

TO: Teachers in Santa Clara County

The local Coalition for Equal Pay invites your classroom participation in a nationwide effort to increase awareness of the women's wage gap, its causes, and potential remedies. We hope you will communicate with the rest of the faculty in your department and encourage participation in this year's Equal Pay Day.

Participation can include distribution to your students of information brochures and 3/4 cookies (symbolic of the wage gap). The (store-bought) cookies will be in clear plastic bags with a brief explanation such as "Where's the rest of the cookie? You're missing 23% of your cookie — the same amount as the wage gap between men and women. Women want equal pay – NOW!  
[www.equalpay.info](http://www.equalpay.info)"

These brochures and cookie bags for your students will be delivered to your school on Monday, April 16 (or another date if preferred) for your use in observation of nationwide Equal Pay Day, Tuesday, April 17, 2012. Please respond as soon as you decide to participate, as the supply of cookie bags will be limited.

The brochure is available on our website at <http://www.equalpay.info/brochure.pdf> (so you can have a copy before we bring the printed copies to you)

This year we are again providing a sample lesson plan.

We can send you an informative and attractive PowerPoint slide show if you request it by email to the Coalition for Equal Pay <[jam@batnet.com](mailto:jam@batnet.com)>  
In recent years, the California Legislature has recognized Equal Pay Day and the importance of women's work to society and family incomes. The County of Santa Clara Board of Supervisors adopted ceremonial Equal Pay Day resolutions for several recent years.

The Coalition for Equal Pay is a partner for Equal Pay Day with the National Committee on Pay Equity (NCPE). Members of NCPE and of the local Coalition include a wide variety of women's, professional, community, labor, and other groups.

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The date for Equal Pay Day varies from year to year. In 2012, it will be on Tuesday, April 17. Tuesday signifies that a typical woman must work into Tuesday of a new week to be paid the wages earned by a typical man in the previous week. Over women's working life, wage disparity costs the average

American woman and her family about \$500,000 — more for women with professional degrees.

Additional information on Equal Pay Day is available from several sponsoring national organizations, for example: NCPE at [www.pay-equity.org](http://www.pay-equity.org) American Association of University Women at [www.aauw.org](http://www.aauw.org) > Advocacy > Public Policy and Business and Professional Women USA at [www.bpwusa.org](http://www.bpwusa.org) > Public Policy and Advocacy > Pay Equity. Our local website has other sources at [www.equalpay.info/equalpayday.html](http://www.equalpay.info/equalpayday.html) and in the Women's Wage Gap section of that website.

If you are interested in participating, please contact Joan at (408) 396-8039 or [joan@rujo.org](mailto:joan@rujo.org)

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