

# IWill MCW Initiative Initial Pledge Period Report

February 12, 2020

**The IWill Initiative:** In fall of 2019, with the initiation of the MCW IWill campaign, we asked what each of us would do, not just once but consistently, to be a force for gender equity. We are thrilled to say that together we exceeded our initial goal of 1100 pledges! (See our IWill interval report below.)

**IWill Next Steps:** We are happy to report future activities for IWill! IWill is not a one-and-done initiative. The IWill Team and AWSM has reviewed the data from the first iteration and is happy to report the following planned next steps.

1. Report the data from the first portion of the IWill campaign to the MCW community (this is it!)
2. Build communities with shared interests. Search people with like interests [here](#)
3. Make and share programming with pledge interests as drivers: [AWSM Calendar]
4. Follow up with pledgers - look for the IWill follow up survey in March!

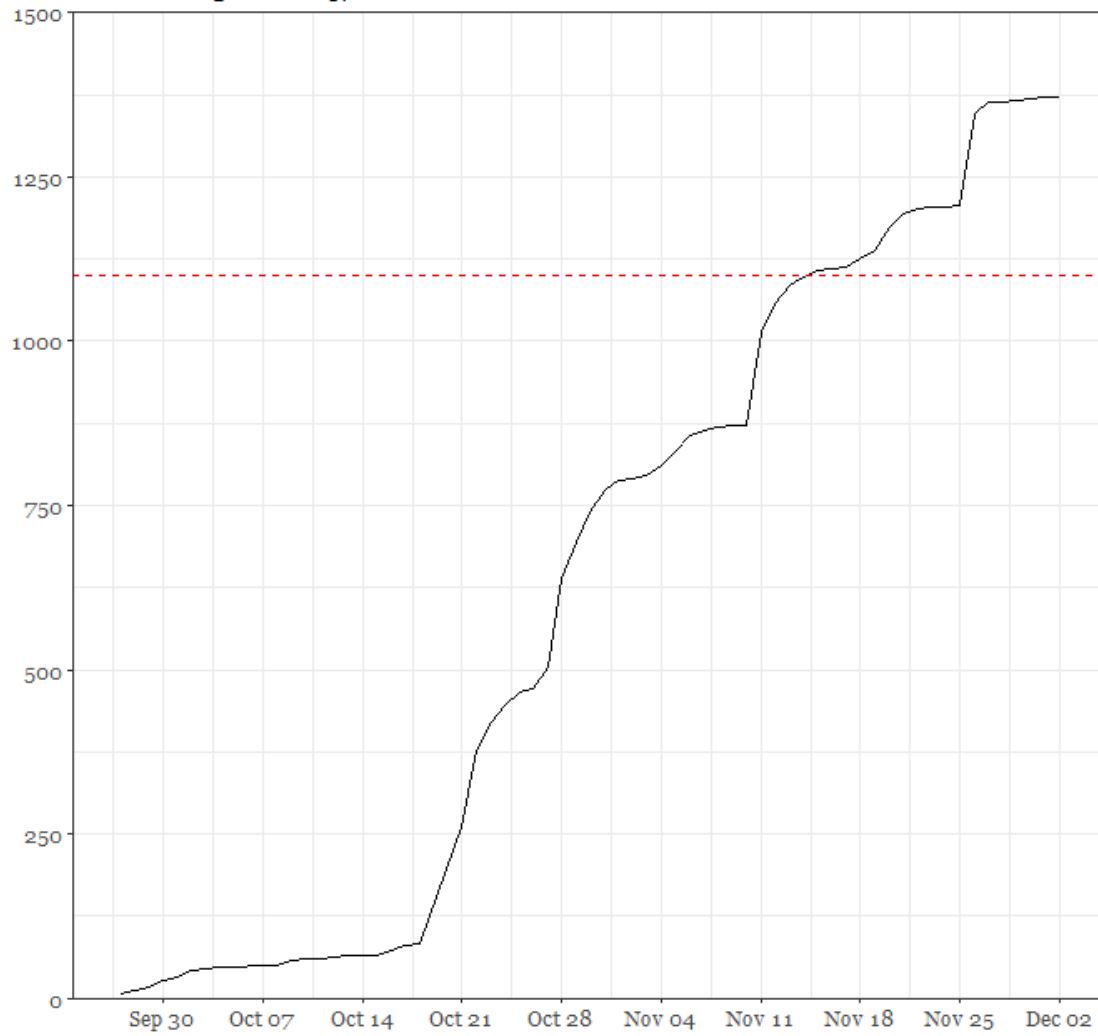
## Building Momentum - Meeting Our Goal!

