



**A workshop on negotiating your starting salary  
to earn what you deserve**

**October 1, 2015**

## **PARTICIPANT WORKBOOK**

**Sponsored by:**  
Center for Career Opportunities  
Krannert Professional Development Center  
AAUW  
The Wage Project

# Table of Contents

<b>Objective</b>	<b>3</b>
<b>The Gender Wage Gap</b>	<b>4</b>
What Is the Gender Wage Gap?	4
How Does the Gender Wage Gap Happen?	5
Why Does the Gender Wage Gap Happen?	6
<b>Benchmarking Your Salary</b>	<b>8</b>
Step 1: Determine the Right Job Title	11
Step 2: Know the Salary Range for the Job in Your Location	12
Step 3: Determine Your Target Salary	13
Step 4: Research Market Conditions	14
Step 5: Benchmark Your Benefits	15
Step 6: Develop a Budget and Calculate Your Minimum Acceptable Salary	16
<b>Salary Negotiation</b>	<b>19</b>
Important Principles	19
The Three T's	19
Tone	19
Tactics	20
Tips	22
The Salary Negotiation Process	23
You Got the Job	23
Starting Salary Offer	24
Benefits	26
Final Thoughts	28
<b>Appendix</b>	<b>i</b>
Questions Interviewers Cannot Ask You	i
Key Points in Employment Contracts	ii
Books on Salary Negotiation	iii
The WAGE Project	iv
AAUW	vi

# Objective

To help you get paid fairly and what you are worth for your job after graduation



## Start Smart topic

- The personal consequences of the wage gap
- Benchmarking compensation packages
- Targeting your personal compensation package
- Negotiating to be paid fairly
- Developing a bare-bones budget

## Three key points

**What** the wage gap means to you personally

**How** the wage gap happens

**Why** the wage gap happens

NOTES

---

---

---

---

---

---

---

---

# The Gender Wage Gap

A woman is paid **77 cents** for every dollar a man is paid.  
The gap is **23 cents!**

AAUW's 2013 research report *Graduating to a Pay Gap* revealed that, just one year out of college, women working full time were paid 82 percent of what their male counterparts were paid. In one year, the gap was already 18 cents per dollar!

Women college graduates will earn \$1.2 million less over their careers than the young men standing next to them getting the same degree at the same time.



An African American woman is paid **69 cents** for every dollar a man is paid!



A Latina is paid **57 cents** for every dollar a man is paid!

