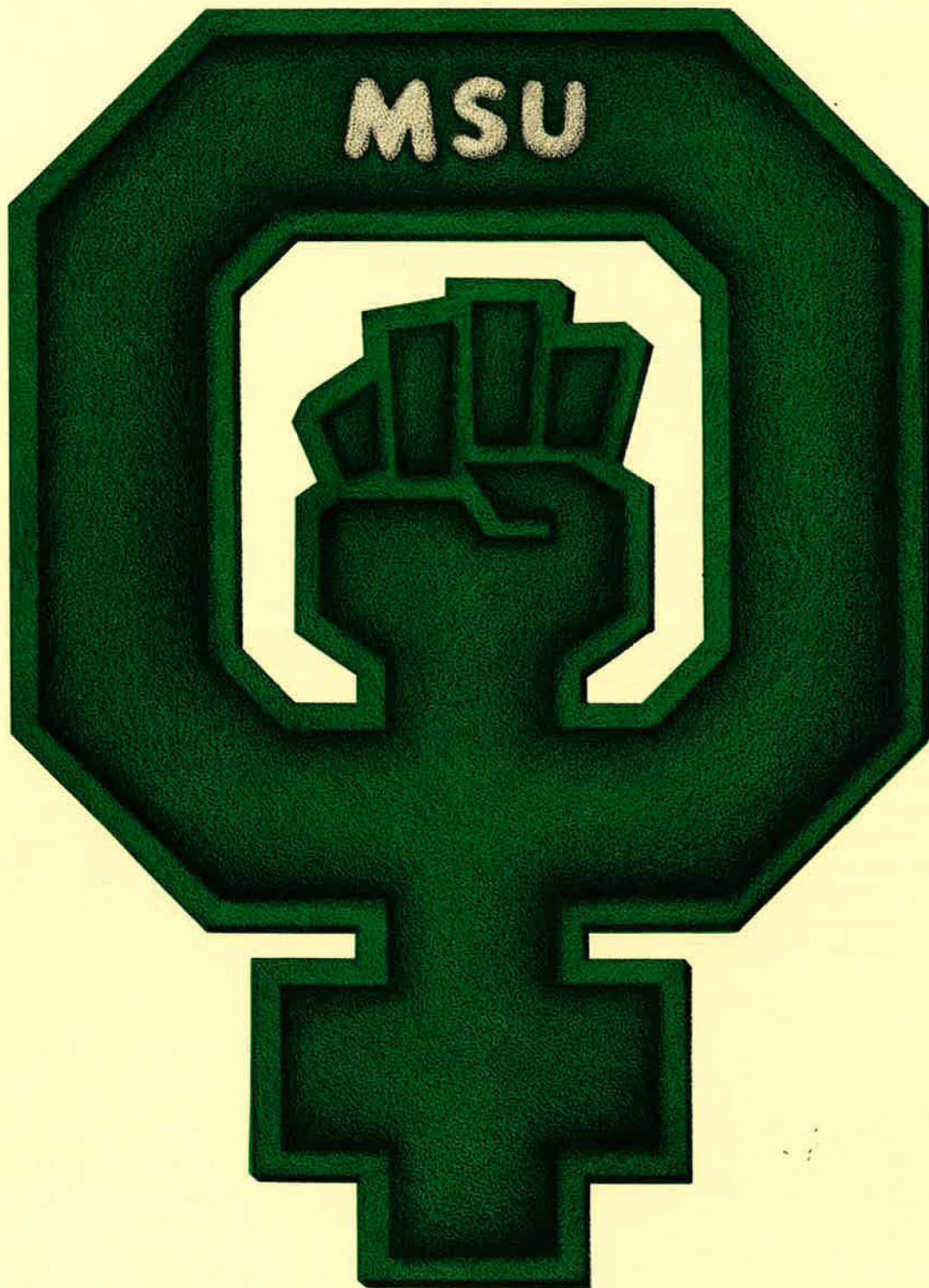


MSU

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Michigan State University Alumni Association Magazine



MSU Women:
Their Battle Against Tokenism

"Tokenism not tolerated here"

That's been the cry of women "activists" on campus speaking for faculty, staff and students. And in recent months, a militant stance by various women's groups has left virtually no one untouched and many under attack — including the Alumni Association. Here is how the university has responded to the national emphasis on equality for women after months, even years, of agonizing over the problem.