Here's the pathway to that success (Figure 1): within the official six-week campaign period (Oct. 21 - Nov. 29), we started off great with 421 pledges (week 1), and then continued to grow. The average number of pledges per week was 215, with a low of 77 (week 3) and a high 421 (week 1). Pledges were divided into five pledge categories (see Figure 2). Of those, the most popular pledge category was Workplace Ally (N=593), followed by Create Belonging (N=296), and we are happy to add that 58 people wrote their own pledge! (Figure 2)

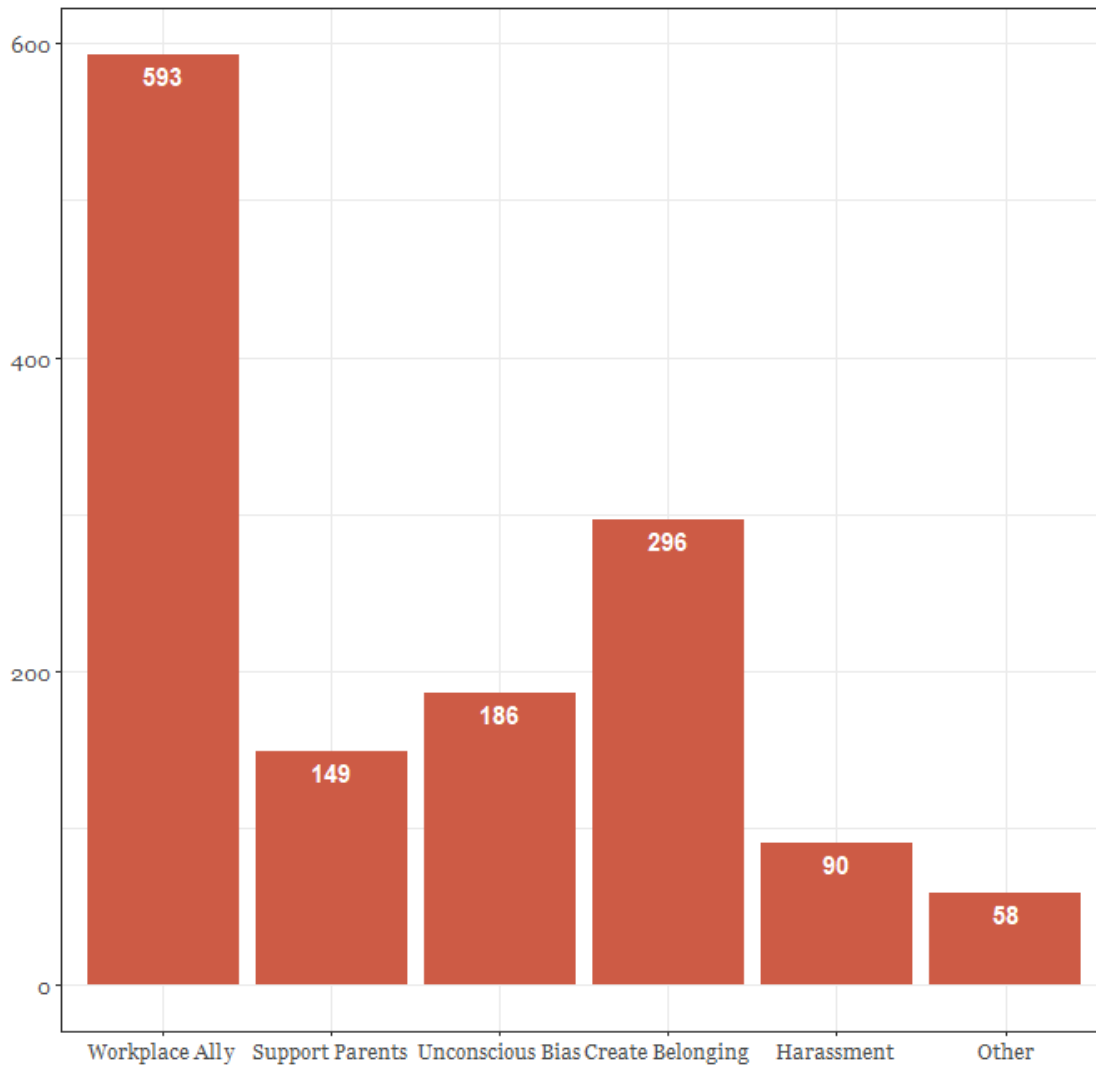
We are especially thrilled to report that 724 people (53% of pledgers) stepped into their leadership and agreed to share their name and pledge on Infoscope. If you would like to see who is committing to which pledge - or who committed to the same pledge you did, check out the new pledge lists [here!](#) They are now arranged by pledge. If you pledged, and would now like to add your name to a list, please contact the IWill team at [IWill@mcw.edu](mailto:IWill@mcw.edu).

