

## Break the Glass Ceiling for Women in New Jersey Politics – Run for Office!

January ushered in a new year and a new milestone for New Jersey: a record 23 women now serve in the Legislature. After years of languishing among the states with the worst records for electing women to their legislatures, this increase bodes well for New Jersey politics; but New Jersey remains in the bottom half of the states.

Research has shown that women are more reluctant than men to run for office. Women are less likely than men to see themselves as qualified to run, and women more often than men must be asked before deciding to run. And yet we know that many women in New Jersey are as talented as their male counterparts in business, education, law, medicine, non-profits, and the media. Public life would benefit tremendously from their skills and expertise.

To help prepare women to seek careers in elective office, to seek executive appointment, or to serve as campaign staff, CAWP will host its seventh annual bipartisan campaign training, *Ready to Run™*, on Saturday, March 11th, from 8:30 am - 5:30 pm at the Douglass College Center in New Brunswick. This one-day program presents a unique opportunity for potential women candidates to hear directly from prominent political leaders, campaign consultants, and party officials about how to get ready to run for office.



*More women will get Ready to Run™ at this year's program, as those pictured here did in 2005.*

In addition, CAWP and Latinas United for Political Empowerment (LUPE) will host a companion program, Elección Latina-NJ, the day before *Ready to Run™* at the Eagleton Institute of Politics. The half-day conference on Friday, March 10th will specifically target issues of interest to Latinas running for office. The following day, participants will join the *Ready to Run™* campaign training to learn about vital campaign skills and the nuts and bolts of New Jersey politics.

These campaign trainings are tailored to the needs and busy schedules of women. Key topics include: raising money for campaigns; positioning yourself for elective office; putting together a campaign; navigating the party system; getting appointed to boards and commissions; and an interactive media training.

The state of New Jersey is moving forward – but it won't go far unless more women step up. For more information about the *Ready to Run™* program or to register, visit CAWP's web site at [www.cawp.rutgers.edu](http://www.cawp.rutgers.edu). And don't stop there – spread the word to friends and colleagues about the program! Questions? Contact [Jean Sinzdak](mailto:Jean.Sinzdak@rci.rutgers.edu) at 732/932-9384, ext. 260 or [sinzdak@rci.rutgers.edu](mailto:sinzdak@rci.rutgers.edu).

### Inside

<a href="#">Training Network for Women Candidates</a>	2
<a href="#">Girl Scouts Seek Pathways to Politics</a>	2
<a href="#">Women Needed for Appointed Office in NJ</a>	3
<a href="#">Book Highlights Role of Gender in Politics</a>	3
<a href="#">Election Watch 2006</a>	4
<a href="#">2006 Lipman Chair Named</a>	4
<a href="#">Eagleton and CAWP Anniversary Milestones</a>	5
<a href="#">Eagleton Anniversary Pledge Form</a>	6
<a href="#">NEW Leadership Development Network Partners Meet</a>	7
<a href="#">New England Legislators Regional Forum</a>	8
<a href="#">Scholar Joins CAWP Faculty</a>	9

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## Success of NJ Program Inspires National Training Network for Women Candidates

Institutions and organizations around the country, impressed by the results of CAWP's *Ready to Run*<sup>™</sup> (see page 1), have consulted with the Center about launching their own programs along the same lines. One such program began in 2005 in Nebraska, and planning is currently underway there for a second year of activities. Now, with an initial grant from the Women's Campaign Fund (WCF), CAWP has created a formal mechanism for assisting others to establish similar training programs.

In October 2005, the Lincoln-Lancaster Women's Commission and the Women's Fund of Greater Omaha joined forces to host a very successful *Ready to Run*<sup>™</sup> in Lincoln featuring elected women and local campaign experts. In addition to scheduling R2R Alum networking events and a 2006 training on October 14th in Omaha, the *Ready to Run*<sup>™</sup> Nebraska steering committee launched an R U R2R Newsletter with articles about running for office and about women who have decided to run.