## NOTES

---

---

---

---

---

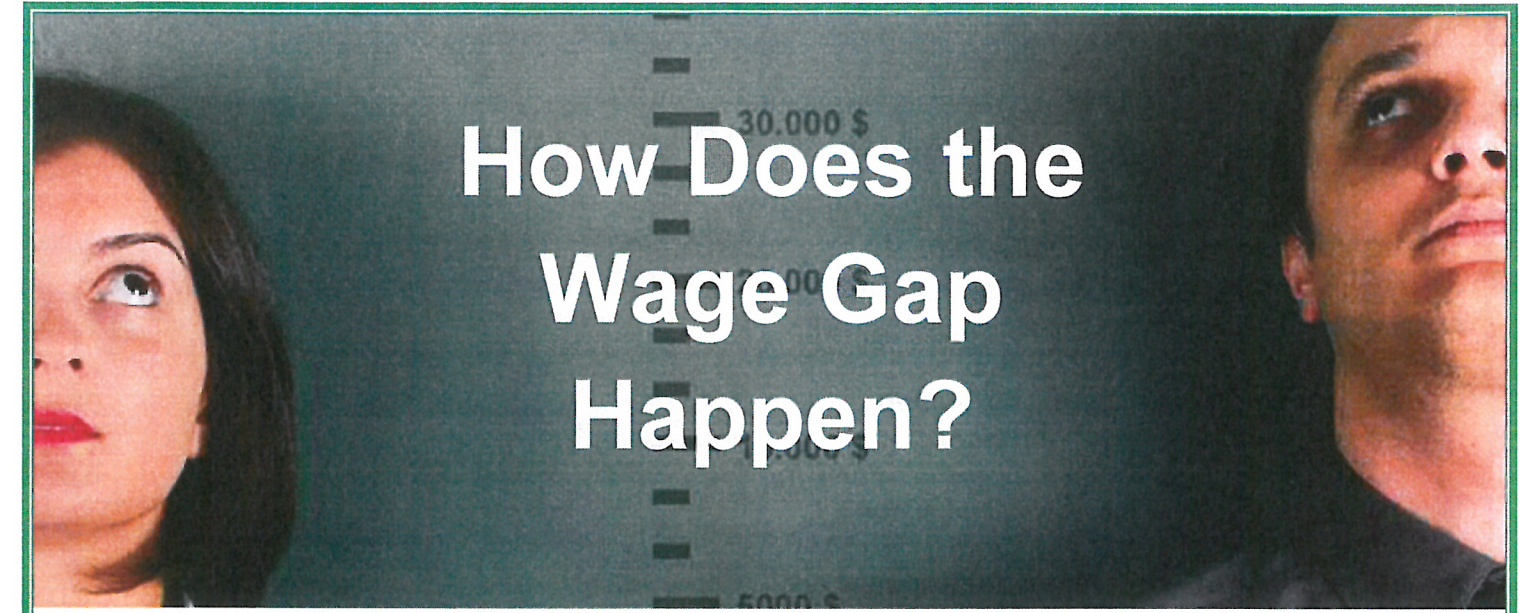
---

---

---



This is the **personal cost of the wage gap to you!**



# How Does the Wage Gap Happen?

## First-year salaries

You started at \$35,000.

He started at \$39,000.

## Starting salaries and first-year bonuses

\$35,000

Bonus: \$1,750

First-year total: \$36,750

\$39,000

Bonus: \$1,950

First-year total: \$40,950

Do the math! He has now made \$4,200 more than you did in the first year!

## Second-year salaries and second-year bonuses

\$39,000

Bonus: \$1,950

\$44,000

Bonus: \$2,200

## Let's do the math again.

YOU have earned

$\$39,000 + 1,950 = \$40,950$

The young man has earned

$\$44,000 + 2,200 = \$46,200$

Second-year difference = \$5,250

**Over two years, the difference is \$9,450.**

Manager says:

"She's pregnant. Maybe she won't be coming back, or maybe she will go part time."

**Promotion only to \$43,000!**

Manager says:

"He's going places. He's management material. Let's put him on the management track."

**Promotion to \$53,000!**

NOTES

---

---

---

---

---

---

---

# Why Does the Wage Gap Happen?

## Gender bias and stereotyping

With the same experience, qualifications, and responsibilities, you accumulate serious losses!

Gender bias: "He's hard-charging." (*valued*)  
"She's steady." (*unvalued*)

Stereotyping: "Give him a raise since he has a family and more mouths to feed."  
"We'll sidetrack her since she's pregnant and probably not coming back."

## Gender bias and stereotyping = wage discrimination

Wage discrimination is illegal, but women also don't act or equate action with litigation. Small inequities do not often seem worth the aggravation, risk, or expense of lawsuits.

## Women rationalize not acting on wage discrimination.

"Gee, I didn't know I was worth that much!"  
"I am so grateful for what I'm making."  
"Why should I fuss or ask for more? It's fine!"  
"Maybe he's got something more than I have. That's why he's earning more!"



**Some women even think, I don't need as much money as he does to live!**

### NOTES

---

---

---

---

---

---

## Your expenses

- Rent
- School loans
- Food costs
- Transportation
- Insurance
- Clothing
- Entertainment
- Utilities
- Child care

**And chances are you will live longer and need more for your retirement!**

## Common rationale for lower salary

“I needed the job.”

“I was desperate for a job.”

“I couldn’t afford to lose the opportunity, so I took what I was offered.”



## Salary reality check

Never start salary negotiation thinking it is all about you.

Change that mind-set.