**Figure 1. Number of IWillMCW Pledges by Date**

Current Pledge Total: 1372



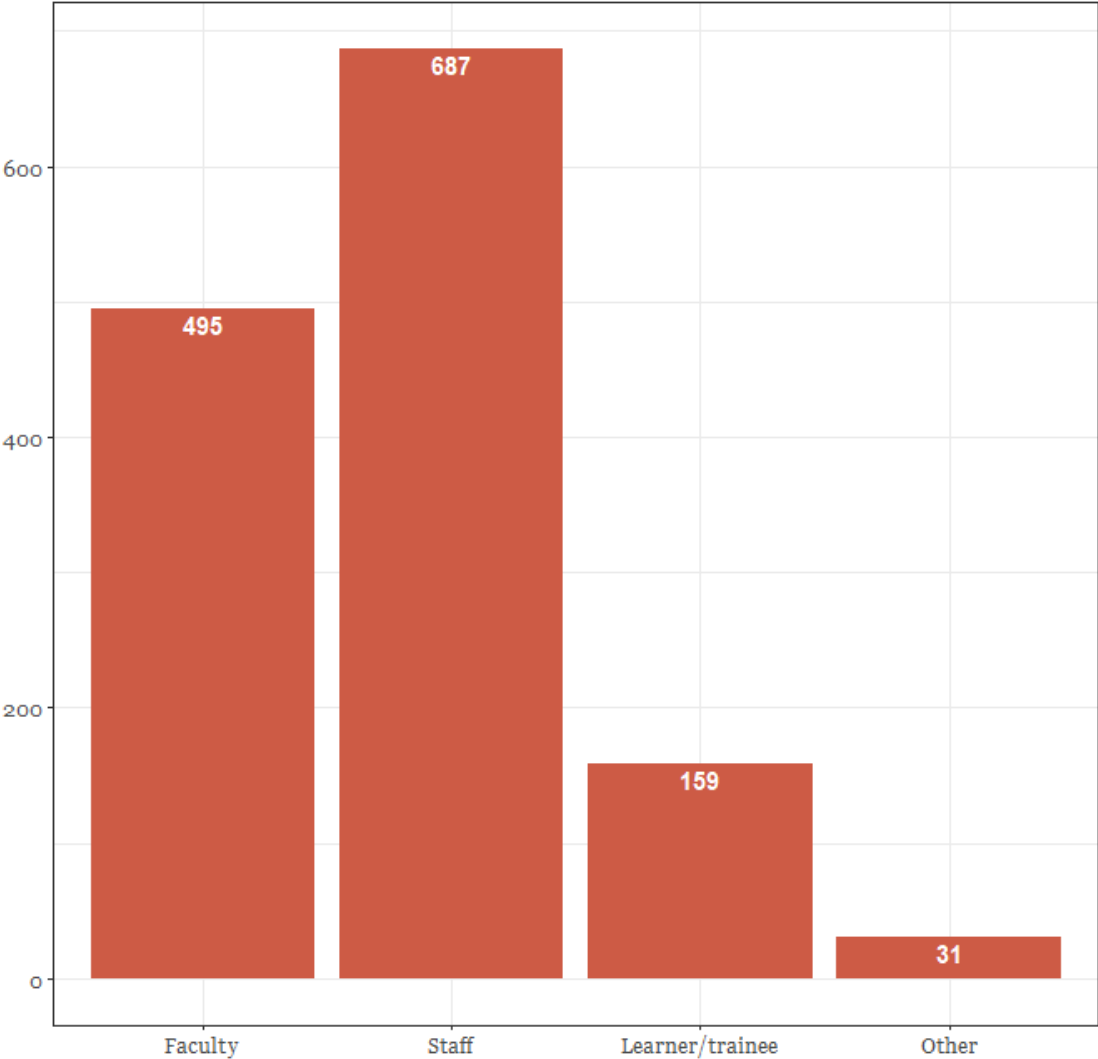
**Figure 2. Respondents by Pledge Category**