This year, under the WCF grant, CAWP is expanding the network of training partners by providing seed money to partners in three states to conduct programs based on the *Ready to Run*<sup>™</sup> New Jersey model. Those interested in participating in the training network should download CAWP's call for proposals.

Planning is now underway in Oklahoma, the first state chosen for the WCF-funded *Ready to Run*<sup>™</sup> Training Network. The Pipeline Project, an initiative hosted by the Carl Albert Center at the University of Oklahoma, will be held on March 24-25 and will include two training tracks: one for women who want to run for office and the other for women interested in learning more about grassroots activism. As in the other states, the program will draw on the expertise of local elected

officials and political experts.

Central to the *Ready to Run*<sup>™</sup> model is an innovative, comprehensive curriculum that incorporates the political culture and climate of the locale and uses state and local campaign experts to highlight the specifics of running in a particular state or region. The program demystifies the process of running for elected office, encourages more women to mount campaigns, and introduces elected and appointed leaders, campaign consultants, and party officials to whom they can turn as they get ready to run. CAWP's model curriculum covers:

- Campaign fundraising: setting fundraising goals; raising money from direct mail, events, and political action committees; and how to make an "ask."
- Positioning oneself for elective office: raising one's public profile; leveraging a political appointment into a run for office; evaluating

one's strengths as a candidate; and using private-sector skills and contacts in planning a campaign.

- Putting together a winning campaign: developing strategy and message; building a team of professionals and/or volunteers; organizing a grassroots campaign; and essential campaign management functions.
- Interactive media training, taught by a communications training specialist: interview techniques; mock interviews; and on-camera practice sessions.
- Navigating the party system: understanding and assessing the importance of support from party leaders and positioning oneself within the party.

For more information on the *Ready to Run*<sup>™</sup> Training Network, contact [Kathleen Casey](mailto:kcasey@rci.rutgers.edu) at 732/932-9384, ext 265 or [kcasey@rci.rutgers.edu](mailto:kcasey@rci.rutgers.edu).

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## Beyond Cookies: Girl Scouts Seek Pathways to Politics

CAWP will be abuzz in July 2006 as we once again welcome dozens of Girl Scouts for Pathways to Politics, a two-week residential program co-sponsored with Girl Scouts of Delaware Raritan. Part of the national Girl Scout "Destinations" program, Pathways draws girls ages 14-18 from across the country who are eager to learn about women's political participation and hone their own leadership skills. They will visit the United Nations in New York and the Constitution Center in Philadelphia, spend three days in Washington DC, and meet women leaders at every level while exploring women's historical and contemporary involvement in public leadership. For many, it will also be a first opportunity to experience life on campus, discovering the dorms and dining halls of Douglass College. "Girl Scouts have a proud tradition of community service," notes CAWP senior program associate Kathy Kleeman. "We'd like them to recognize that politics is another valuable way to make a difference in their communities."

For more information about Pathways to Politics, contact [Kathy Kleeman](mailto:kleeman@rci.rutgers.edu) at 732/932-9384, ext. 231 or [kleeman@rci.rutgers.edu](mailto:kleeman@rci.rutgers.edu). An article by one of the participants in Pathways 2004 can be viewed on page 5 of the Eagleton Institute of Politics [Newsletter from Winter 2004-05](#).

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## Strong Women Leaders Needed for Appointed Office in New Jersey

New Jersey has more than 475 boards and commissions, where thousands of citizens volunteer their time and energy to make our state better place. Yet New Jersey's poor record for women in appointed office remains a problem: in a review last year of 63 selected high-level state boards and commissions, CAWP found that only 22% of their members were women. Some key boards and commissions, such as the Turnpike Authority and the State Lottery Commission, had no women serving at all.

The Bipartisan Coalition for Women's Appointments (BCWA), reconvened this past year by CAWP, is working to change the face of New Jersey politics by helping increase the numbers of women who are appointed to office and debunking the myth that the paucity of women in appointed positions reflects a lack of "qualified" women. Led by a [Convening Committee of prominent New Jersey women](#) from both parties, BCWA has done significant work towards accomplishing its two main goals: to create the expectation within both gubernatorial candidates' campaigns that women will be included in significant state government positions in even greater numbers than in any

past administration – from cabinet positions to unpaid boards and commissions; and to develop a "talent bank" of resumés from New Jersey women interested in being considered for appointments.

