay legislation in Arkansas that

- provides for a definition of comparable work and encourages employers to conduct internal reviews of their payroll to ensure equitable compensation within industry standards;
- prevents employers from asking people about their previous salary history in the interview process; and
- protects employees from termination for discussing their compensation with coworkers and colleagues.

**Indicators of Success by 2020:**
Arkansas women’s median annual earnings as a percentage of men’s median annual earnings will be equal.

Effective and comprehensive pay equity legislation passed by the Arkansas State Legislature and codified.

*Suggested organizations with interest and capacity to measure success: AAUW, Arkansas Advocates for Children and Families, Institute for Women’s Policy Research.*

**Establish family-friendly workplaces.**

**Bold Steps:**
Increase adoption of workplace policies that accommodate and support employees’ caregiving responsibilities.

Establish a statewide, paid family leave program in Arkansas that protects employees jobs when they take unpaid leave for caregiving.

**Indicators of Success by 2020:**
Increase the percentage of Arkansas employers who offer fully paid maternity leave.

Paid leave laws passed by the Arkansas Legislature that create a formal program of family medical leave for those who are not covered by federal legislation.

*Suggested organizations with interest and capacity to measure success: Arkansas Advocates for Children and Families, Institute for Women’s Policy Research*
Increase entrepreneurship and business ownership among women through access to capital and business support.

**Bold Steps:**

Increase women's access to capital by increasing the visibility and reach in Arkansas of programs focused on women's entrepreneurship, such as the U.S. Small Business Administration’s InnovateHER Challenge.

Identify or establish a women-led entrepreneurship circle of highly successful individuals that will develop, create and execute a strategic plan for achieving goal #3.

**Indicators of Success by 2020:**

Increase the proportion of women venture capital partners in Arkansas to 10 percent. (In the US, this figure dropped to 6 percent in 2014, down from 10 percent in 1999.)*

Increase women's access to capital to 10 percent of venture capital funding. (Only about 7 percent of venture capital funding in the United States goes to women.)*

Increase the percent of women-owned businesses to 48.3% ** (This is the percentage shown for males in the same report, and would therefore represent parity. The statistic reported for women is 24.5%)

**Suggested organizations with interest and capacity to measure success:** US Small Business Administration, Institute for Women’s Policy Research.

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*Source: US Small Business Administration https://www.sba.gov/offices/headquarters/wbo/spotlight
EDUCATION
Increase the proportion of women in Arkansas with a bachelor’s degree.

**Bold Steps:**
» Establish Higher Education Coalition that promotes awareness and education.
» Promote Legislation which provides funding for successful higher education programs.

**Indicators of Success by 2020:**
Higher education rates will increase by 10%, and as a result women will be eligible for higher paying jobs which provides sustainable living wages for themselves and their children.

*Suggested organizations with interest and capacity to measure success:* The Department of Higher Education.

HEALTH
Collaborate with the Natural Wonders Partnership Council to reduce teen pregnancy.

**Bold Steps:**
The Arkansas Campaign to Prevent Unplanned Pregnancy has been registered as a 501c3, and is working to complete IRS filing requirements so that funds can be raised through grant writing and other sources.¹

**Indicators of Success by 2020:**

*Suggested organizations with interest and capacity to measure success:* Natural Wonders Partnership Council Workgroup on Teen Pregnancy.

Summary

These working groups autonomously created goals, bold steps, success indicators, and some identified existing groups that could provide partnership in pursuing goals. This means there are differences in goal number and specificity, as well as their ability to be measured in each major area. We encourage those with interests in improving women’s status in Arkansas to connect with the themes outlined here and the individuals involved in setting priorities. Changing the Story will require more involvement from the community as we move forward from writing to action.

