



“Improving, changing, and exploring the roles of women and men in planning.”

## Promoting Student Research

### **GENDER BASED HORIZONTAL AND VERTICAL STRATIFICATION OF WORKPLACE CHARACTERISTICS: A STUDY OF THE PLANNING PROFESSION IN THE STATE OF OHIO by Vandana Wadhwa**

The status of women has long been secondary to that of their male counterparts, particularly in the workplace. Women earn lower salaries, hold positions of relatively less authority, and at times feel isolated in the “man’s world” of the work arena. However, over the last few decades much has changed in favor of women. Nevertheless, a pilot study conducted by the author using 1995 data for planners in the U.S. reflected gender based wage differentials that prevailed despite similar experience and qualifications.

The purpose of this study was to extend the scope of the previous one. It attempted to explore the existence of gender based differentials in the planning profession with regard to variables such as earnings, horizontal (field of specialization) and vertical (job title) occupational segregation, type of employer, location, and perceptions towards mentoring, promotion, and decision-making roles.

The hypotheses are embedded in existing theories dealing with wage differentials and occupational segregation, such as neoclassical, structuralist, feminist, and other (glass ceiling, rational discrimination) theories. The methodological basis of the study was primary data collection on Ohio planners by a web-based questionnaire, surveying variables such as those mentioned above. The data were then subjected to statistical analyses, using simple descriptive statistics and appropriate univariate analyses.

*Vandana received her PhD from the University of Akron (Dept. of Public Administration and Urban Studies) jointly with Cleveland State University.*

**For Vandana's entire paper, please go to:**  
<http://www.urban.uiuc.edu/apa-pw/Papers/Gender.pdf>

## We've all heard the statistics and generally it's common knowledge that women are second to men in the ranks of total earnings, with variations in the rankings influenced by race and sexual orientation. However, according to Laurent Belsie's August 1, 2003 article, "Where do women out-earn men? Hint: not a city," in the *Christian Science Monitor* there are places in America where the opposite – women making more than men – is completely true. The article quotes Census figures and illustrates a handful of counties in the nation where the typical full-time working women earns more than the average male counterpart.

Belsie states that one might assume that this pay disparity occurs in the most liberal and urban areas like Massachusetts. However, it's rural America where you'll find seven counties with women out-earning men. An advantage for the women, maybe, but Belsie says that pay-equity advocates are not cheering as the trend isn't exactly much of a trend since over 3,000 counties are still primarily described as being male-dominated earning areas. Overall, though, the gap has narrowed. Last year women earned approximately 76 cents for every dollar men earned.

So, where are these top-earning, female-dominated counties?

- Aleutians East Borough County (Alaska)
- Bent County (Colorado)
- Blaine County (Nebraska)
- Crowley County (Colorado)
- Golden Valley County (Montana)
- King County (Texas)
- Ziebach County (South Dakota)

For the full article in the *Christian Science Monitor*, go to [www.csmonitor.com](http://www.csmonitor.com)

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**And much more!**

# The Chair's Corner

Volunteers are needed for several division activities. These are important issues for women and opportunities to make a difference. To help set the tone, go to [www.urban.uiuc.edu/apa-pw](http://www.urban.uiuc.edu/apa-pw) and click on research. There you will find a copy of the 1984 APA Task Force on the status of women and minorities in the profession. Read this and reflect as to whether there have been advancements. If you have stories to tell, please send them to us for the next newsletter. While you are at this web site, you will notice that I have posted a recent PhD dissertation concerning the status of women planners in Ohio.

## Overview of the recent APA leadership meetings in Chicago

### Education Summit

A historic event occurred the day before the leadership meetings were scheduled to begin. This event referred to as an Education Summit encompassed representatives from the DC and Chicago national staffs, PAB, ACSP, AICP, APA, chapter PDOs, CPC, and DC. The purpose of this summit is to discuss planning education, core planning curricula, professional development, and the collaborative possibilities of these entities. The summit was strongly financially supported by the CPC, engendered by the education summit task group, and PAB document sent forth from the DC to CPC and the APA Board.

This opportunity opened the doors for conversation and understanding across the academic and practice sides of

planning. Several of the issues that you will be hearing more about are: determining the core planning knowledge/curricula, establishing the AICP exam as a reflection of this education, identifying the professional development needs, and suggesting changes to the PAB criteria for accreditation.

