

“Men, their rights and nothing more. Women, their rights and nothing less.”

Susan B. Anthony, January 8, 1868



Vision 2020 is a national coalition of organizations and individuals committed to women’s economic and social equality.

Simply stated, our goal is 50-50 by 2020.

It’s about time.



DREXEL UNIVERSITY

College of

Medicine

Institute for Women’s Health & Leadership

VISION 2020

Five-Year History and Directional Strategies

For July 1, 2013 – June 30, 2016

(FY 2014-2016)

This document is a preview of Vision 2020's evolving strategies for the next three years. It is informed by an objective assessment of the first three years of programmatic work and constituency building. It sets, as a measure of democracy, shared leadership among women and men.

As the strategies continue to develop, and as Vision 2020 remains attentive to emerging ideas and attitudes about women's equality, we will adopt enabling tactics to advance the mission and achieve the goals.

WHO WE ARE:

Vision 2020 is a national coalition of organizations and individuals united in the commitment to achieve women's economic and social equality. Vision 2020 advances an overdue national conversation about the value of women's equality to benefit all, and accelerates shared leadership among women and men to reach a new dimension of American excellence by the year 2020, in recognition of the 100th anniversary of women's voting rights.

The national goals which guide the Vision 2020 Campaign for Equality:

- Increasing the number of women in senior leadership positions
- Advancing women's economic security and achieving pay equity
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- Educating young people to value gender equality, shared leadership, and civic engagement
- Engaging and educating women voters and increasing women's participation in the political process

VISION 2020 TIMELINE

1920

The Nineteenth Amendment to the U.S. Constitution is ratified. It declares: “The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex.”

2007

At Drexel University’s **Institute for Women’s Health and Leadership**, Director Lynn Yeakel notes the U.S. will celebrate the 100th anniversary of women’s voting rights in just 13 years. The leaders of the long hard fight for the right to vote had expectations of full participation of women in every aspect of American life. Yeakel imagines a ten-year project to finish the work of the women suffragists and discusses it with Jane Eisner, an executive at the National Constitution Center in Philadelphia.

2008

Drexel University and its College of Medicine provide a planning grant for Yeakel to begin the special initiative that becomes Vision 2020.

Yeakel and Eisner enlist National Advisors Cokie Roberts and Anna Quindlen. Other Advisors are subsequently added.

2009

Several reports on the number of women in leadership across the professions reveal that, on average, women represent 18 percent of senior leaders in the United States.

Rosemarie B. Greco, former banking CEO, corporate board member and civic leader becomes Yeakel’s Co-Chair of Vision 2020. The Penn Mutual Life Insurance Company pledges \$600,000 as Presenting Sponsor for two years to fund the initiative. The Institute for Women’s Health and Leadership hires staff to work on the project under Yeakel’s direction. Pro bono support is provided by Karma Communications.

September 14

Vision 2020 is announced.

National Constitution Center, Philadelphia, PA

The Vision 2020 project is announced at a standing-room-only news conference at the National Constitution Center. A selective campaign begins to recruit volunteer women leaders from all 50 states to become Vision 2020 Delegates. This recruitment process yields over 400 applications and nominations, from which 102 leaders from 50 states and the District of Columbia are accepted as Vision 2020 Delegates.

Vision 2020 website is set up at Drexel. (www.drexel.edu/vision2020).

December

The Exelon Foundation provides a \$250,000 grant over two years.

2010

A social media strategy is adopted and Vision 2020 launches its *Equality in Sight* blog, Facebook site, and Twitter feeds.

October 20

Opening of Vision 2020's original exhibition, *From the Absence of Many to the Presence of All: the Unfinished Business of Women's Equality*

The National Constitution Center, Philadelphia, PA

The original exhibition, commissioned by Vision 2020, funded by McDonald's and designed by award-winning curators Remer & Talbott, chronicles the historic and on-going struggle for women's equality in the United States. The National Constitution Center extends the show from three to six months, and by the time of its closing, over 100,000 people, the majority of them children, visit the exhibition.

October 21-22 – First National Congress

National Constitution Center, Philadelphia, PA

Vision 2020 launches an *American Conversation About Women and Leadership* and hosts *A Celebration of American Women*, an evening event that brings in actor and media activist Geena Davis, astronaut and STEM pioneer Mae Jemison, and actress and artist Jane Seymour. Participating in the *American Conversation* are women and men leaders from across the country, representatives from Vision 2020's 33 National Allies, and hundreds of regional leaders. Their intense focus is on the economic and social status of women in America.

