

McCune Foundation Report

Due: March 1, 2007

Name of Project: Ventura County Women's
Economic Justice in the Changing Global Economy

Sponsoring Organization: The Sponsoring Organizations who volunteered their leaders to help and recruited their members to attend: Ventura County Commission for Women; National Women's Political Caucus of Ventura County; CAUSE; World Affairs Council; AAUW; Concerned Black Women of Conejo Valley; Promotoras y Promotores Foundation; Coalition to End Family Violence; NOW; Reproductive Rights Network of Ventura County;
www.smartgirl.org; Global Exchange Ventura County; Ventura County Rainbow Alliance; CAWA/WIN; Institute for Research on Women and Gender, University of Michigan; Business and Professional Women of Conejo Valley.

Project Directors:

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Human Services Agency
4245 Market Street, Suite 201
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Grant amount: \$7,000.00

Project start date: Serious and significant planning for the project began early in 2005 when the Ventura County Commission for Women identified the Forum in its 2006 Goals. The first forum took place October 14, 2006.

Project completion date: This is a 12-year project following the Beijing Platform for Action in Ventura County.

Project goals as stated in proposal: VCCW requested seed funding for the Ventura County Women's Leadership Conference, "A Changing Economy." This was a new request that provided for the 2006 conference and the initiation of annual women's conferences. Future conferences will be guided by issues identified by the 1995 Beijing Conference, eg. Women in

poverty, education, health care, mechanisms to promote the advancement of women, power-sharing, and decision-making to name a few.

Goals of the "A Changing Economy" Conference are:

- 1) To educate women leadership about a) the changing local and global economy, b) its effect on women's lives, c) the exploration of resources, and d) the development of an Action Plan to improve women's economic opportunities.
- 2) To develop a steering committee to present annual Women's Leadership Conferences using the issues identified at the 1995 Beijing Conference as a guide.
- 3) To provide a well-orchestrated day that brings together leaders from various women's organizations in Ventura County to address current economic issues.
- 4) To provide a publication that lists similar efforts provided by women's organizations in Ventura County, i.e. list of services, scholarships, etc.
- 5) To publish the Mission Statement of each organization in attendance as it applies to the Action Plan and promoting women in the economy.

Progress made toward each goal since receiving the grant:

Goals of the "A Changing Economy" Conference is:

- 1) To educate women leadership about a) the changing local and global economy, b) its effect on women's lives, c) the exploration of resources, and d) the development of an Action Plan to improve women's economic opportunities.

Through the keynote presentation of a renowned economist attendees learned of our declining Education System, the need to focus on the flow of money, and to act, take one small step each day and learn to use Cui Bono. Some of the key gems we heard from Dr. Goodman were:

The World Economic Forum: Switzerland, Finland, and Sweden are the most competitive economies. The U.S. shows the most pronounced drop, going from first to sixth in one year. "Countries that like the Nordics are investing heavily in education are likely to see rising levels of income per capita, growing success in reducing poverty, and an increase ability to establish a presence in the global economy. The United States was ranked 18 out of 25 countries for gender equity in math in 4th grade, males significantly out perform females. The U.S. was ranked 20 out of 46 countries for gender equity in math in 8th grade with males significantly outperforming females.

The creation of labor markets are a function of critical thinking skills and being able to develop them.

Literacy, critical thinking skills, mathematics and science are the key not only to survival but also to thriving in the global economy. . What makes sustainable competitive advantage is EDUCATION.

Economic Justice is about cutting off the top so you make sure that the bottom is taken care of.

The first most important thing you have to understand is even though we speak about economic justice, even though we talk about the moral fiber of nations, even though we talk about right and wrong, it's about one thing and one thing only. It's about money. Money!

That's all its about. That is all it has ever been about. And all the other things that float in the air that are guaranteed these days to frighten you are just really nothing but smoke screens in front of the flow of money.