**Salary negotiation is about the job and what the boss is willing to pay.**

## NOTES

---

---

---

---

---

# Benchmarking Your Salary

**Step 1:** Determine the right job title.

**Step 2:** Know the salary range for the job you plan to work.

**Step 3:** Determine your target salary.

**Step 4:** Research market conditions.

**Step 5:** Benchmark your benefits.

**Step 6:** Develop a budget and calculate your minimum acceptable salary.

---

To benchmark your salary, visit [WageProject.org](http://WageProject.org). When you visit the website, click on the box marked "Calculate what your job is worth." This brings you directly to Salary.com. It is important to understand that the information about salaries for the city or zip code in which you want to work is only an approximation. The national averages on Salary.com are based on specific wage information. The zip code information is modified for cost of living and wage rates in that area. You get approximate salary ranges in a zip code for free, and for a fee you can get precise salaries from employers in that zip code. You may, as you get closer to negotiating for a specific job, want to pay for more precise, up-to-date salary information. For now, these free approximations provide valuable insight for the place you want to work.

## NOTES

---

---

---

---

---

---



**WAGE** Workshop And Coaching Events SEARCH

Over her working life, a woman will earn \$1 million less than a man simply because she is a woman.  
 Don't let this happen to you... or your daughter... or your mother. Act now.  
 Eliminate the gender wage gap for you and every woman in America.

[About Us](#) [The WAGE Gap](#) [Salary Coach](#) [WAGE Store](#) [Donate](#) [Follow Us](#)

---

**WAGE Video**

It's not about taking  
**anyone down.**

0:00 / 0:00

**THE WAGE PROJECT**

**SALARY NEGOTIATION WORKSHOPS:**

- START SMART**
- SS Workshop Schedule
- SS Facilitator Training
- SS Facilitator Log In
- SS Resources Log In
- WORK SMART**
- Work Smart Schedule
- Other WAGE Workshops

---

**Calculate what your job is worth**

**TESTIMONIALS**

**Sueann, UNC-Wilmington, NC**

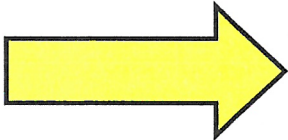
“I appreciate having this workshop. It has made me nervous about the future, but I feel I have gained better knowledge and tools to...”

**WAGE NEWS**

- WAGE Page
- Schedule for Workshops
- Facilitator Training
- WAGE in the News

---

[Your Legal Options](#) [Resources](#) [Terms of Use](#) [Join WAGE List](#) [Contact Us](#) [Privacy Policy](#)



Over her working life, a woman will earn \$1 million less than a man simply because she is a woman.

Don't let this happen to you ...or your daughter...or your mother. Act now.

Eliminate the gender wage gap for you and every woman in America.



Home The WAGE Gap Salary Coach WAGE Store Donate Follow Us



THE WAGE PROJECT

WORKSHOPS

SALARY NEGOTIATION WORKSHOPS:



START SMART

\$\$ Workshop Schedule

\$\$ Facilitator Training

## Listings of Job Categories

Select a Job Category

Public Relations

Location

Chicago, IL

Submit

## Step 1: Determine the Right Job Title

### Job title and information

#### Public Relations Specialist I-

**Prepares and disseminates information regarding an organization through newspapers, periodicals, television, radio and other forms of media.**

Helps maintain a favorable public image for the organization.

**May require a bachelor's degree in a related area and 0-2 years of experience** in the field or in a related area.

**Has knowledge of commonly-used concepts, practices, and procedures** within a particular field.

**Relies on instructions and pre-established guidelines** to perform the functions of the job.

**Primary job functions do not typically require exercising independent judgment.**

**Works under immediate supervision.** Typically reports to a supervisor or manager.

#### Public Relations Specialist II

**Prepares and disseminates information regarding an organization through newspapers, periodicals, television, radio and other forms of media.**

Helps maintain a favorable public image for the organization.