"Aannd, nowww . . . ladieees and gentlemen! The SPARTAN! Marching Band!!!"

R-r-ra-ta-ta-ta-ta-ta-ta-ta-ta-tat! Boom.

Da. Da. Da-da-da. Da-da-da-da-da-da-da-da-da!

Notice anything different?

Look a little closer at some of the curls flowing from underneath those military-like band hats. This fall a few may belong to women.

That is one visible way in which Michigan State has responded to the national emphasis on equality for women.

This summer, in a 29-page "positive action" plan for equal opportunity, the university issued 21 recommendations for changes in policy or procedure — 12 of them specifically for women.

The directive concerning the band was effective immediately and made women eligible on an equal basis with

—Photo by Bill Mitcham



Morris: "Changes make for optimism."

men to compete for positions in the marching band.

In calling for an end to the band's traditional all-male status, the report said: "Outside of tradition, there is no justifiable or substantiated reasons that this policy be continued in a day when women rightfully are demanding equality of opportunity in all legitimate areas."

Although the report deals primarily with providing equal opportunities for woman and minorities, its tone is not one of overreaction and many of the recommendations apply to the general university community as well. The report rejects artificial balances and unrealistic proportions in its quest for correction of past practices and traditions.

Included among recommendations concerning women are:

—Appointment of a director of women's athletics to supervise and coordinate women's intercollegiate athletic activities. She will be a part of, and meet regularly with, the administrative staff of the department.

—A budget from within the Athletic Department will be provided for women's teams to participate in scheduled events at home and on the road and in national tournaments; and will cover uniform costs, game expenses, officials, meals, travel, lodging and entry fees.

—An Office of Women's Affairs will be created within a new Department of Human Relations. The new office will articulate the needs of women and serve as liaison with other university offices and departments.

—Formal training programs will be established for women in lower level positions to assist them in upgrading themselves.

—A Women's Advisory Council will be created as an outlet for a greater flow of ideas and reactions from women in the general university community.

—Internship programs will be set up for training women administrators.

Although the university has been under increasing pressure to take such steps during the past year, Michigan State had been moving in this direction for some time before a mighty furor was raised by female voices.

In 1970, the Board of Trustees adopted antidiscrimination policies and procedures which included procedures for handling complaints of sex discrimination. Later that year, an affirmative action plan was developed which contained the university's position regarding the hiring of women in all areas.

A separate affirmative action plan for women was issued last year and it contained specific hiring goals by colleges and in nonacademic areas. Statistical information on the status of women was also developed as a guide to the administration in taking constructive action.

And earlier this year, the Women's Steering Committee was created. A 59-page report issued in June by the Women's Steering Committee resulted in the university's response in its "positive action" plan.

Although the Steering Committee report called for several changes — all of them addressed in the University's response — the women were most emphatic in their desire for equitable representation on campus: "Token representation of women is not representation and will not be tolerated."

Last fall, an organization called the Alliance to End Sex Discrimination voiced five complaints to MSU's Office of Equal Opportunity Programs, in-

—Photo by Dick Wesley



Carrigan: "Shocking circumstances"

cluding the charge that "the Alumni Association (and the MSU ALUMNI MAGAZINE are too highly male-oriented and no alumnae organizations exist."

Then in April, Roberta Smith, '71, a life member of the Alumni Association and a member of the MSU Women's Steering Committee, spoke before the Alumni Association's Executive Board where she supported allegations made by the Alliance.

(Earlier in the meeting President Wharton explained to the Executive Board that he had appointed the Women's Steering Committee in March and had charged them to define the issues of concern regarding the status of woman at MSU. The Committee, composed of a cross section of women on campus, was to design and recommend a permanent structure to advise the university on the status of women and assume the role of women's advocate.)

Ms. Smith, who is employed by the university as an editorial assistant in the College of Education, told the board:

"According to sources we have contacted . . . the Alumni Association has discouraged women applicants for its executive positions and has developed a reputation, made known to the Steering Committee for doing so."

She urged that a woman be added to the all-male staff of nine professionals as director of alumnae relations or as director of endowment funds.

"It is our hope that the Executive Board realizes the severity of the problem and takes immediate steps to correct it — specifically by opening up its executive ranks to women and by studying its entire set of practices and procedures to eliminate any basis for such complaints as the one made by the Alliance to End Sex Discrimination."