Prior to the election in November, both then-Senator Jon Corzine and candidate Doug Forrester pledged to BCWA that, if elected, they would appoint women to state offices in significant – perhaps record – numbers. So far Governor Corzine's cabinet includes a record number of women, with some positions yet to be filled. Women also fill many senior staff slots within his administration.

It's not too late! The appointments process is ongoing, and strong women leaders are always needed. To submit your resumé or for more information, visit the [CAWP web site here](#).

Questions? Contact [Jean Sinzduk](#) at [sinzduk@rci.rutgers.edu](mailto:sinzdak@rci.rutgers.edu) or 732/932-9384, ext. 260.

*The Bipartisan Coalition for Women's Appointments was made possible by a generous grant from the Fund for New Jersey and by the support of many individual donors.*

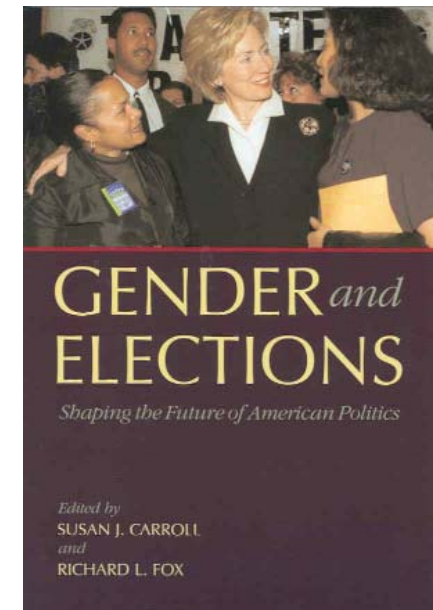
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## New Book Highlights the Role of Gender in Elections

Researchers, teachers and anyone interested in women's political participation will want to check out *Gender and Elections: Shaping the Future of American Politics*, edited by CAWP senior scholar Susan J. Carroll and Richard L. Fox, associate professor of political science at Union College. The book, published by Cambridge University Press, looks at important developments for women as voters and candidates in 2004, setting the information in historical context and looking ahead to upcoming elections. Book chapters include:

- "Introduction: Gender and Electoral Politics: An Overview" ([Susan J. Carroll](#) and [Richard L. Fox](#))
- "Presidential Elections: Gendered Space and the Case of 2004" ([Georgia Duerst-Lahti](#))
- "Voter Participation and Turnout: It's a New Game" (Susan A. MacManus)

- "Voting Choices: Meet You at the Gender Gap" ([Susan J. Carroll](#))
  - "Congressional Elections: Where Are We on the Road to Gender Parity?" ([Richard L. Fox](#))
  - "African American Women and Electoral Politics: Journeying from the Shadows to the Spotlight" ([Wendy G. Smooth](#))
  - "Political Parties and Women's Organizations: Bringing Women into the Electoral Arena" ([Barbara Burrell](#))
  - "Advertising, Web Sites, and Media Coverage: Gender and Communication along the Campaign Trail" ([Dianne Bystrom](#))
  - "State Elections: Where Do Women Run? Where Do Women Win?" ([Kira Sanbonmatsu](#))
- To purchase the book and support CAWP, visit [Amazon.com linked here](#) or on the [CAWP web site](#).



# CAWP Is On Election Watch Again in 2006 – And Looking Ahead to 2008

# CAWP

## Election Watch

It's that time of the year again – time for CAWP to track women who are running in statewide and congressional races. CAWP provides both a [summary](#) and [list](#) (complete with links to campaign web sites) of women candidates, updated weekly from now until the November general election.