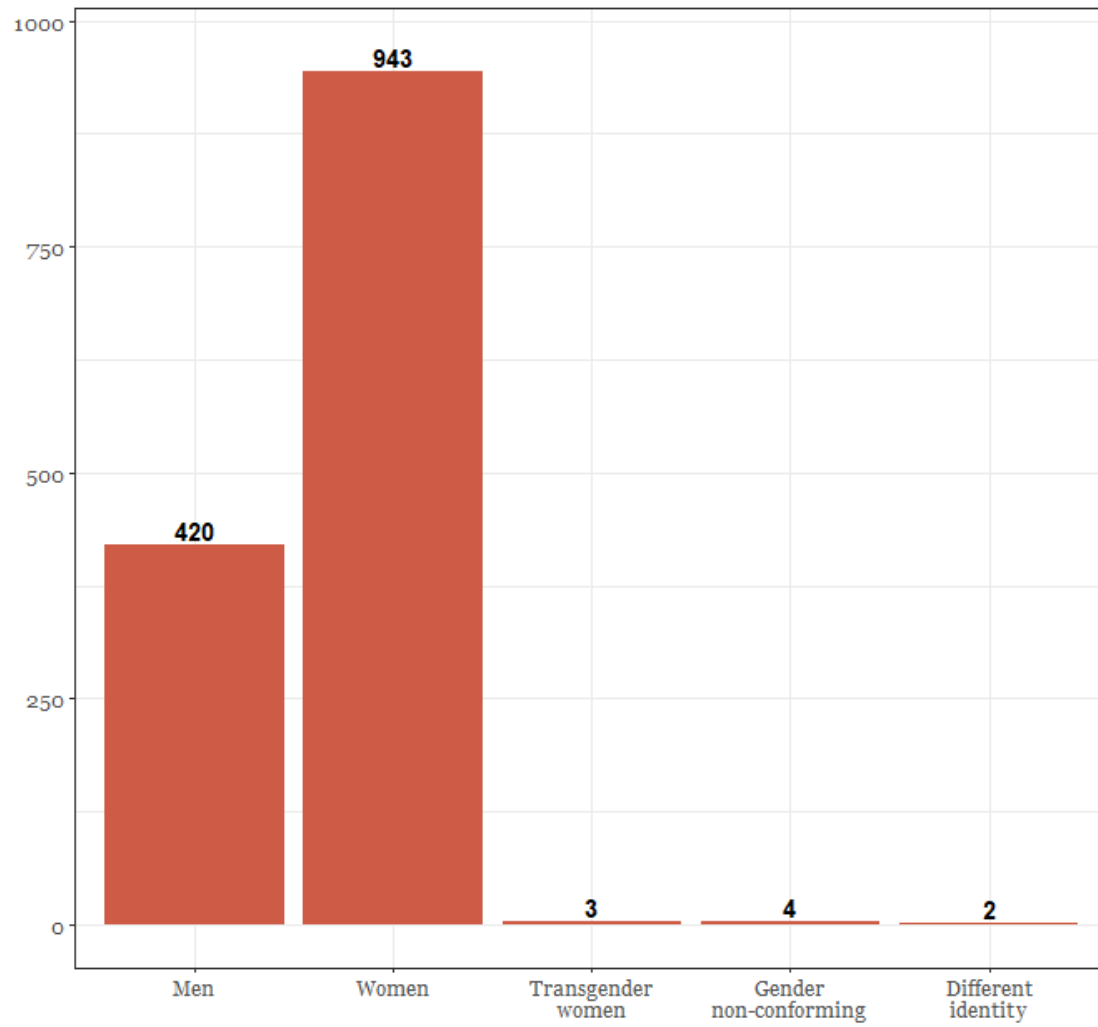
### Who's Pledging?

