

Women demanding wage equity

by Jeff Harrington

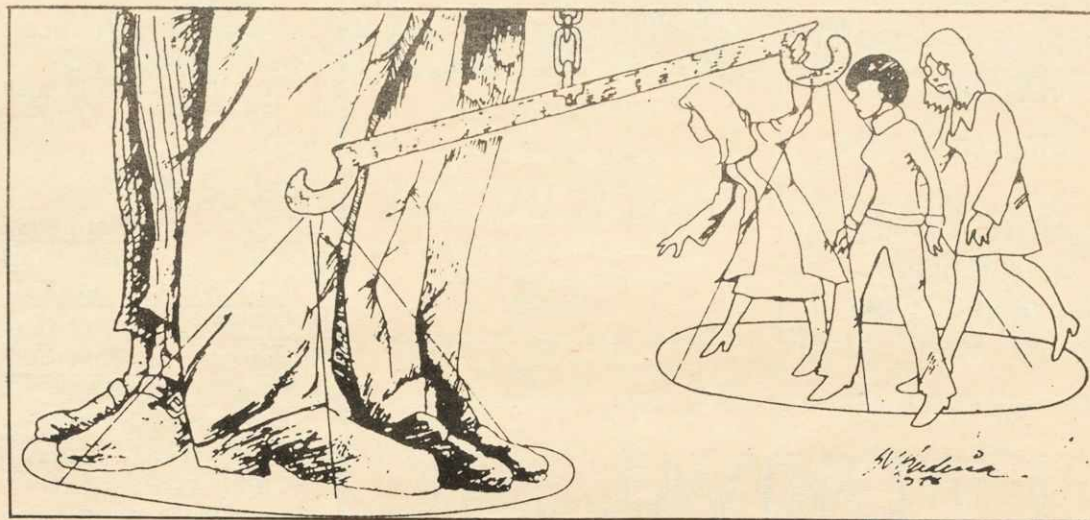
HALIFAX (CUP) — The secrecy surrounding the salaries of university faculty must end if women are to get a fair shake, says a sociologist at Acadia University.

"People still feel their salary is an indication of their worth...and none of your business," said Dr. Diane Looker, author of a recent report on the status of women at Acadia, in Wolfville, N.S.

Looker said that unless people know who's getting paid what and why, men will continue to come out on top in the individual negotiations that usually determine a teacher's starting — and future — wages.

"Administrations should be prepared to defend the amount of money they're offering someone," she said.

In her study, Looker found that women faculty at Acadia in 1986-87 made an average of \$3224 less than their male counterparts, taking rank, experience and "terms of employment" — part-time or full-time — into account. She has recommended that a committee be



formed to monitor the fairness of salary offers, similar to ones that already exist at Ontario schools such as York and the University of Windsor.

When a man meets in private with a dean or department head to discuss an "appropriate" salary, he's likely already a few steps ahead of a female candidate, according to the executive director of Nova Scotia's umbrella faculty group.

"There's a preponderance of

men in subjects like computer science and engineering and they can say 'My specialty's more in demand' — and get more money," said John D'Orsay of the Nova Scotia Confederation of Faculty Associations (NSCUFA).

D'Orsay said men are not only more confident about asking for higher salaries, but they are also have greater "mobility."

That is, they may be able to look at offers all over the country, while women are more likely to be ham-

pered by traditional responsibilities to their partners or families.

But D'Orsay's prefers another, simpler solution to the problem: eliminate individual bargaining altogether, as two Halifax schools have done. Both the Nova Scotia College of Art and Design and Mount St. Vincent University have tried to eliminate discrimination by taking people out of the process. New pay scales determine salary from the number of years a candidate has taught, whether or not he

or she has a Ph.D. and relevant professional work experience. Period.

"It's much more productive to focus on what the legitimate factors in salary should be," said D'Orsay.

He points out that monitoring individual negotiations only helps future employees, while a new salary scale can adjust all faculty members' pay, old and new. And that's especially important because most provincial pay equity legislation applies only to "female-dominated" job classifications. Only a fifth of faculty members at Canadian universities are women, and most of them are out of luck.

In Nova Scotia, for example, reforms proposed last week by the province's pay equity commission would bring 4,000 university support staff under the equity umbrella, but leave faculty out in the rain.

D'Orsay said strikes are likely if administrations don't agree that pay equity is a high priority.

"They (administrators) think fairness in the world is subordinate to something else. We'll do what we can to change their minds, that's all there is to it."

Telemarketers may be deceiving public

by Jerry West

Charity fundraising in the 90s has become a complex and sometimes risky affair.