Status of Women across Professions--Statistics cited at 2010 Congress:

Business, Law and Finance

- Women CEOs of the Fortune 500: **3 percent**.
- Percentage of Women on Corporate Boards in the Fortune 500: **15 percent**.
- Partners at Accounting Firms: **23 percent**.
- Women are **48 percent** of law school graduates and **18 percent** of partners in Law Firms.
- Women launch nearly **50 percent** of all start-ups but receive **7 percent** of venture capital for those companies.
- Women MBA graduates lag behind men in job levels and salaries starting from their first position.

Education and Science, Technology, Engineering and Math (STEM) Fields

- Women receive **65 percent** of all doctoral degrees in education; **17 percent** of all engineering degrees and **18 percent** of computer science doctorates.
- Women are **27 percent** of College Deans and **30 percent** of college and university presidents.
- **56 percent** of women in technology jobs leave at the mid-level point in their careers, double the rate of men.
- Women physicians earn between **25 and 35 percent LESS** than their male counterparts, depending on field.

Women and Politics

- Women make up **17 percent** of the U.S. Congress. No woman has been President or Vice President (44-0).
- 15 states have no women in their Congressional Delegations; four of those states have never had a woman serve: Delaware, Iowa, Mississippi and Vermont.
- Women hold **24 percent** of the seats in state legislatures.
- The U.S. ranks 71st out of 189 countries in the proportion of women in their national legislatures.
- Currently nine states have legislation requiring or encouraging gender parity on state and/or local boards and commissions: CT, IA, IL, MT, ND, NH, RI, UT, and WV.
- In 2008, **67 percent** of eligible women registered to vote. Of those, **60.4 percent** reported voting.

Vision 2020 National Leadership Circle is formed, comprised of women and men across the U.S. and chaired by Greco and Yeakel.

Vision 2020 identified 33 National Allies.

McKinsey & Company provides pro-bono management consulting to Vision 2020.

Wells Fargo provides \$50,000 grant.

2011

Five National Goals are developed from the proceedings at the American Conversation about Women and Leadership and Vision 2020 begins its Campaign for Equality.

Delegates develop state initiatives to advance the five national goals. The State Initiatives Committee is formed to provide guidance and monitoring.

Vision 2020 leaders are invited to speak across the country. A Speakers Bureau is established to meet the requests.

The Penn Mutual Life Insurance Company renews its Presenting Sponsor commitment with a pledge of \$1 million over three years.

Exelon Foundation awards a \$250,000 grant to Vision 2020, underwriting the Congress.

October 11-13 – Second National Congress

Vision + Action = Equality in Motion

Chicago, IL

Vision 2020 Delegates and National Allies map out strategies to achieve the five national goals. Shared Leadership Awards are presented to five Chicago corporate and nonprofit leadership teams who exemplify the power of shared leadership among women and men. Journalists **Maria Hinojosa and Mara Liasson** receive Vision 2020 awards as does **Coline Jenkins**, the great-great-granddaughter of Elizabeth Cady Stanton and **Dawn Staley**, Olympic Gold Medalist, head coach of the women's basketball team at the University of South Carolina and a Vision 2020 National Advisor.

2012

National and State Action:

Vision 2020 joins the Paycheck Fairness Coalition and keeps its Delegates and Members informed on the issue.

A partnership is established with Rock the Vote and results in "She Rocks the Vote" online campaign to register women voters from all 50 states.

Vision 2020 Delegates and Members are invited to a White House Briefing on Women's Social and Economic Issues. 150 women from 24 states attend.

Exelon provides a \$100,000 grant that enables Vision 2020 to hire the Lukens Company to build a membership campaign for long term sustainability.

Vision 2020 celebrates Title IX's 40th Anniversary by presenting two programs -- one in Philadelphia, PA and one in Portland, OR - on the application of Title IX beyond athletics—especially addressing sexual assault and harassment on campuses and increasing women's participation in the STEM fields.

Vision 2020's media presence grows. Vision 2020 engages Jacobson Strategic Communications. Using earned media placements and social media, Vision 2020 extends

its message on advancing women's economic and social equality. As a clear, non-partisan voice on this issue, Vision 2020 expertise is sought in coverage of pay equity, voter mobilization and women in senior leadership. The Vision 2020 National Office supplies its Delegates with appropriate Op-Eds and "Letters to the Editor" to submit to their local media outlets and conducts monthly "Message of the Month" conference calls.