The demographics of the faculty and staff that pledged matched the MCW population fairly well (Table 1). There was, however, a slight under-sampling of men and Asian for both faculty and staff, and a slight oversampling of staff between the ages of 40-49. Overall, the group of participants in the IWill campaign was more diverse than of those that typically show up to events/programs related to gender equity. We thank everyone involved for helping to make that happen—the women who pledged and everyone who helped us grow our cohort of men allies!

**Figure 3. Respondents by Position**

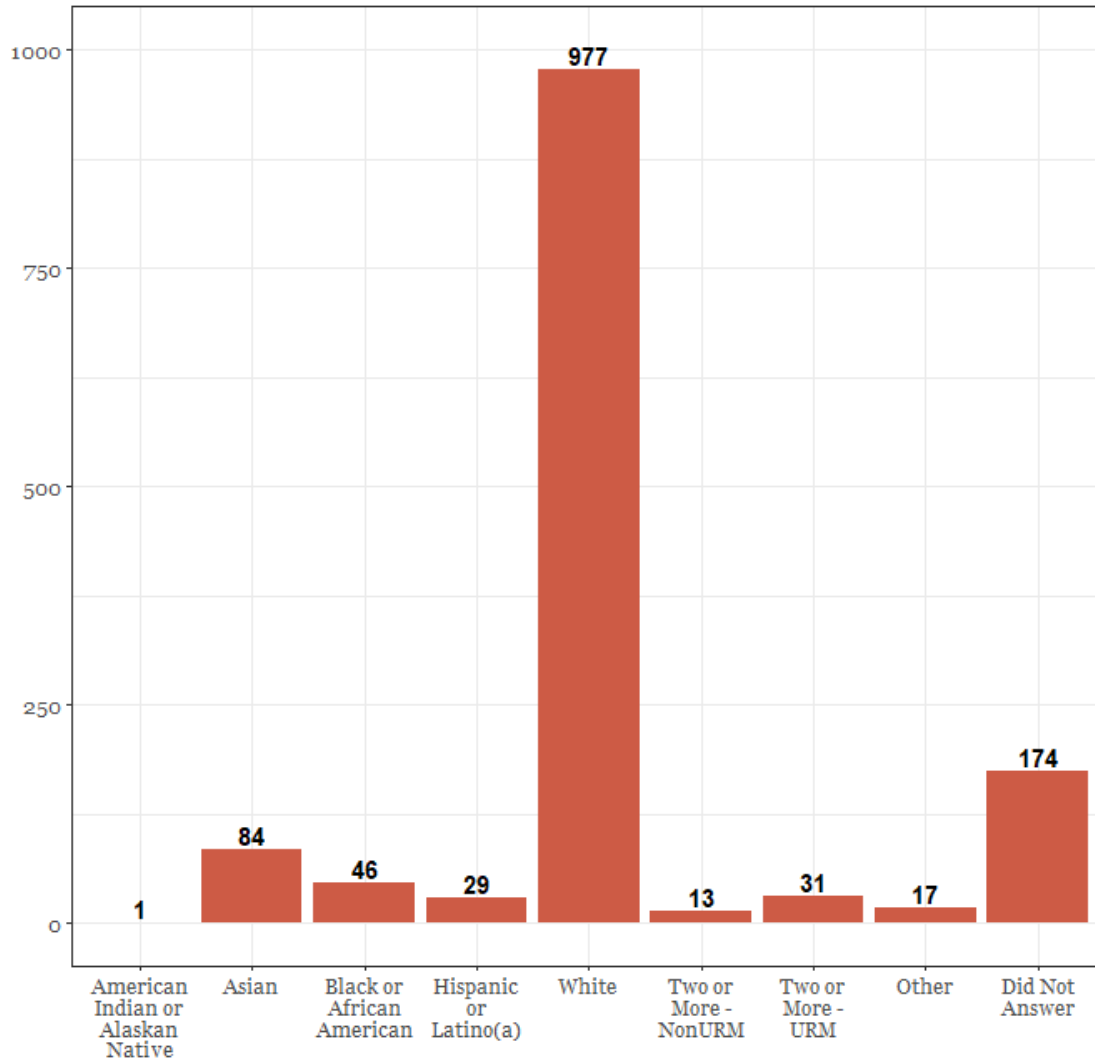


**Figure 4. Respondents by Gender**



Note: The large number of women is driven by staff, whose population is 75 percent women