Prior to Ms. Smith's appearance, however, the board — which is the policy-making body for the Alumni Association — had already taken action in a pair of motions.

One charged Executive Director Jack Kinney with the responsibility of giving high priority to female and minority group members in the hiring of professional staff personnel, while the other motion called for the same priorities in the filling of board memberships, committee assignments, awards and other special positions.

Kinney said later that no member of a woman's group on campus had ever contacted him regarding the allegations.

Regarding Ms. Smith's suggestion that a woman be hired as director of

alumnae relations, Kinney noted that he has indicated this need to the board several times in the past, "but we have not been able to get the position — and more important, the funds — approved for the position."

"We do have a position approved by the Board of Trustees for a director of deferred giving," he added, "but the position is being held in abeyance until the budget is finalized for the 1972-73 fiscal year."

In the future should another position be approved in alumni relations (presently two people are in this department), Kinney said he thought that a qualified woman would be an asset to the Alumni Association.

"We would hope that this person would work across the board in all of our alumni relations programs — travel tours, alumni and constituent club activities," said Kinney. "This person need not just specialize in working with women's groups."

"A woman could relate in a special way to the needs of our women graduates who constitute a large part of our alumni body," he said. "But I would hope this person would work in concert with our overall alumni programs."

When asked why he thought the impression existed that the Alumni Association in the past has discouraged female applicants for professional positions, Kinney attributed much of it to the nature of other positions in the Association, particularly fund-raising.

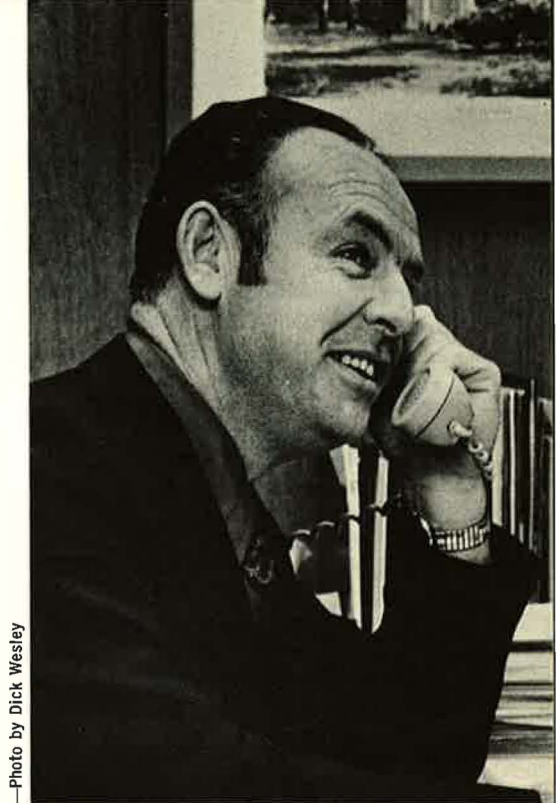
"Four members of our staff are in fund-raising and we need people with background and experience in fund raising," he said. "We have found that there are very few women in fund-raising at colleges and universities throughout the country."

"When these jobs open at Michigan State, they are listed through the Personnel Department and the candidates who have applied have been male," said Kinney. "We have not had a female apply for the last two fund-raising positions we've had open."

Kinney has been executive director of the Alumni Association for the last eight years and during that time recalls only one woman who applied for the position of magazine editor which has been vacated twice during that time.

"And she only wanted to work part-time," he said.

(This summer the Association did hire a female student editorial assistant to work on the magazine. She is Cindi Steinway, a senior majoring in journalism with two years experience on the *State News*. Cindi is also campus cor-



—Photo by Dick Wesley

Kinney: "A woman could relate to special needs."

respondent for *Time Magazine* this summer.)

"Perhaps the reason that this impression exists," said Kinney, "is that women traditionally have not held many of the jobs they are now seeking. Our office may be an outlet for frustration they have felt in a number of areas on the campus — not just in our office alone."

Refuting the charge made by the Alliance that no alumnae clubs exist, is Marie Faulkner, '66, president of the Lansing Alumnae Club.

"Our organization is quite old since we were charter affiliates with the current Alumni Association," said Ms. Faulkner.