One question – raised almost every election year – is once again being bandied about: Could 2006 be another so called “Year of the Woman,” when we surpass the record number of [women candidates and winners](#) for the U.S. House of Representatives set in 1992? Check out the records for women candidates, and much more women's political history, on these online CAWP fact sheets:

- [Summary of Women Candidates 1970-2004](#)  
A summary of races at every level from state legislature to governor.
- [Woman-versus-Woman Races](#)  
The history of women running against each other in congressional and gubernatorial races.
- [Women Candidates for Congress 1974-2004](#)  
Numbers of women who won primaries and general elections.
- [Women Who Filed for Congress](#)  
Numbers of women who filed and ran in primaries.
- [Women Candidates for Governor](#)  
Women candidates and winners for governor, 1970-2004.

But don't stop there – CAWP offers many more fact sheets highlighting women's current and historical participation in politics. New fact sheets and updates are issued frequently; join our email alert list to stay up-to-date.

And stay tuned for Presidential Watch as we approach Election 2008! Anticipating the possibility of women candidates on one or both major

party tickets, CAWP will be following the action and providing frequent updates.

If you have questions about CAWP's information services, or if you know of information that we should add to our Election Watch 2006, please contact [Gilda Morales](#) at 732/932-9384, ext. 264 or [gmm@rci.rutgers.edu](mailto:gmm@rci.rutgers.edu).

## 2006 Senator Wynona Lipman Chair Named

Congresswoman [Eleanor Holmes Norton](#), the District of Columbia's eight-term non-voting delegate in the U.S. House of Representatives, is this year's occupant of the [Senator Wynona Lipman Chair in Women's Political Leadership](#). Norton will be at Rutgers on Monday, April 3rd. She will present a [public lecture at 7 p.m.](#) at the Livingston Student Center and will also speak in classes and meet with students.



Named by President Jimmy Carter as the first woman to chair the Equal Employment Opportunity Commission, Norton came to Congress as a national figure who has been a civil rights and feminist leader, tenured professor of law at Georgetown University, and board member of three Fortune 500 companies. She has received more than 50 honorary degrees and has been named one of the 100 most important American women in one survey and one of the most powerful women in Washington in another.

The Lipman Chair was created in memory of the late state senator, the first African American woman in the New Jersey legislature. It is held by scholars or practitioners involved in women's political leadership. The Chair was established in 2000, when Governor Christine Todd Whitman signed legislation sponsored by the legislative leaders in both parties and passed in both houses without opposition. The Legislature has generously continued its support for the Lipman Chair, with the most recent appropriation in 2005.

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## CAWP and Eagleton Celebrate Milestone Anniversaries!

The Eagleton Institute of Politics is celebrating its 50th anniversary in 2006. The Center for American Women and Politics (CAWP) has enjoyed the privilege of being part of the Institute since our founding 35 years ago. We invite you to help us celebrate our achievements and take on new challenges by making a gift in honor of our anniversary. Below are highlights of our accomplishments and future goals.

**“Franchising” our award-winning NEW Leadership™ program to colleges and universities across the country:** Fifteen statewide or regional NEW Leadership™ programs are flourishing, and the list of potential partners continues to grow. Thousands of college women will enter the workforce with an eye toward public leadership.

**Building an international reputation as the place for up-to-the-minute information on women and American politics:** CAWP’s web site is a thriving hub for journalists, scholars, students and political practitioners. We’re expanding our Campaign Watch to include an historic Presidential Watch program in anticipation of women as presidential candidates in 2008. We expect to have the rare opportunity to help frame the national debate about women candidates for President of the United States.

**Preparing women for public office:** Our candidate training program, *Ready to Run™* is succeeding in New Jersey – one of the most difficult markets in the country for women candidates – and a model for national expansion is now being tested. We’re accepting applications from institutions and organizations across the country interested in launching their own *Ready to Run™* programs.

Connecting to women lawmakers: Building on a record of more than a dozen national meetings for elected women, we’ve successfully designed and

tested a regional Forum for Women State Legislators in New England this past November. Our new Forums are accessible to busy women legislators and address issues of local importance.