**Figure 5. Respondents by Race**



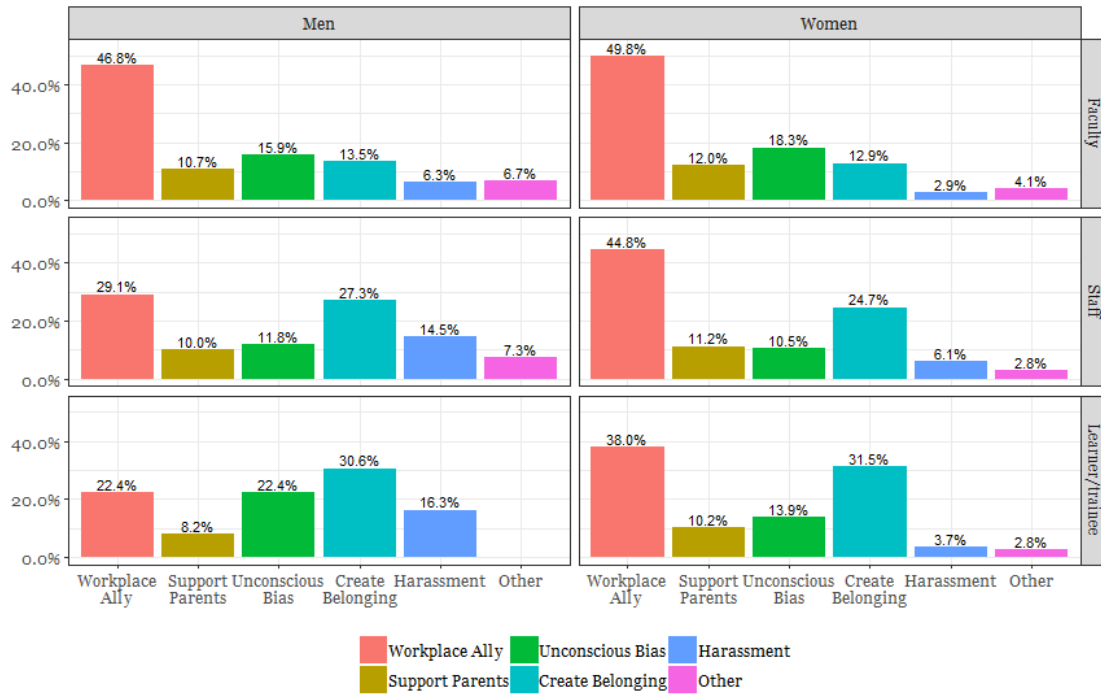
[INSERT TABLE 1]

## What Did We Pledge?

**Pledge Differences by Gender:** Men and women faculty had a similar distribution across their pledge categories. Women staff, however, were more likely to pledge to be a Workplace Ally, while men staff were more likely to make a pledge around Harassment.

**Pledge Differences by Position:** Staff were more likely than faculty to make a pledge to Create Belonging, while faculty were more likely than staff to make a pledge related to Unconscious Bias. Men faculty were also more likely than men staff to pledge to be a Workplace Ally.