There is a brief mention of the summit on the present Interact. In the near future, the various documents used and produced for the summit will be on the APA web site. Keep checking the web site for these additions.

### Leadership Meetings

The divisions and division council are working toward avenues of using all of the expertise represented within the divisions toward professional development, APA policies, putting forth ideas about the core planning curricula, and research suggestions. The discussion lead to ways the divisions could collaborate. A first effort is a proposal brought forth by Whit Blanton, chair of the Transportation Division, for the 2004 conference. It has to do with organizing a symposium around the topic of placement of airports. In fact, he is seeking input on this topic and suggestions for speakers. This is an excellent opportunity to bring up ideas related to the impact on women, housing, noise, transportation, displacement, etc. Whit's email address is [wblanton@ciesthatwork.com](mailto:wblanton@ciesthatwork.com)

**All of this discussion made it apparent that the PW Division might work on developing a white paper concerning the national focus on women's planning issues that can be presented to the Division Council during the national conference next April. The long term goal is that the white paper would then go to the board. It is rather clear when national uses the term minorities in documents and discussions that this term does not encompass women. Therefore, it becomes incumbent on the division to make certain that these topics gain visibility on the national level. I am asking for 4 volunteers to make up a task force to develop the white paper.**

**If no volunteers, I will be contacting the membership.**

**I know that many of you have developed courses that include a focus on women's issues and many have examples of how women have changed the paradigm of planning. Please send**

**me the syllabi of these courses. These could evolve to be part of the development of the educational component of the core knowledge of planning. I am asking again for 4 people to make up a task force to put shape to these documents so a paper may be presented at the next leadership meeting.**

The SPO leaders came to the divisions with the request for research ideas for master level students. Here is a terrific opportunity to put forth your research ideas and maybe even collaborate with a student. The product could be a publication and presentation at the national conference.

No less important, many of the committee reports used during these meetings, such as the APA ASAE Peer Review Report, APA Board Governance Report, Board Policies, Election Reform, and by-laws revisions are supposed to be put onto the APA web site. I do not know how soon.

The online survey about the status of women is in the last stages of revision.

As always, your comments and ideas are very welcome especially now that the leadership environment is on the verge of many advances.



Pattsi Petrie, Chair

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**The following is a summary and recommendations concerning continuing professional development topics and modes of learning based on recent research presented to the APA Leadership Education Summit this past September . . . By Patsi Petrie, Chair**

There is very little research concerning the continuing professional development (CPD) needs of practicing, let alone citizen planners, along with their preferred modes of learning. The lack of this data is significant because there is an ongoing discussion concerning CPD within the American Planning Association (APA) and American Institute of Certified Planners (AICP). There is an additional aspect to the discussion that has to do with mandated vs voluntary CPD. Making this even more complex is the unanswered question-- what entities are responsible for such CPD programs. A few have argued that there is a responsibility of continuing professional education within the Planning Accredited Board (PAB) institutions since CPD and outreach are part of the criteria for accreditation, though not weighted heavily during the accreditation process. The purpose of this research project is to collect baseline data to be used as a decision enabler. The research focuses on the CPD needs of practicing planners and the preferred modes of learning for CPD programs. The population surveyed is the APA membership along with Planners Network and Association of Collegiate Schools of Planning memberships. The research method is an online survey. The sample is not random, but geographically distributed. The response rate is 468. To enhance the validity and reliability, the same type questions are used in this research as were used in a similar previous research project, concerning preferred modes of learning. The analysis was done using SAS. The survey instrument and complete analysis can be viewed at [www.urban.uiuc.edu/ce](http://www.urban.uiuc.edu/ce). This research indicates the CPD needs of planners and how planners prefer to learn. This information should be useful for all of the above-mentioned organizations for the design and implementation of such programs. Even though the research does not focus on these issues--who needs CPD (AICP members, APA members, all practicing planners, citizen planners), whether CPD should be mandatory vs voluntary, and what venue is responsible for offering CPD programs--does not negate the importance of these results.