¹ While we focus here on teenage pregnancy, we encourage attention also be paid to mental health. According to the World Health organization, men and women have differential power over the socioeconomic determinants of their mental health and lives, their social position, status and treatment in society and their susceptibility and thus their exposure to mental health risks. Gender differences occur particularly in the rates of common mental disorders—depression, anxiety and somatic complaints. These disorders, in which women predominate, affect approximately 1 in 3 people in the community and constitute a serious public health problem. Unipolar depression, predicted to be the second leading cause of global disability burden by 2020, is twice as common in women. Gender specific risk factors for common mental disorders that disproportionately affect women include gender-based violence, socioeconomic disadvantage, low income and income inequality, low or subordinate social status and rank and unremitting responsibility for the care of others. There is a mental health workforce shortage in Arkansas. There is about 1 mental health professional to 1,000 individuals needing services in Arkansas.
Arkansas elects a record number of women to the General Assembly.

**Bold Steps:**
- Identify and recruit women to run for the legislature.
- Train candidates to run for political office.
- Teach fundraising to supporters and campaign staff for female candidates.

**Indicators of Success by 2020:**
At least 31 women will be elected to the General Assembly.

*Suggested organizations with interest and capacity to measure success:* AAUW, Center for American Women in Politics, Women Lead Arkansas, “Pantsuit” groups, political parties.

Increase the number of women appointed to state and local boards and commissions.

**Bold Steps:**
- Gather and publish opportunities for women to apply to be appointed to boards and commissions.
- Track applications and selections via the Freedom of Information Act.
- Publicize opportunities.

**Indicators of Success by 2020:**
Increase the percentage of women who serve on state and local boards and commissions.
Increase the number of women who apply to be on the boards and commissions.

*Suggested organizations with interest and capacity to measure success:* Women Lead Arkansas, “Pantsuit” groups, Governor’s office staff.

Create a public, online database for information on the number of women in elected positions, appointed positions, boards and commissions, and non-governmental leadership positions (e.g. women CEOs of Arkansas-based publicly-traded companies).

**Bold Steps:**
- Gather the data.
- Create a system that can be easily updated.
- Create a media campaign to publicize the resource.

**Indicators of Success by 2020:**
Up-to-date and thorough public database is available via website.

*Suggested organizations with interest and capacity to measure success:* Women Lead Arkansas.
SESSION ONE: SETTING THE VISION

What Should the Headlines Be in Five Years?

Common Themes (mentioned by two or more workgroups)

» More leadership roles for women in politics
» Eliminating the pay gap
» Reduction in teen pregnancy rates
» Required comprehensive sex education
» Power of community organizations

ECONOMICS & WORKFORCE

Subject Matter Expert: Dr. Karama Neal  Chief Operating Officer, Southern Bancorp Community Partners

» Headlines: AR Women Receive Parity in Biz Startups
» Poverty Rate in AR plummets after women reach pay equity
» New Maternity legislation linked to improved family economic security
» AR equal pay coalition responsible for dramatic increase in women’s leadership in higher education
» AR ratifies ERA!!
» Opportunities abound: AR Land of opportunity again!
» AR Women Leading in STEM
» AR Women’s Commission re-established
» AR expats return in droves
» AR Women biz hiring, and growing and providing work for other women
» AR girls/boys no longer hungry. No food deserts.
» Women’s coalition successfully moves towards a common agenda
» Domestic violence rates plummet due to governor’s bureau
» NYT & WaPost: World Leaders Convene in Arkansas to learn how to increase opportunities for girls. Arkansas Model is the best!
» Women Lead in STEAM (science, technology, engineering, arts, and math)
EDUCATION

Subject Matter Expert: Jerri Derlikowski, Owner, Community Resource Innovations

- “PAY GAP NO LONGER EXISTS!”
- “Arkansas on Top!”
- Arkansas leads the country in the number of women in STEM professions
- Record number of women complete post-secondary education, surpassing all states
- Leads the country in reduced teen pregnancy
- Women of color break record high on ACT scores
- Arkansas women have highest per capita income in the nation
- Arkansas becomes the first state to require comprehensive sex education in schools
- “First female governor of Arkansas announces, due to shift to women in leadership, significant educational gains recorded across the state”
- All third graders reading at grade level
- Girls aiming at STEM careers grows from 5% to 50%

HEALTH

Subject Matter Expert: Marquita Little, Health Policy Director, Arkansas Advocates for Children and Family

