

Teach About Women



educating champions for gender equity

Teach About Women Mission
Business Plans & Funding
Prepared by Georgina Emerson

About Me | Journey to Teach About Women



Georgina Emerson

Professional Experience

Founder, Teach about Women

History Teacher, Hewitt School

Private Tutor, Self-Employed

Social Studies Teacher, New Heights Academy

Teacher, S.T.A.R.T

Fundraiser, Acción Emprendedora

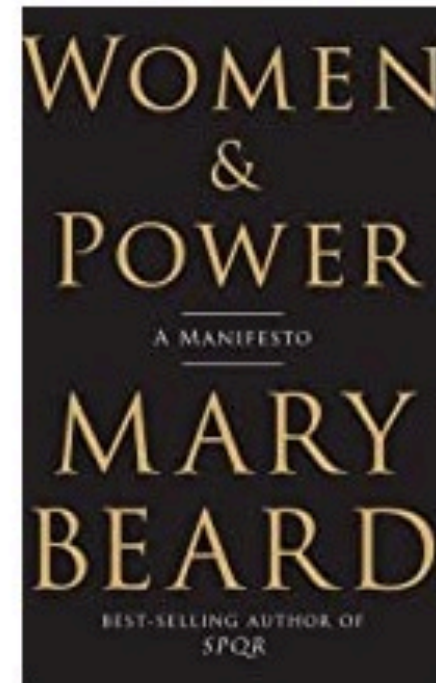
Education

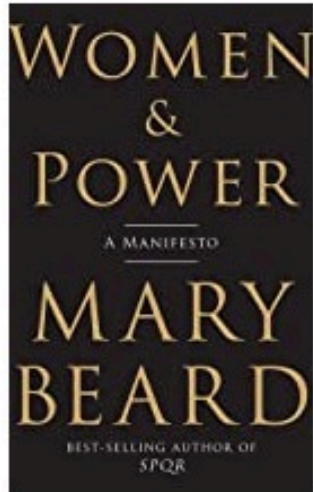
Masters in Comparative Literature, Dartmouth College

Masters in History, L'École des Hautes Études en Sciences Sociales

Bachelors in Religion, Dartmouth College

Teach About Women | Pivotal Moment





Women & Power: A Manifesto

by [Mary Beard](#) | Dec 12, 2017

★★★★☆ ~ 470

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At Teach About Women,
we believe this isn't enough.

Teach About Women | The Problem

The problem starts in schools and extends into the professional world, limiting women's opportunities in business, politics, and technology.



In schools, male-oriented curriculum, unconscious bias, and discriminatory policies limit student opportunities to learn, thrive and lead.

2% of topics in US History classrooms address women in the workforce. 63% of them discuss women in domestic roles.⁴

6 female leaders are mentioned by name in most high school history programs—that's in all four years.⁵

64% of girls worldwide self-select out of STEM fields before the age of 15.⁶



Despite recent gains, the gender leadership gap persists in business, politics, and science.

25% of "c-suite" executives are women.¹

23% of congressional seats are held by women.²

16% of engineers are women.³

Teach About Women | Pivotal Question

Why do schools in the US continue to perpetuate toxic gender dynamics?