**Expanding our scholarly research capabilities:** CAWP is pleased to announce that Professor Kira Sanbonmatsu from The Ohio State University will join our distinguished team of resident and visiting scholars. Important new studies of women’s political participation and power are on the drawing board.

**Helping girls achieve their full potential as leaders:** CAWP and the Girl Scouts have forged a new partnership and designed Pathways to Politics, a residential summer program open to high school-aged Girl Scouts across the country. What we learn from the girls who participate in the national program will help us develop materials for use in classrooms and troops in every state of the nation.

The Center is a powerful national presence as the leader in fostering scholarly research on women’s political participation, developing programs to attract young women and girls to public leadership and encouraging accomplished women to run for office, from the State House to the White House. CAWP’s prospects for growth and success have never looked better, and your continued support has never been more needed. Our anniversary goal is to sustain the Center’s ongoing operations while building our capacity for growth. We hope you will consider making a special, one-time tax deductible gift in honor our anniversary.

To learn more about how you can help, contact [Sue Nemeth](mailto:Sue.Nemeth@rci.rutgers.edu) at 732/932-9384, ext. 229 or [gsmemeth@rci.rutgers.edu](mailto:gsmemeth@rci.rutgers.edu). To donate online, visit CAWP’s web site at [www.cawp.rutgers.edu](http://www.cawp.rutgers.edu).

For more information about ways to give, visit Rutgers University Foundation’s online gift planning guides:

[Goals & Gifts](#)

[What to Give.](#)



## Anniversary Pledge Form

Please print and use the EXACT wording you wish to appear in printed materials:

Name \_\_\_\_\_

Title/Department \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Yes, I wish to support the 50<sup>th</sup> Anniversary of the Eagleton Institute of Politics with a tax deductible gift to the Center for American Women and Politics at the following level:

- |   |   |
|---|---|
| <input type="checkbox"/> White House \$100,000 and above  | <input type="checkbox"/> Courthouse \$10,000 - \$24,999 |
| <input type="checkbox"/> Capitol \$50,000 - \$99,999  | <input type="checkbox"/> Town Hall \$1,000 - \$9,999    |
| <input type="checkbox"/> Statehouse \$25,000 - \$49,999   | <input type="checkbox"/> Polling Place \$500 - \$999    |
| <input type="checkbox"/> \$250 <input type="checkbox"/> \$100 <input type="checkbox"/> Other \$ _____ |   |

Please send me an invoice.

Please make your check payable to the Rutgers University Foundation/CAWP (tax ID #23-7318-742)

Mail it to CAWP, Eagleton Institute of Politics, Rutgers University, 191 Ryders Lane, New Brunswick, NJ 08901.

To make a donation online using a credit card, please visit [www.cawp.rutgers.edu](http://www.cawp.rutgers.edu).

***Thank you!***

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## NEW Leadership™ Development Network Partners Meet in Washington DC

- \* Debating on the floor of the Missouri Legislature.
- \* Roaming the campus of the University of Oklahoma to discover women's political history on a scavenger hunt, then creating skits to dramatize women's achievements.
- \* Enjoying a keynote address and dinner at a Las Vegas casino-hotel.
- \* Learning about not only U.S. government, but Native American tribal government.

Students at partner schools in the [NEW Leadership™ Development Network](#) enjoy experiences like these when their colleges and universities offer programs based on CAWP's model curriculum. Representatives of the partner institutions gathered January 10-12, 2006 in Washington, DC to swap ideas and shape strategies.

CAWP developed the National Education for Women's Leadership (NEW Leadership™) program to encourage college women to become involved in the political process. CAWP has been hosting NEW Leadership™ in New Brunswick since 1991. In 1999, with a three year grant from the W.K. Kellogg Foundation, CAWP created the NEW Leadership™ Development Network, joining with colleges and universities across the country to develop state and regional leadership education programs based on the NEW Leadership™ model.

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### NEW LEADERSHIP™ NEW JERSEY SUMMER INSTITUTE

June 8-13, 2006

at the Eagleton Institute of Politics, New Brunswick, NJ.