2006 Nobel Prize winner in Economics, Edmund S. Phelps, for significant, rigorous research proving that low interest rates and low unemployment do NOT create inflation. And you can have a stable economy with low unemployment and low interest rates.

Much of what you get fed as economic doctrine whether it is trickle down or supply side economics is made up out of whole cloth. It is entirely a figment of someone's imagination. Economics is not a science it is a series of religions. Low tax rates do not increase economic activity,

Economic policy and tax policy affects all of us but doctrine doesn't. When doctrine starts driving decision-making what you get is what we have now. A bifurcated economy with the rich getting richer and the poor getting poorer and the middle class disappearing. That's what happens when you accept doctrine, not basic research.

First principle, talk is not cheap, it's worthless. You don't talk you act! You act. You look at the three issues of our society, education, infrastructure, and poverty. Pick one, but pick. Women will change this system. But I doubt that they will change the system by focusing on their own salaries. They will change the system by focusing on the conditions of society. And you do it one small step. Turning around the educational system, inventing our way out of these problems, developing our a new technological base is exactly how you get out of those problems because you can't outsource scientific creativity.

It's looking back, seeing how fast it's gone, toting up whether you've made a difference and if you don't think you've made difference enough there is still plenty of time left to make a real difference and you do it one day, one small achievement at a time. It's just eating an elephant, that's all it is.

2) To develop a steering committee to present annual Women's Leadership Conferences using the issues identified at the 1995 Beijing Conference as a guide.

Steering Committee was developed and directed the development and production of the Forum under the oversight of the Collaborative Committee. The members of this committee were:

Diana Goodrow, Co-Chair, Ventura County Commission for Women & CAWA/WIN

Catherine Smith, Co-Chair, National Women's Political Caucus

Sue Broidy, McCune Foundation, National Women's Political Caucus

Mary Ann Dase, AAUW - Camarillo

Feth Farnbach, National Women's Political Caucus, Global Alliance Ventura County

Norma Maidel, AAUW- Camarillo, World Affairs Council, National Women's Political Caucus

Tiffany Marra, Institute for Research on Women and Gender, University of Michigan, SmartGirl.org

Maricela Morales, Mayor, Port Hueneme, CAUSE

Nancy Lee Phillips, Ventura County Commission for Women

Hugh J. Ralston, Ventura County Community Foundation

Lee Riggan, Ventura County Commission for Women, Promotoras y Promotores Foundation

Kim Marra Stephenson, AAUW - Camarillo

Celeste Weingardt, National Women's Political Caucus

3) To provide a well-orchestrated day that brings together leaders from various women's organizations in Ventura County to address current economic issues.

The Ventura County Women's Economic Justice Forum was held Saturday, October 14, 2006 at the Grand Vista Hotel, 999 Enchanted Way, Simi Valley, CA from 8:30 a.m. to 3:30 p.m. It was attended by 88 men and women. The keynote speaker was Jon Goodman, Ph.D, President of Town Hall Los Angeles, Economist, Author, Professor, Investor and Advisor to emerging technology companies spoke on "Economic Justice in the Changing Global Economy." It was sponsored by the McCune Foundation, SAGE Publications, and the Ventura County Community Foundation and was supported by over 17 sponsoring organizations. SmartGirl.org hosted its website.

4) To provide a publication that lists similar efforts provided by women's organizations in Ventura County, i.e. list of services, scholarships, etc.

The Directory of Organizations of Attendees & Supporters, 2006 Directory was designed, developed, printed and distributed at the event. In addition to a list of Attendee organizations classified by services, the directory included the organizations' missions, contacts, and services. Four of these organizations indicated they offered scholarships to women or youth.

5) To publish the Mission Statement of each organization in attendance as it applies to the Action Plan and promoting women in the economy.

The Directory of Organizations of Attendees & Supporters, 2006 Directory.