- Arkansas leads the nation in access to preventative health services
- Arkansas health outcomes for women among best in nation, according to “2020 status of women in the south” (institute for women’s policy research)
  - Success attributed to universal access to comprehensive health services
- Arkansas women and girls have convenient access to comprehensive healthcare
- Arkansas cuts teen births by 50% in 5 years!
- Arkansas implements sex education in middle and high schools, resulting in 25% decrease in teen pregnancy
- Teen births in Arkansas decrease to top ten in nation
- Bipartisan Arkansan female elected officials report on historical drop in teen pregnancy attributed to Act 94
HEALTH CONTINUED

» Arkansas becomes destination state for 55+ due to exceptional health outcomes and infrastructure
» Arkansas leads the nation in chronic disease management for women through community-based health coaches
» Arkansas General Assembly funds universal healthcare for Arkansans regardless of federal funding
» Arkansas utilizes social media to improve health literacy
» Arkansas makes contraceptives available free of charge for all
» Uninsured rates in Arkansas plummet!
» Arkansas addresses health needs through community action plans that identify local resources and action steps for change

POLITICS & LEADERSHIP

Subject Matter Expert: Tamika Edwards, Director of Governmental Affairs, Arkansas Advocates for Children and Families

• Arkansas elects first female governor
• Arkansas elects a record number of females to the General Assembly
• A female is elected Speaker of the House
• Arkansas Elects first Lieutenant Governor, as well as increasing female representation in the General Assembly by 35%
• Arkansas increases the number of women on state boards and commissions
• At least 35% of Arkansas college grads are debt-free, and have uninterrupted education paths (This group said that too many women forego graduate education due to the cost, and if they nonetheless do go to grad school, they can't follow their passion because earning a good salary has to come first to pay loans.)
SESSION TWO: WHAT CURRENT RESOURCES AND CONSTRAINTS EXIST RELEVANT TO ACHIEVING THESE HEADLINES?