[Applications](#) are being accepted now, due by **March 24, 2006**.

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*Partners from Mount Mary College, Auburn University, Northern Kentucky University and the University of Illinois visited CAWP in 2005 to observe NEW Leadership™ New Jersey as they prepared to host their own programs.*

Today the Development Network includes 15 public and private colleges and universities with programs available to women in 18 states and Washington, DC. A new grant from W.K. Kellogg foundation enabled CAWP to convene the January meeting.

“The Development Network has been a tremendous success, expanding beyond the goals set in the original grant.” says Sasha Patterson, the program coordinator. “Our partners were eager to describe their successes and challenges and to learn from one another.”

Discussions covered key components of the NEW Leadership™ curriculum such as implementing diversity and creating innovative ways for students to learn about politics and gain leadership

experience. Participants discussed ways to connect NEW Leadership™ students with leaders and organizations in their communities. As examples: Tribal government representatives are prominently featured at

Washington State University, Tri-College NEW Leadership™, and the University of Oklahoma. The 21st Century Leadership Academy at University of Missouri, St. Louis the students participate in a mock legislative session on the floor of the Missouri State House. NEW Leadership™ Pennsylvania encourages students to design and implement a leadership action project in their community, using skills developed during the program and focusing on the theme of the program, which in 2005 was Women's Health Policy.

Partners also addressed fundraising, a key challenge for every program. Representatives shared strategies such as cultivating potential donors and securing in-kind contributions. A discussion led by Megan Arleth, associate director of federal relations for Rutgers University, Lyle Dennis of CRD Associates, and Stacy Rastauskas, assistant vice president for federal relations at The Ohio State University, focused on prospects for government support for NEW Leadership™.

CAWP welcomes inquiries from potential Development Network partners. Contact [Sasha Patterson](#) at [sashap@rci.rutgers.edu](mailto:sashap@rci.rutgers.edu) or 732/932-9384, ext. 248.

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## New England Women Legislators Gather at CAWP's Inaugural Regional Forum

Chilly Maine in November – not everyone's ideal destination! But for dozens of women state legislators, Portland was the best possible place to find information, inspiration and the warmth of collegial camaraderie.

The occasion was CAWP's first [Regional Forum for Women State Legislators](#). The focus was on policies that affect working families, and particularly on how state legislatures could address those issues. Sessions included "Economic Security: Investing in the Future of Families and Children," "Health Care Policy and the States," "Economic Security in Retirement," and "Ethical Dilemmas in Public Policy: Lessons from End-of-Life Care." As a bonus, the Women's Legislative Network of the National Conference of State Legislatures joined CAWP to offer a special session aimed at women serving in their first or second terms, "What Do You Need to Know to Succeed in the Legislature? Here's the Scoop!"

Since 1972, more than a dozen CAWP meetings for women state legislators have attracted national attention and acclaim with a mix of practical information about processes and policies, informal opportunities to build connections with colleagues from other states, and inspiration delivered by veteran women lawmakers and prominent national women leaders. But in a climate of competing priorities, partisan divisions, and tightly restricted travel funding, attracting lawmakers to large national meetings has become more difficult. Programs must carefully target an audience and meet its needs.

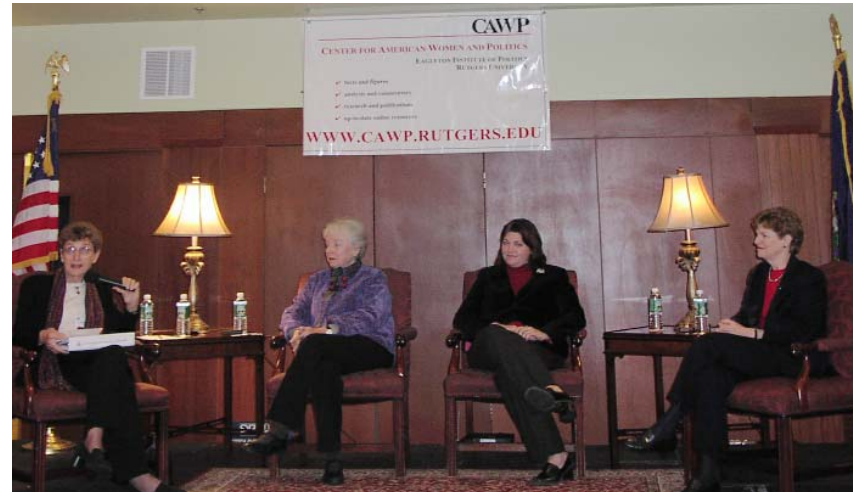
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***Describing the panel about "Economic Security: Investing in the Future of Families and Children," [one legislator] commented, ... "It was presented not just with the staggering truths we're faced with but also with an element of hopefulness and possibilities for the future."***