### Modes of Learning

Rank *order* of the modes of learning

Workshop  
 Consult Local Colleague  
 State APA Conference  
 WWW  
 Symposium  
 Consult State Colleague  
 Other Professional Conferences  
 National APA Conference  
 Regional APA Conference  
 Consult Colleague in another Profession  
 Professional Listserv  
 Planning Magazine  
 PAS  
 Consult National Colleague  
 Chapter Newsletter  
 Books  
 Search Online  
 Planetizen  
 Journals  
 Division Newsletter  
 Other Professional Newsletters  
 Online MUP  
 PLANET



Workshops are clearly the preferred mode of learning based on any analysis—by years since last formal degree, region, degree major, and response. This is not the mode of learning being adopted by APA. This dichotomy indicates the need for a reevaluation of how CPD programs are being delivered. Some of this mismatch may be caused by the significance of cost to attend a program (see below). If symposia are factored in, there is a strong preference expressed for small learning environments with hands on opportunities.

Consulting with local, state, national, and other professional colleagues clustered in the top half of the preferred modes of learning. This mode can easily enhance the opportunity to lose best “planning practice” or the planning compass as information is verbally passed among colleagues.

State, national, and regional conferences also clustered in the top half of the preferred modes of learning. Since only 7% of the APA membership attends the national conference, the significance of the regional and state conference increases in importance. Therefore, it becomes incumbent on chapters to offer an equally, leading-edge program on the state level as is the national; however, this is very hard to accomplish using volunteers.

The above (7% attendance) is further supported by the respondents’ identification that anything that can be considered a cost, such as program fee, travel, housing, are identified as major inhibitors to attending CPD programs. Budgets appear to be designed to facilitate agency directors to attend such programs, but not planner I & IIs, particularly at the national level. Costs have a greater negative weight than quality of the program being offered or possible CPD credits to be earned.

Based on the low priority attributed to the use of planning associated publications, such as division and chapter newsletters, *Planning*, and *JAPA*, as a mode of learning, it appears appropriate to evaluate the educational worth of these publications. When the time and cost of producing any of these publications is added to the consideration, this should stimulate changes in both content and format. At a minimum, both the chapter and division newsletters could be delivered electronically. This would liberate huge amounts of funds to be used for other purposes. A shift of chapter funds, from the cost of producing newsletters, could be devoted to state or regional conferences.

There appears to be little difference in the preferred modes of learning when analyzed by gender.

The above results concur with previous research results.

***Continued on following page.***

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### CPD Topics

Ranked order of CPD topics:

Planning Law	Public Hearing
Management	Traditional Neighborhood Planning
Natural Environment	Capital Improvement
Economic Development	PC Training
Community Development	Zoning
Negotiation	Housing
Planning Ethics	Sustainable Development
GIS	Transportation
Planning Technology	Impact Fees
Zoning Administration	Energy Conservation
Constituency for Planning	Green Construction
Built Environment	Historic Preservation
Urban Design	Tourism
Subdivision Design	

The highest ranked CPD topic is planning law. The ever-changing nature of planning law indicates the need for an annual update. When these topics are analyzed by years since last degree, APA regions, and degree major, there are variations in the rank order. (See [www.urban.uiuc.edu/ce](http://www.urban.uiuc.edu/ce) ) When the topics are analyzed by gender, women rank social issues, such as housing and historic preservation, higher than men. The identified CPD topics, particularly those ranked within 1-5 years since last formal degree, indicate the importance of revisiting the course work required to earn a planning degree. There is a disconnect between the prioritized ranking of these topics: natural environment and energy conservation and green construction, and economic development and historic preservation and tourism, which is very interesting.

### Next Steps

According to Wim Wieval, during the APA 2003 National Conference Opening Session, “We need CPD to keep our degree curriculum fresh.”