Daily postings on Facebook, encouraging Delegates to blog, and daily tweeting on Twitter raise visibility. Online polls enhance community engagement in issues relating to women's equality.

Exemplary State Initiative

Rhode Island Government Appointment Project, organized by Vision 2020 Rhode Island Delegates, is declared a success. Rhode Island 2010 gubernatorial candidates pledge to bring the percentage of women appointed to government posts to parity by 2014. Governor Lincoln Chafee announces that as a result of his appointments, women now comprise 33 percent of appointees, more than double the previous number.

November 14-16 – Third National Congress

Collaborating for Change

Portland, OR

Commemorating the centennial of Oregon women's suffrage, Vision 2020 Leadership Circle members, Delegates and key representatives of National Allies explore collaborative efforts to accelerate change to achieve pay equity, increase women in senior leadership positions and engage more women in the political process as voters and candidates for public office. The Vision 2020 public event, **After the Elections: Women and the National Conversation**, draws a capacity crowd. The Congress engages media sponsors KGW-TV and Comcast, and receives extensive coverage. Former Governor Barbara Roberts and award-winning film director Jennifer Seibel Newsom are recognized for their respective achievements.

Wells Fargo builds on its 2010 sponsorship in 2012 by becoming a Sustaining Corporate Contributor with a grant for the 2012 Portland Congress.

2013

Infrastructure changes and consultant engagement keep pace with Vision 2020 growth.

Plans to develop the Education Goal begin with a commitment from Wells Fargo as the **Founding Supporter of the Vision 2020 Education Initiative**

April 11, 2013 Press Conference

Centennial Celebration Plans for the Year 2020

National Constitution Center, Philadelphia, PA

With the enthusiastic support of Philadelphia Mayor Michael Nutter and an audience of community leaders and Vision 2020 supporters, Co-Chairs Lynn Yeakel and Rosemarie Greco announced that plans were underway to hold major national events in Philadelphia in April and August of 2020 to celebrate the Centennial of the 19th Amendment. From panel discussions to cultural events and concerts, women's accomplishments, history and the city of Philadelphia will be in the national spotlight.

May 1

Vision 2020 Delegate Fund is established to provide support to State Initiatives.

June 12-14

University of Edinburgh, Scotland

Scottish Parliament hosts and Vision 2020 Co-Chair Lynn Yeakel moderates a panel discussion about "The Impact of Women's Leadership in Global Conflict Resolution." Vision 2020 Texas Delegate Col. Kimberly Olson (ret.) and Vision 2020 Ambassador Dean Afaf Meleis, PhD, of the University of Pennsylvania School of Nursing, are among the panel members. This program, focused on the present and future, closes the University of Edinburgh's international conference, Women in Warfare, exploring the many roles women have played historically before, during and after war.

September 19

Charlotte, NC

Vision 2020 joins with Women's Cultural Exchange at a Regional Conference

October 27-28

Nashville, TN

Vision 2020 presents a Regional Conference in conjunction with the 10th Tennessee Economic Summit for Women.

November 14

Portland, OR

Delegates from Oregon and Washington organize the Vision 2020 Northwest Regional Conference

2014

Goals combined. In the belief that increasing the number of women in senior leadership positions will lead to more family-friendly workplaces, Vision 2020 no longer separates these two commitments and reduces the number of its national goals from five to four.

May 4-6

Philadelphia PA

Delegates from across the nation and representatives from more than half of the 81 Allies gather for Vision 2020's Fourth National Congress.

PBS journalist Gwen Ifill receives the Pioneer Award. National Advisor Laurel Bellows, immediate past president of the American Bar Association, receives the Visionary Award. In a *Shared Leadership among Women and Men* working breakfast presented in collaboration with Catalyst, Inc., prominent men leaders in the Philadelphia business community participate with Delegates and community guests.

Vision 2020 Program Partner, the National Constitution Center, presents a panel discussion on the 19th Amendment. Participating in the May 5 evening program is Philadelphia Mayor Michael A. Nutter, who will serve as honorary co-chair of the Centennial Advisory Committee working with Vision 2020 and the National Constitution Center to plan for the National Centennial Celebration of the 19th Amendment to be held in Philadelphia in the year 2020.

Vision 2020 announces that the Fifth National Congress will take place in Nashville, TN in October 2015 in conjunction with the TN Economic Summit for Women and the dedication of a Suffrage Memorial. The Countdown to 2020 begins.

2020

The national celebration of the 19th Amendment and women's equality in Philadelphia