**Requires a bachelor's degree in a related area and 2-4 years of experience** in the field or in a related area.

**Familiar with standard concepts, practices, and procedures** within a particular field.

**Relies on experience and judgment to plan and accomplish goals.**

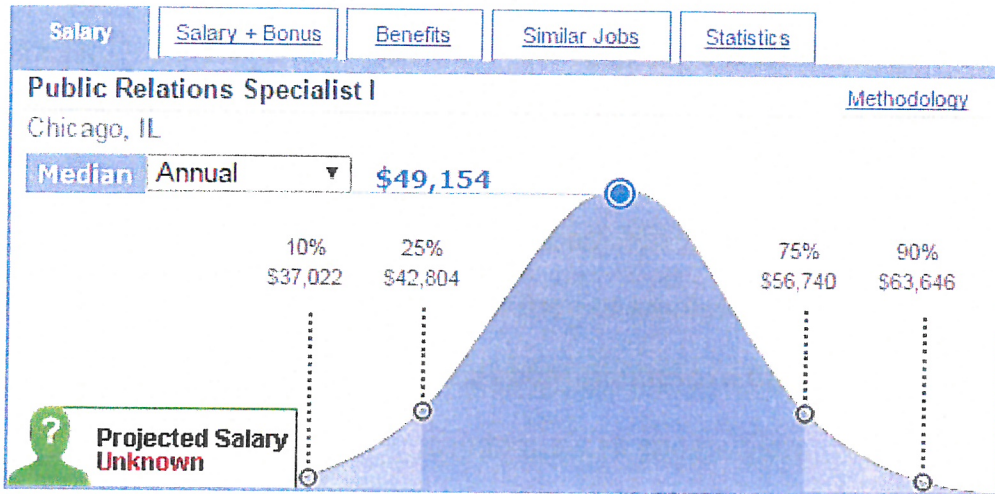
**Performs a variety of tasks.**

**Works under general supervision.**

**A certain degree of creativity and latitude is required.** Typically reports to a supervisor or manager.

## Step 2: Know the Salary Range for the Job in Your Location

### Public Relations Specialist I – Chicago, IL



### National Salary Range

25%=\$42,804, Mid-range=\$49,154, 75%=\$56,740

## Step 3: Determine Your Target Salary

### Student profile

#### EDUCATION

**Purdue University, West Lafayette, IN**

**May 2015**

Bachelor of Arts, Brian Lamb School of Communication, Concentration in Public Relations and Advertising  
Minoring in Organizational Leadership and Supervision, GPA 3.46/5.00

#### INTERNSHIPS

**Silbar Public Relations, IL - *Public Relations Intern***

**January 2013-January 2014**

- Experience in writing press releases
- Created detailed fliers using Constant Contact, Adobe InDesign, and Photoshop
- Pitched newsworthy stories to media for possible media hits
- Prioritized and helped complete multiple projects with tight deadlines
- Interviewed clients for media stories

**Weldon School of Biomedical Engineering, IN- *Communications Intern***

**May 2014- Present**

- Update and maintain BME's Facebook and Twitter accounts
- Assisting in planning, writing, and managing monthly newsletter articles
- Experience interviewing BME faculty for newsletter articles
- Collaborating with staff on new ideas benefitting students of BME
- Creating brochures informing incoming students about BME

#### WORK EXPERIENCE

**Coca-Cola, IN- *Brand Ambassador***

**August 2014-Present**

- Planning, promoting, and executing Coca-Cola events at Purdue University
- Sharing event information and student centric Coca-Cola content through social media
- Distributing product samples and giveaways
- Collaborating with program manager about new ideas for Coca-Cola

**Kaplan Test Preparation, IN- *Campus Representative*****August 2014-Present**

- Plan and manage Kaplan events held at Purdue University
- Identify and actively introduce Kaplan to campus groups and leaders
- Increase campus penetration via on-campus tabling, email, and social media
- Promote and register students for free Kaplan events and campaigns
- Advise students regarding graduate school admissions tests and Kaplan Programs

**Food Finders Food Bank, IN- *Campaign Executive Director*****August 2014-Present**

- Identifying and analyzing organizational problems
- Planning and managing campaign events
- Using public relations strategies and techniques to address organizational problems
- Working with peers to solve organization problems
- Building symbiotic a relationship with the client

**PROFESSIONAL AFFILIATIONS**

Public Relations Student Society of America  
American Advertising Federation  
Association for Women in Communication  
Purdue Event Planning Society