**SWOT Common Themes** (mentioned by two or more workgroups)

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<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
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</thead>
<tbody>
<tr>
<td>Size of state (small enough to impact change)</td>
<td>Geography (southern/rural)</td>
<td>Availability of data</td>
<td>Lack/competition for funds</td>
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<tr>
<td>Existing organizations already working on</td>
<td>Lack of resources</td>
<td>Ability to educate legislators</td>
<td>Current political climate</td>
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<tr>
<td>solutions</td>
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<tr>
<td>Collaboration among groups already exists</td>
<td>Complacency</td>
<td>Ability to leverage faith-based organizations</td>
<td>Apathy/resistance</td>
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<tr>
<td>Some history of past success</td>
<td>Lack of transportation and</td>
<td>Power of social media</td>
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<td></td>
<td>infrastructure</td>
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<td></td>
<td>Traditional values can discourage</td>
<td>Ability to build on conference momentum</td>
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<td>improvement</td>
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<tr>
<td>Strengths</td>
<td>Weaknesses</td>
<td>Opportunities</td>
<td>Threats</td>
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<tr>
<td>Already have a group (Equal Pay Coalition)</td>
<td>Bad tenant rights</td>
<td>Room for growth</td>
<td>No ERA</td>
</tr>
<tr>
<td>Room for growth</td>
<td>Geographic isolation – rural state</td>
<td>Traction for women’s issues (e.g., Women’s Hall of Fame)</td>
<td>Political climate not good for progressive change</td>
</tr>
<tr>
<td>Private Option Experience</td>
<td>Reputation of Arkansas (barefoot and pregnant)</td>
<td>Chance to educate legislators</td>
<td>Competition for resources (budgets – govt and private)</td>
</tr>
<tr>
<td>Historical Success</td>
<td>Lack of resources (time and $$)</td>
<td>Same people in different groups – opp. to network</td>
<td>Rent increases rapidly in AR</td>
</tr>
<tr>
<td>Good “leaders”: Clark Tucker, Joyce Elliott, Linda Chesterfield, Deborah Ferguson</td>
<td>Competing for some small pots of $$</td>
<td>Entrepreneurship is hot now</td>
<td>Geographical isolation (lack of transportation/broadband)</td>
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<tr>
<td>Look better than neighbors (e.g., Kansas)</td>
<td>Small group of activists</td>
<td>“Expect more” report – setting higher standards for employers who want tax incentives for locating here</td>
<td>Difficult to get tax incentives to bring in businesses</td>
</tr>
<tr>
<td>Well-educated women and role models (see above)</td>
<td>Lack of communication among groups</td>
<td>Research available to us (e.g., status reports)</td>
<td>People leaving the state and taking skills to other states – e.g., people in SE AR moving to Memphis</td>
</tr>
<tr>
<td>“Natural State” – great place to retire</td>
<td>Lack of diversity in leadership</td>
<td>Upcoming legislative session – can educate them and lobby</td>
<td>Difficult to identify events and movements we can be visible in without retribution (e.g., going to BLM but being a govt employee or a pro-choice rally)</td>
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<tr>
<td>Clinton School/Foundation</td>
<td>Women under-represented in textbooks/curriculum</td>
<td>Control over reproductive rights</td>
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<tr>
<td>This conference</td>
<td>Groups work in isolation</td>
<td>Learning from previous work on ERA and Women’s Commission (be sure to be inclusive and sustainable if political winds shift)</td>
<td></td>
</tr>
<tr>
<td>History of Women’s Commission</td>
<td>Starting from a disadvantage (but also an opportunity – any improvement can be celebrated)</td>
<td>Not necessarily organizationally driven but individually driven (so sustainable)</td>
<td></td>
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<tr>
<td>Some policy already passed (e.g., BFOQ’s)</td>
<td>Women do not generally talk about economics (because of lack of experience?)</td>
<td>Since there is no clear leadership around moving the needle on status of women, there is an opportunity to build such a coalition</td>
<td></td>
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<tr>
<td>Size of state (small enough to network)</td>
<td>Infrastructure – e.g Women can work at home if they can get good internet connection – but so many areas in AR do not have broadband – e.g., Dumas)</td>
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<td>Poor state</td>
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<td>Equal Pay may not be seen as an important issues (because of other issues – e.g., hunger)</td>
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<tr>
<td>Strengths</td>
<td>Weaknesses</td>
<td>Opportunities</td>
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<tr>
<td>Strong entrepreneurial spirit</td>
<td>Family engagement</td>
<td>Connecting organizations and programs</td>
<td>Family engagement</td>
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<tr>
<td>Diversity</td>
<td>Based on experience</td>
<td>Stretch resources</td>
<td>Based on experience</td>
</tr>
<tr>
<td>State size is small-tight</td>
<td>Resistance</td>
<td>Data mining</td>
<td>Resistance</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Complacency; hopelessness</td>
<td>Access to current data</td>
<td>Physical attacks</td>
</tr>
<tr>
<td>Knowledge and resources</td>
<td>Transportation/ infrastructure</td>
<td>Your district</td>
<td>Policy decisions/agendas</td>
</tr>
<tr>
<td>Existing organizations</td>
<td>Focus on negative</td>
<td>Leverage faith-based organizations and churches.</td>
<td>Labels (women’s issues as liberal/progressive)</td>
</tr>
<tr>
<td>Effective interventions</td>
<td>People do not realize they have power</td>
<td>Get men and boys engaged</td>
<td></td>
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<tr>
<td>Adjust to poverty/survival skills</td>
<td>Funding</td>
<td>Engage the grassroots</td>
<td></td>
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<tr>
<td>Childcare and parent supports</td>
<td></td>
<td>Speak to/educate legislators</td>
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<tr>
<td>Structural racism/sexism</td>
<td></td>
<td>Family engagement</td>
<td></td>
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<td></td>
<td></td>
<td>Education/celebrate success</td>
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# SWOT Analysis by Group