Specific Outcomes for the grant period

- Numbers served:
 - Reached 88% of the goal of 100 women in leadership positions at the initial conference
- Activities to reach our goals
 - Completed all Planning and visioning as performed by the following:
 - Program Development Committee
 - Speakers Committee
 - Marketing & Web Development Committee
 - Fundraising – Raised 82% of planned funds, \$11,000 out \$13,500.
 - Marketing – Marketing materials and website were completed.
 - Logistics – Logistics, including facility, program and scheduling were completed.
 - Registration – Pre-registration accomplished through website, and walk-ins handled with ease.
 - Evaluation and Summation Report – Completed
- Strategies to reach our goals – Accomplished through numerous meetings of the Collaborative Committee, the Steering Committee, and the many sub-committees and work of individuals.

- **Products:**

- In process:**

1. Action Plan/Statement
2. Recommendation(s) to the Ventura County Board of Supervisors
3. Recommendation(s) to Women's Organizations

- Accomplished:**

1. Directory of Women's Organizations listing services, scholarships, etc.
2. Steering Committee for the future development of Conferences
3. Web Site

The behavior or attitude changes expected as a result of the Conference

1. Accomplished: the increased awakening of women to their leadership role in the changing economy, and their growing participation in decision-making and policy-making at home, in the workplace, and in the community at large. Sixteen women volunteered to assist with the next Forum, 10 volunteered to help with the April Luncheon.
2. To Be Determined: The Action Plan will result in women's organizations agreeing to address their mission toward it. Women and organizations will report the steps they have taken as a result of the 2006 Forum.

What internal and external factors have contributed to or impeded the success of the project?

The commitment of the many volunteers to the Collaborative, the Steering Committee and the Sub-Committees contributed and was a significant factor for the success of the project.

What outcomes or results have been observed to date? What has been learned from this project?

1. First, the quality of the content of the Conference was apparent through the development of the Action Plan during the several phases of the event.

The quality of the content of the Conference was apparent from Keynote speaker, Panelists, Q&A's, the participation of attendees in the breakout sessions, the quality of the materials developed, and the hosted website. The follow-up luncheon is in its planning stage with a date set for April. At that time the accomplishments of the individuals and organizations will be determined.

2. Second, participating organizations implementing specific components of the Action Plan will impact the local economy by bringing greater awareness of economic opportunities and strategies for women.

We hope to determine this at the luncheon planned in April.

3. Third, all participants were requested to evaluate the current conference in a manner that provided guidance for the next year's conference.

75% of the attendees submitted evaluations of the conference. Chapter 4 of the Took Kit Report provides a complete report on the Evaluation conducted. 33% recommended Education as the topic for Next Forum.

Have you had any problems relating to the grant? If so, what are the problems and how has the group worked to solve them?

The Collaborative carried through on its commitment and accomplished its goals in a professional manner. One recommendation members may recommend is annual funding for staffing to assist with the future forums as well as for preparation and dissemination of the "Tool Kit."

How have you developed the leadership of the project?

Leadership was developed through the Collaborative and the Steering Committee and their appointment of subcommittees for the many tasks.

How has this project affected your organizations plans for the future? (Do you plan to continue or expand the project or some part of it?)

The Collaborative will continue with its goal of future forums.

Is there anything else you would like us to know about your project or organization?

We have prepared a "Tool Kit" or How To Manual as a guide for future forums. In addition, using a rough estimate (no record was maintained), volunteers contributed approximately 4,000 work hours to this project during the year.

Is there something we could have done to make the application and reporting process work better for you?

We were very pleased with the application and interview process. We were treated with much respect and given suggestions and guidance throughout oral process that were beneficial to the project.

Please attach report showing projected and actual expenditures for the project from **June 1, 2006 – January 31, 2007**, and explain significant variations in budget vs. actual.

Person completing report:

Project Director:

Lee Riggan, Steering Committee Member

name title

Lee Riggan 2/27/2006

signature

date

name

title

signature

date