- Capture this opportunity to avoid the same mistakes made by every other professional organization in conjunction with CPD and CPS programs and the delivery thereof. The normative model is not necessarily the best model. (There is much literature on this subject.) Most of these programs are evaluated by the market model not the learning model and are developed by individuals with absolutely no knowledge base as to how adults learn.
- Lay out a 5-year plan to implement the above suggestions
- Use PAB accredited institutions as the beginning foundation to help develop CPD programs. The expertise to do this exists in these institutions. The variation of rank order based on APA region and degree major makes it clear that “one size CPD program fits all” may not be appropriate. This is a second reason to initially build partnerships between chapters and nearby PAB accredited planning programs.
- Publish all newsletters electronically
- Seriously consider distributing *Planning* electronically
- Redefine *JAPA* so it is a educational source for practicing planners
- Redirect funds saved from a change in publishing format to chapters as support for their CPD programs.
- Collaborate with academic researchers to develop valid and reliable evaluative tools for the effectiveness of the CPD programs. (This is not being done, yet many programs are being developed and delivered.) The measurement needed is whether CPD programs cause a planning paradigm shift. ■

## Networking the Woman Way: Series to Highlight Networking Groups

By Karen Shakira Khan

**T**he advantages of networking are numerous and varied – from landing that ideal job to making important strides in attaining your professional planning goals.

Much research on gender and society show that women participate in networking differently than the way men do, although the sexes share similarities. Women are socialized differently than men, thus their interactions are different. As the working world has traditionally been dominated by men and really only recently in the last 50 years or so has opened up to include women, networking has become this business standard that many men may have mastered, but one that many women may be staggering behind.

Regardless, we know that women have their own means of networking outside of the male-traditional model. Join *PW* as we highlight some organizations that offer great networking opportunities for women.

*For more information and a brief about*

*Advancing Women, an excellent*

*resource for networking, go to page 7.*

# MEMBER SHIP announcements

## Volunteer(s) Needed!

PW is looking for a volunteer interested in learning about and then creating a fact sheet about buildings in DC designed by women to be distributed during the 2004 APA National Conference in that city. A couple of possible sources might be the national headquarters of AIA and the Building Museum, both in DC.

## E-mail Update

Please remember to keep all APA membership information current, especially email addresses.

Thanks!

## Check it out!

The 1984 APA task force report on women and minorities is now on the web site, go to

<http://www.urban.uiuc.edu/APA-PW/rspapers.html>

## Mentoring Program Possibility for Division, Women in LA Example

Valorie L. Hennigan, ASLA Chair, recently published an excellent article on Corporate Mentoring Programs, for The Women in Landscape Architecture newsletter. The article explained the top 7 reasons to establish a mentoring program and proceeded to lay out step-by-step how to create a successful program. PW may be considering the possibility to creating our own mentoring program and this article is certainly helpful. As a good introduction to the program, please take a look at the article at <http://host.asla.org/groups/wlapigroup/> and look for the Women in Landscape Architecture newsletter, Volume VIII, Number 1, 2003.

There are certainly benefits from developing a mentoring program that coincide with some of the issues raised by the networking organizations that are specifically for women. From the literature on networking and women, it appears that women do not necessarily participate in mentoring in the same intensity as men. Thus, men receiving advice from experienced mentors (usually male) may have a competitive advantage over other men and women who do not have mentors. The purpose of creating this program, if approved, would be to encourage division members to take on the role of either the mentor or the person being mentored in the effort to help the division's members succeed overall.

**Please send us your thoughts concerning establishing such a program.**

## Mentoring Possibilities for PW?

Winter is right around the corner. For now, I am enjoying admiring all the vibrant colors of the leaves on the trees that will eventually cover my yard. Just as the seasons are changing, so are the seasons in our lives.

As planners many of us have the opportunity to shape the futures of cities, towns, and neighborhoods everywhere. In the spring, we will gather at the national conference in Washington, DC to reflect upon and share how we have influenced the lives of those who live in communities where we work and live.

I am really excited because it occurred to me that each quarter by generating issues of our newsletter Karen, Patti and I have the opportunity to share with you a glimpse of how women are changing lives in their roles as planners.

While preparing this issue, I discovered that a woman designed the Vietnam Veterans Memorial. I am not ashamed to confess that I did not know that. There is also an article about networking and one about how to set up mentoring program. We are seeking feedback from our readers regarding your interest in developing a mentoring program for Planning and Women Division members.

As you enter into a new season or your life, please take a moment to contact us and let us know how we can be of service.

*Angela*

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## Fannie Mae Walks for the Homeless

Throughout the months of November and October, The Help the Homeless program is coming to the nation's capital. The program is a collaborative effort of Fannie Mae and local nonprofits providing services to homeless persons. Businesses and members of the professional community are also partnering with Fannie Mae to raise funds.