She said the group wished to be separate from the Ingham County Alumni Club (which is open to both men and women) because the alumnae organization can better direct its attention to the interests of women graduates. In addition to monthly meetings, the club sponsors fund-raising projects to support scholarships for women at MSU.

"We hold regular sew-and-chat groups, bridge parties and cultural excursions," said Ms. Faulkner.

In addition to the Lansing Alumnae Club, women's alumnae organizations also exist in Kent County and Buffalo, N.Y. In the past, alumnae clubs have been active in Calhoun, Genesee, Jackson and Marshall counties. These, however, all have merged their activities with the county alumni club.

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The Alliance to End Sex Discrimination has made no specific charges against the MSU ALUMNI MAGAZINE other than to allege that its content is "too highly male-orientated."

Although it is the policy of the magazine not to patronize any group by publishing articles about them simply to maintain an artificial balance, women have had considerable input in the magazine over the last two years. During that time, 35 bylines have been used (not including the editor's). Sixteen have been women and 19 have been men.

The lack of women at the administrative level closely parallels that of the Alumni Association. A report issued by the university in 1971 showed 221 men employed in faculty-administration compared to 10 women. The report also noted that of the 44 top level assistants for that same year, only 18 were women. Among the women, five earned yearly salaries of more than \$10,000 while 19 males earned more than \$10,000 annually.

In April, President Wharton assured the Women's Steering Committee that "the first priority in the utilization of the increased funds for salary increases shall be the elimination of salary inequities for women."

(Beginning with the fiscal year in July, salary adjustments were made for 138 faculty women as \$118,685 was distributed among them in addition to a four per cent across-the-board increase to the general university community.)

Charges of unfair hiring practices for women were raised last fall when the Board of Trustees adopted the Affirmative Action Plan for Women. It was noted that 11.4 per cent of total tenured faculty members were women. (A study by the University of Minnesota showed from 1960-69 that nationally women had earned 11.6 per cent of all Ph.D.'s.)

A goal was set at Michigan State, however, to boost its female tenured faculty to 14.6 per cent by 1974.

In February, the board held an eight-hour open hearing in which more than a dozen women testified to what they considered to be various inequities at Michigan State. Many of the complaints came out in the Steering Committee's report in June.

Trustee Patricia Carrigan, D-Ann Arbor, termed the quality of the hearing as "excellent, with some shocking circumstances unveiled."



Women's hearing before the Board of Trustees

"The financial problems of female graduate students, the lack of career counseling for undergraduates, and the plight of academic advisors demonstrating indisputably their salaries do not compare with their responsibilities, gave the board the opportunity to see in one package how MSU women relate to their university," she said.

Mary Moore, department chairwoman of business law in the College of Business, found the administration's interest in the hearing favorable.

"With optimism towards the future, I believe that MSU is on the way. The dialogue of the hearing represented the first productive step toward future progress for women on this campus," she added. "There have to be first steps, and we are finally taking them."

Gail Morris, appointed assistant director of the Placement Bureau in January, thought the hearing's stress on the lack of role models within the university was justified.

"We have found that women are, for the most part, majoring in over-supplied, low-demand fields — especially liberal arts, education, and social science. Incoming students do not see women in top level business and administrative positions or fields like chemistry," Ms. Morris explained.

As for changes, she was optimistic, noting that numerous companies have been making special efforts to recruit women and minorities, asking the bureau for lists of female graduates.

Josephine Wharton, (no relation to the president), public relations director for the Black Women's Employees Association, opened up another area for investigation at the hearing by defining the situation of Black MSU women as "compounded discrimination."

"Black women are first discriminated against as women and secondly, as a race. The fact that personal qualifications of Black women are not utilized following their educational training underlies this belief," she said. To remedy this, she advocated a conscience-raising program at every level within the university.

Commenting on charges of salary inequities for women, Robert Perrin, vice president for university relations, said, "We are not trying to suggest there has been discrimination in these cases. For whatever reason these women have lagged behind their male counterparts, these are the discrepancies we want to correct."

He emphasizes that the university's response to the issue of discrimination was not an outcome of the Women's Steering Committee nor pressures from the women's hearing before the Board of Trustees in February.

"We've been at it now for a little over two years," he said. "The whole issue is a national phenomenon, something that will continue for a long time to come."

"Frankly, I think we are way ahead of the game."

—RON KARLE AND CINDI STEINWAY.