## Health

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<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to work with communities in an asset-based way</td>
<td>Lack of education and adequate (evidence-based) information</td>
<td>Use of social media/technology in accessible and interesting ways</td>
<td>Lack of tolerance for different values and beliefs</td>
</tr>
<tr>
<td>Community health workers</td>
<td>Lack of resources to fund needed programs/initiatives that work</td>
<td>Ability to package messages in ways that make business sense to business communities</td>
<td>Parental fears and concerns about comprehensive sex education</td>
</tr>
<tr>
<td>School-based health clinics</td>
<td>Lack of health providers</td>
<td>Building community is perceived as an important value</td>
<td>Increase in teen pregnancy; among 10 worst for low birth weight and premature babies</td>
</tr>
<tr>
<td>Lack of transportation in rural areas</td>
<td></td>
<td>Telemedicine</td>
<td>Poverty</td>
</tr>
<tr>
<td>Lack of positive health role models</td>
<td></td>
<td>Health champions in churches</td>
<td>Poor health literacy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>As health system based outcomes improve, industry increases</td>
<td>Lots of medically underserved areas</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Collecting current data</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Healthcare system based on outcomes and quality instead of volume and fee for service</td>
<td></td>
</tr>
</tbody>
</table>
## SWOT Analysis by Group: Politics & Leadership

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican party was a trailblazer in AR, originally having women participate as candidates and party leaders</td>
<td>Not all women are registered to vote and, if they are, may not vote in all elections</td>
<td>Social media can engage younger populations and build a grassroots following</td>
<td>$ from special interests and/or Dark Money</td>
</tr>
<tr>
<td>Young women want to utilize and can provide creative means for using social media to encourage women’s participation</td>
<td>Boomer candidates often less technology-savvy than younger women (may not be able to maximize social media)</td>
<td>53% of population is female so maximizing their vote for female candidates could be a plus</td>
<td>No dollars specifically for women candidates; women don’t always fund women candidates</td>
</tr>
<tr>
<td>There are currently elected women in leadership positions in AR e.g., Attorney General and State Auditor</td>
<td>Traditional values in the south where “women stay home and raise children”</td>
<td>The participants of this conference could be utilized to build a base and continue the movement</td>
<td>Apathy</td>
</tr>
<tr>
<td>Women are interested in running for office</td>
<td>Geographic disadvantages of the south due to demographics relating to poverty, education, etc.</td>
<td>There is potential to close the gap in representation</td>
<td>Current political climate</td>
</tr>
<tr>
<td>Women are more collaborative</td>
<td>Political parties don’t have recruiting women for leadership as a priority</td>
<td>Increase civic participation by women from all demographics and within all neighborhood, city, county and state avenues</td>
<td>Media and its negative portrayal of women; ratings over facts</td>
</tr>
<tr>
<td>There is momentum to change the story</td>
<td>Apathy</td>
<td>Utilizing national candidates i.e., Hillary to encourage women to participate</td>
<td>Negativity in political messaging from candidates and others</td>
</tr>
<tr>
<td>While AR continues to trail other states in these areas, when looking at stats from 20 years ago, we have improved from where we were</td>
<td>Lack of exposure; candidates may not have any recognition in their community, but desire to run</td>
<td></td>
<td>Costs of a campaign</td>
</tr>
<tr>
<td>Women don’t always have exposure to power and how power is welded in traditional settings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Childcare and parent supports</td>
<td>Speak to/educate legislators</td>
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<td>Structural racism/sexism</td>
<td>Family engagement</td>
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Women’s Foundation of Arkansas
SESSION THREE: WHAT BOLD STRATEGIC ACTION STEPS ARE WE WILLING TO TAKE TO ACHIEVE OUR HEADLINES?

Common Themes (mentioned by two or more workgroups)

» Create coalitions/strategic partnerships
» Advocate to bring about legislative change
» Increase women’s access to education, resources and opportunities
» Increase women’s opportunities to assume leadership positions

Working Group Action Steps:

ECONOMICS AND WORKFORCE

1. Establish equal pay through a coalition that promotes awareness, education and legislation on pay equity.
2. Promote entrepreneurship and business ownership among women through access to capital and business supports.
3. Increase adoption of workplace policies that accommodate and support employees’ caregiving responsibilities.
4. Increase all women’s leadership and career development opportunities across all sectors.
5. Create visibility, education and pathways support in areas where there is a skills gap in Arkansas.
6. Increase women’s access to tools, resources, and systems to be financially mobile.
EDUCATION