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The New England Forum, with its focus on policies affecting women, children and families, grew from CAWP research showing that women legislators of both parties work on such issues more than male legislators of either party.

The Forum was enthusiastically received by the 60 lawmakers who attended along with policy experts, staff and activists; most sessions were rated either good or excellent. One legislator called the Forum "the



*Three former New England governors, Madeleine Kunin of Vermont, Jane Swift of Massachusetts and Jeanne Shaheen of New Hampshire, joined Eagleton Institute of Politics director Ruth B. Mandel for the closing session of the Forum.*

most substantive conference I have ever attended." Describing the panel about "Economic Security: Investing in the Future of Families and Children," another commented, "This subject struck me as absolutely the most important issue that we should be addressing. It was presented not just with the staggering truths we're faced with but also with an element of hopefulness and possibilities for the future."

One legislator summed up her experience: "The quality of the panel presentations was superb! I feel that I've had a graduate-level course on being a smart legislator. The depth of knowledge impressed and inspired me." Said another, "With almost no exceptions the content was excellent, the data-driven research was well-presented and information about organizations and web sites was highly valuable. I plan to construct a list of sources and share that with my colleagues."

CAWP has encouraged continuing communication among participants, who have initiated plans for a mid-2006 retreat. The proposed New England Women Legislators Policy Initiative would examine model legislation on key issues. Meanwhile, buoyed by the success of the New England Forum, CAWP will use the issue focus as a model for future programs, providing women state legislators with valuable tools matched to their priorities.

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## Scholar to Join CAWP Faculty

Kira Sanbonmatsu, a noted expert on women and politics, will become senior scholar at CAWP and an associate professor in the Department of Political Science at Rutgers in fall 2006.

She is already well known at the Center, having served as a visiting professor during 2002-03; she also contributed to the [recently published book](#) edited by CAWP senior scholar Susan Carroll. Her study of "Candidate Recruitment and Women's Election to the State Legislatures" was conducted under a research grant from CAWP.

Sanbonmatsu is currently associate professor of American politics in the Department of Political Science at Ohio State University. Her research and teaching interests include gender, race/ethnicity, parties, public opinion, elections, and state politics. She is the author of *Where Women Run: Gender and Party in the American States* (University of Michigan Press, forthcoming) and *Democrats, Republicans, and the Politics of Women's Place* (University of Michigan Press, 2002). She earned her Ph.D. in government at Harvard University.



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### CENTER FOR AMERICAN WOMEN AND POLITICS

The Center for American Women and Politics (CAWP) is a university-based research, education and public service center. Its mission is to promote greater understanding and knowledge about women's changing relationship to politics and government and to enhance women's influence and leadership in public life. A unit of the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, CAWP is a leading authority in its field and a respected bridge between the academic and political worlds.

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[www.newleadership.rutgers.edu](http://www.newleadership.rutgers.edu)

### EAGLETON INSTITUTE OF POLITICS

The Eagleton Institute of Politics explores state and national politics through research, education, and public service, linking the study of politics with its day-to-day practice. The Institute focuses attention on how contemporary political systems work, how they change, and how they might work better. Visit the Eagleton web site:

[www.eagleton.rutgers.edu](http://www.eagleton.rutgers.edu)