With the recent advent of telemarketing, creative deception has taken a new twist. Some fundraising firms with less than honorable motives have found a way to maximize their profits. This style of tele-marketing is sometimes called "boiler room" fundraising, and can be difficult to tell from legitimate fundraising campaigns.

tempted to accept the "free money". Some of the more trusting charities accept.

The promotional fundraisers now have complete control over the event, along with a legitimate name to hide behind. Next they will hire tele-marketers, usually students, for minimum wage. The tele-marketers are trained in the sales pitch and offered healthy incentives to work hard.

High-pressure sales with lines

their tickets to a needy child or senior. Not delivering these tickets, and counting on no-shows are the rationale for the promoter printing more tickets than there are seats available.

When the event is over the charity is left with the money they were originally promised, but also a large stain on their reputation. Objectionable sales tactics and the shortcomings of the actual event are always equated with the charity.

The fundraiser can walk away with as much as ninety percent of

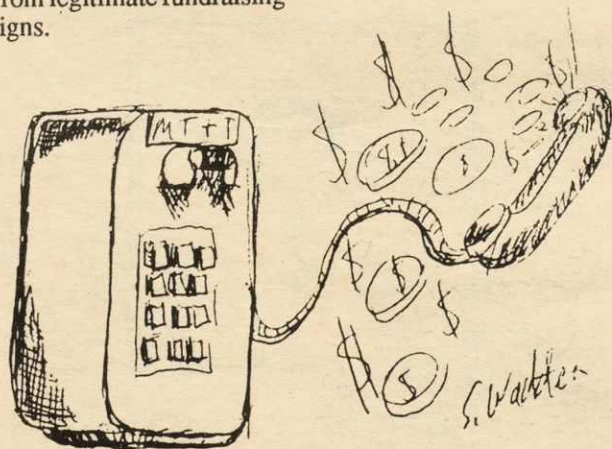
the profits and none of the blame.

This can also have more serious repercussions if the event is large and the charity is small. A non-profit organization can have its charity status taken away by Revenue Canada if its operating costs (like fundraising) exceed 20 per cent of its budget.

What can be done? "A charity should keep control of key things like the number of tickets being printed" says Marlene Moore of the Better Business Bureau. "Anyone who is thinking of giving money over the phone should

be willing to ask questions like 'Who do you work for?' and 'What is their cut of the profits?'. If someone is not willing to answer these questions you should just hang up".

Sean Wood of the Canadian Society of Fundraising Executives points out that many legitimate organizations, like Dalhousie, use telephone solicitation. "But," he adds "if you're not sure of an organization's motives, don't be afraid to ask them to put it in writing, or to call you back after you've checked them out".



"Promotional" fundraisers will offer a charity a specific sum, maybe \$10 000, to participate in an event. The event, possibly a carnival, will be entirely organized by the fundraisers, down to the printing of the tickets.

The charity, which doesn't have to do any of the work, is naturally

like "would you like to stop the bleeding of little children" are often very effective when a person is caught in the middle of eating supper.

The tele-marketers will offer tickets to the event. If someone can not attend the event, they are offered the opportunity to donate

Blacks get adviser

by Jerry West

The Dalhousie administration has lived up to yet another one of its promises. On December 3 Beverly Johnson filled the post of Black Students' Adviser. Not only is this the first such position at Dalhousie, it is the first in Canada.

The position has been in the works since the 1989 report of Dalhousie's Task Force on Access for Black and Native Students. In spite of this the job is still not completely defined because there are so few reference points. "I'm looking to some American schools for guidance. The college of Wooster, for example, has a similar position," says Johnson.

The main focus of Johnson's

position is to help indigenous Blacks to integrate into Dalhousie. Her office on the first floor of the Student Union Building is equipped as a drop in centre for this purpose. Throughout the course of the year she intends to help access employment and to hold group information sessions.

But making students feel comfortable in university means starting at the high school level. Students who wouldn't normally consider going to university have to be convinced that a degree is a realistic goal.

"Blacks in Nova Scotia are offered little or no encouragement to achieve academically," says Johnson. For this reason she intends to travel to schools around

the province regularly, to recruit black students to come to Dal.

Some Nova Scotian Blacks have the option, through Dalhousie, of going through the Transition Year Program. This is to make up for inequities in the high school education system. "I was a student in the TYP in its second year," says Johnson. "I think it's very good. It was the door that offered me a chance for higher education."

At 41, Johnson has come a long way with that education. She now has bachelor's degrees in arts and social work and will soon be receiving a master's in social work.

This, with her twenty years of experience in social work provide the basis for her qualifications as Black Students' Adviser.