**Figure 6. Pledge Category by Men vs. Women and Position**

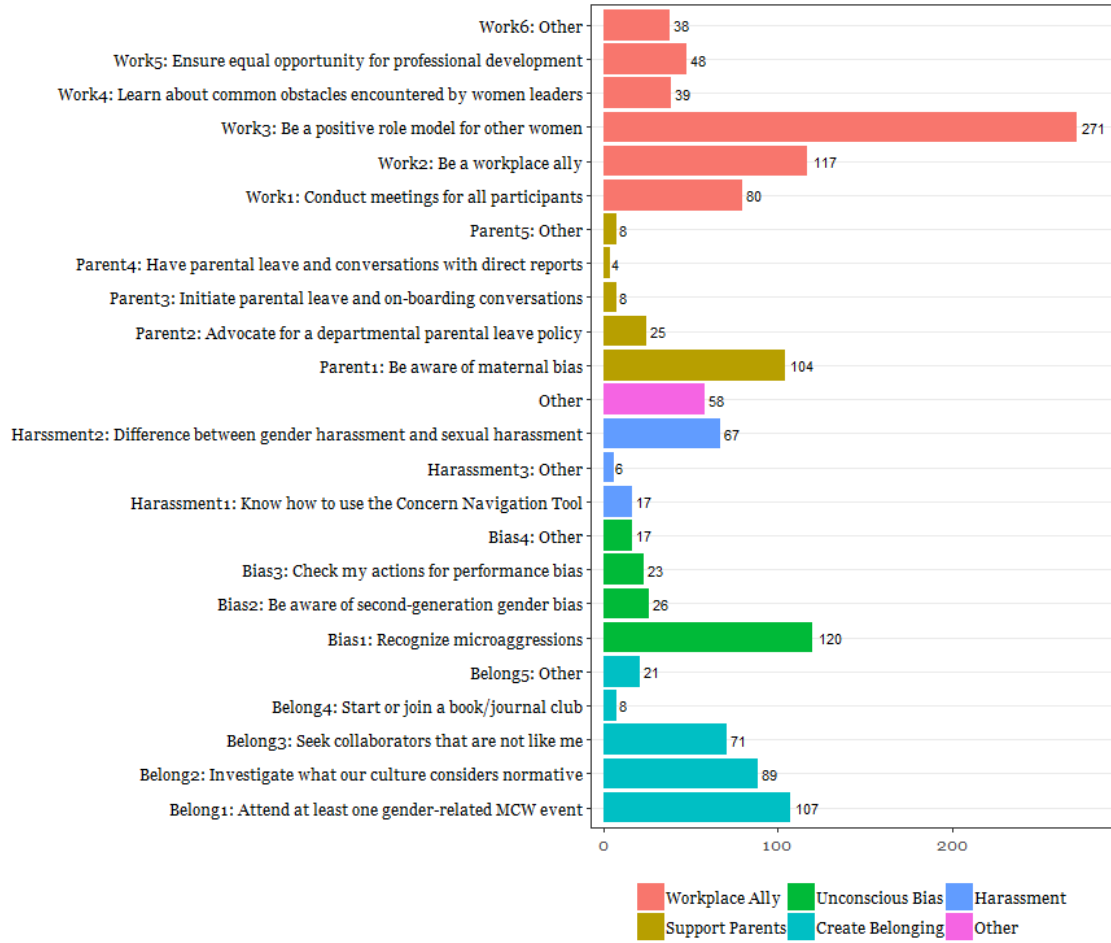


## Pledge Details

Figures 7 and 8 represent counts of each pledges. A summary of the pledge is listed on the left and the count is provided on the right. The first figure shows that the most popular pledges were “Be a positive role model for other women” (Workplace Ally), “Recognize Microaggressions” (Unconscious Bias), “Attend at least one gender-related MCW event” (Create Belonging), and “Be aware of maternal bias” (Support Parents). These pledges represent a diverse range of pledge categories, with four out of the five pledge categories represented.

The second figure shows the same data broken down by gender. Here we see areas where men and women align in their desire to work on a pledge. In the Workplace Ally Category, men and women pledged equally to nearly all the pledges, with exception to “Be a positive role model for other women.” “Being aware of maternal bias,” “Learning about gender harassment,” and “Recognizing and mitigating microaggressions” were also areas where men and women aligned.

**Figure 7. Pledge Count by Pledge Category**





**Figure 8. Pledge Count by Men vs. Women**