The money raised will help to bring awareness of nonprofit homeless service providers in the DC metro area. The Walkathon, as it is called, is a great event that pairs adults and youth, organizations and individuals in a community effort to alleviate homelessness. While community walks are scheduled all over the metro area, the actual walk on the national mall will take place on November 22<sup>nd</sup>.

If you're in the area, please take the opportunity to participate in a great event for a great cause.

Since the annual APA conference will be held in DC next year, look for more information about the DC area in the upcoming newsletters. We plan to give you information that will help you get around the town, see the sights, but also some of the not-so-touristy stuff.

The annual Planning and Women Division meeting will be held at Meskerem's Ethiopian Restaurant located (technically) in the Adam's Morgan Neighborhood, but very close to Dupont Circle.

Karen

# RANTS!

## You know you've got one

In our continuing effort to provide you, the reader with new and interesting aspects to your newsletter, we present Rants.

No one ever intends to just go off on rants, but hey, sometimes the world just gets to you and when no else is there to listen – *PW* rushes to the rescue!

Share your views to educate and enlighten or to just get stuff off your chest. Send us what's on your planning mind. Rant to us anonymous or not.

– Email [karenskhan@comcast.net](mailto:karenskhan@comcast.net)

Women's Networking Series . . . . . Continued from p.1

## Advancing Women

**Advancing Women** began in 1995 as a means to use the power of the internet to encourage and support women in career and goal advancement. The organization is based on the premise that the workplace is much different for women than for men and one way in which to succeed is through creating networks with other women.

- AW gives women tools to support their goals such as a business center, a career center and a networking section. AW encourages women to utilize technology in the effort to increase capabilities and open new markets.
- AW generally targets women who own their own businesses or who are executives and leaders in their professions. Young women college graduates who are newly entering the workplace are also included and mentored by experienced members.
- The organization has been featured in Elle, Self and other magazines. In addition to serving as a resource for women, AW offers research and organizational analyses.

*To learn more, go to [www.advancingwomen.com](http://www.advancingwomen.com)*

## Maya Lin-A Courageous Woman Who Designs Memorials

**M**ake sure you go and visit the Vietnam Veterans Memorial when you come to Washington, DC for the APA National Conference in 2004. After conducting research about the young woman who designed the memorial, I will certainly view it with a different level of appreciation the next time I go and visit the site.

In 1981, at the age of twenty-one, Maya Lin submitted the winning entry to determine who would design the Vietnam Veterans Memorial. The selection of Maya was controversial for several reasons—she was young, a woman and Asian American. Maya defended herself against bitter attacks from the media, politicians and activist groups who opposed her design. In addition, many felt that Maya's unique black granite design did not fit with the monuments associated with the Nation's Capital.

In addition to designing the famous Vietnam Veteran's Memorial, Maya also designed the famous Civil Rights Memorial in Alabama. To find out more about Maya Lin, you can go to Great Buildings Online and click on "Vietnam Veteran's Memorial."

## Important Dates to Remember

1. America Recycles Day is November 15<sup>th</sup>.
2. The APA National conference will be in Washington, DC April 24-28, 2004.

### PW Conference Events:

Mobile Workshop, "Annapolis, Maryland: Women Leading Women" TBA.

Session, "Integrating Women In The Planning Process; Ideas, Practices And Techniques" Tentatively April 26

Exploratory Workshop, "Women and Public Policy Planning" Tentatively April 27

3. The Planning and Women Division will be holding its annual meeting at Meskerem's Ethiopian Restaurant near Dupont Circle, DC on April 27, 2004. Check out Meskerem on DigitalCity.com. It's considered to be DC's best Ethiopian restaurant, located in the Adams Morgan neighborhood.

4. The National Organization for Women and sister organizations the Feminist Majority, NARAL/Pro-Choice America and Planned Parenthood are having a massive march on the National Mall in DC. Planning and Women Division members are invited to attend. The event takes place April 25, 2004. Check out [www.now.org](http://www.now.org) for more details.

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If you have any questions, please let us know. Submissions are gladly accepted, although *PW* reserves the right to edit materials as needed.