Three Strategic Action Steps:

1. Legislative Presence
   - Develop a true legislative process
   - Advocate, know bills, build trust, understand change process, training, work together, write and understand bills
   - Create coalitions regarding issues
   - Affect Executive Branch policy
   - Increased access to data
   - Women and Children Report Card
   - Partners with top businesses

2. Strategic Partnerships
   - Website: Status of Women
   - Directory to connect and share resources
   - Report Card
   - Host focus groups with organizations (2 from each organization then reconvene)

3. Influencing Education
   - Education data in a report card on women and children
   - Focus on K-12
   - Influence curriculum for future educators
   - Women, children and legislators report cards
   - Create safe spaces for children before/after school and during summer
Conclusion

While women and girls in Arkansas continue to face daunting inequities, the Changing the Story Summit provided a valuable opportunity for individuals and organizations across the state to come together and discuss the disparities facing the women and girls of Arkansas. There were several clear themes that emerged. The low post-secondary education completion rate and the pay gap are responsible for many of the disparities facing women and girls in Arkansas. There are initiatives outlined in all areas that will help to address those key problems and it will take work in all areas--workforce/economics, education, health and politics/leadership--to fully “Change the Story.”

Arkansas faces significant challenges related to its geography (rural and southern) and limited resources. However, there are many individuals and organizations who are already working on addressing the disparities that women and girls face. Given the limited resources, it is critical that we work together in order to maximize our opportunities and avoid duplication of efforts.

HEALTH

Four Strategic Action Steps:
1. Develop curricula for comprehensive sex education and maintaining healthy relationships
   » Require comprehensive, medically accurate, age-appropriate sex education paired with branding initiative to effectively promote sex education and positive relationships
2. Leverage girl-mentoring programs in the state to create teen pregnancy reduction program
3. Build an effective lobbying group to effect legislative change related to comprehensive healthcare for women and girls
4. Recruit and train community health workers focused on preventative healthcare for women and girls

POLITICS & LEADERSHIP

Six Strategic Action Steps:
1. Register women to vote
2. Conduct a Get Out the Vote campaign for women and girls
3. Partner with high schools to encourage voter registration (lots of conversation about not enough civics in high school curriculum)
4. Identify potential women leaders
5. Create virtual events to get word out, and/or use existing events like Power of the Purse to expose the campaign
6. Develop a strong ROI campaign:
   » Recognize/find women leaders
   » Offer: Opportunity to run; Women should be asked to run
   » Involve/Invest: Encourage women to vote and or supporting women who will run for office with $ and time*
Appendix B

STEERING COMMITTEE

2016-2017

Zenobia Harris, Chair, Steering Committee, Health Co-Lead
Angela Green, Blueprint Editor, Chair of Changing the Story Summit Planning Committee
Maria Jones, Economics and Workforce Co-Lead
Staci Croom, Economics and Workforce Co-Lead
Karon Rosa, Education Co-Lead
Tara Smith, Education Co-Lead
Stephanie Harris, Politics and Leadership Co-lead
Kerri Sernel, Politics and Leadership Co-Lead
Ashely Wright, Health Co-Lead
Angela Lasiter, Health Co-Lead
Tionna Jenkins, Steering Committee
Barbara Osborne, Steering Committee
Jerri Derlikowski, Steering Committee
Jannie Cotton, Steering Committee
Tara Shephard, Steering Committee
Anna Beth Gorman, Committee Staff
Sarah Beth Estes, WFA Board Liaison
WORKGROUP MEMBERS

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- Staci Croom
- Lasha Marshall
- Abby Olivier
- Patricia Ashanti
- Janet Perkins
- Rhonda Lewis

Education
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- Tara Smith
- Lisa Bond-Maupin
- Ann Clemmer
- Crystal Johnson
- Jerri Derlikowski
- Marilyn Randle

Health
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- Ashley Wright
- Stephanie Mann
- Anna Strong
- Bradley Planey
- Dr. Julie Meaux

Politics and Leadership
- Stephanie Harris
- Kerri Sernel
- Maria Jones
- Tamika Edwards