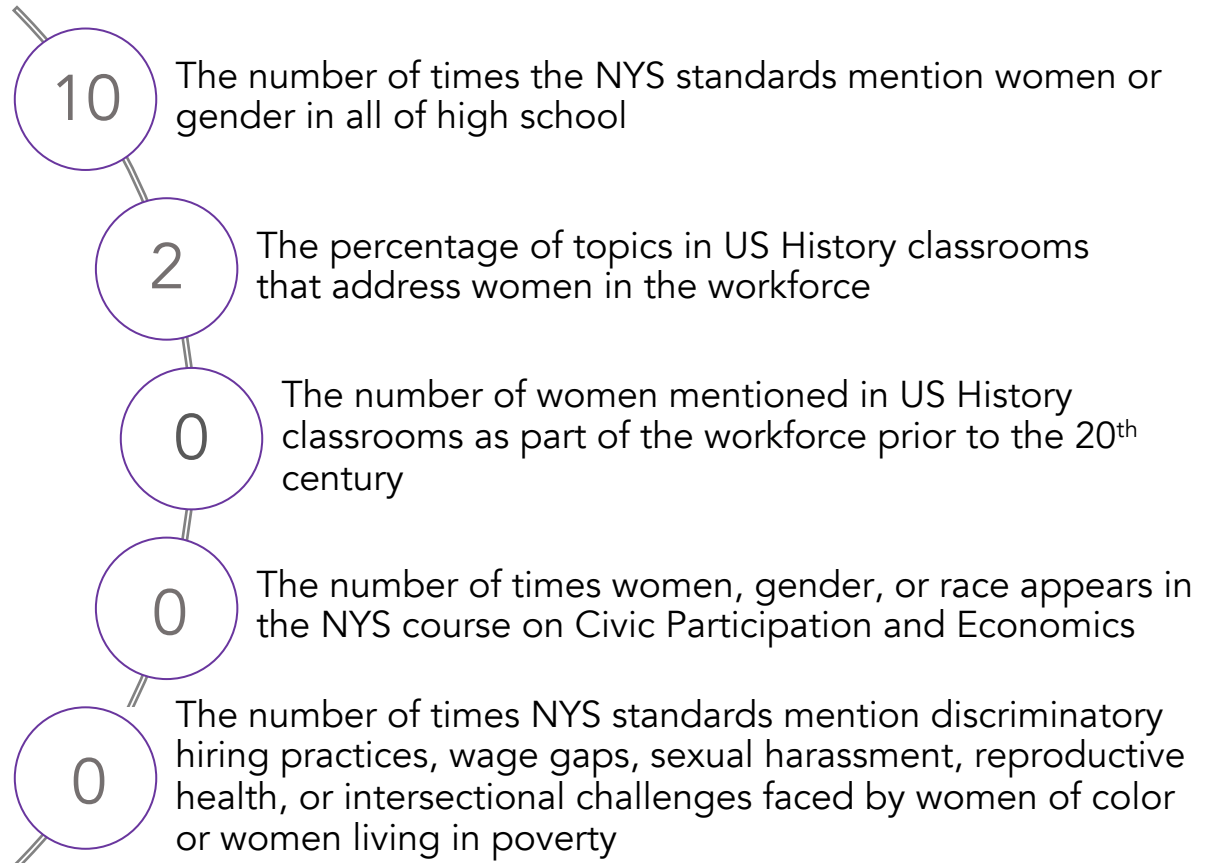
Outdated guidelines | Lack of Resources | Lack of Training



Challenge #1 | Outdated Guidelines

Outdated guidelines like these from New York State (right) perpetuate negative gender stereotypes and fail to provide students with guidance on how to address pressing problems like gender pay gaps.

Source: "Where are the women? A Report on the Status of Women in the United States Social Studies Standards" by the National Women's History Museum
<https://www.womenshistory.org/social-studies-standards>



Challenge #2 | Lack of Resources

Textbooks and classroom resources provide little help to busy teachers looking for material.

Rather than weaving discussions of gender roles and women into the central narrative, textbooks like the 2009 edition of McDougal Littell's World History tend to include women in short, separate sections with headings like "women's roles." In fact, most history textbooks mention women on fewer than 9% of their pages.

Science and math textbooks, while pretending to take a gender-neutral approach alienate girls to the extent that some 60% of girls self-select out of advanced STEM courses during middle school. (Pajares 2005; Tan et al. 2013).



Challenge #3 | Lack of Training

Across subjects, teachers lack the training in how to promote gender equity in their classrooms.

Even though educators have known for more than 20 years that “gender-conscious teaching can help all students dismantle stereotypes and grow without the restrictions that come from bias,” schools continue to struggle with systemic change.

Administrators and school leadership fail to provide faculty and staff with support, resources and funding to make gender equity a priority in their communities. Any single change a teacher makes in a classroom or an administrator makes to a policy fails to build momentum towards a larger change to the school’s culture and environment.

Unconscious gender bias and subtle discriminatory practices continue to be a part of most K-12 schools.



Teach About Women | Our Solution

Vision

We envision a society where everyone has the same opportunities to learn, thrive, and lead, regardless of gender.

Mission

We educate young people to champion gender equity in their personal lives, communities, and workplaces.

Approach

We provide K-12 educators with curriculum, training and certification to integrate gender equity into every aspect of school life.

Impact

Over the next five years, we will certify 10,000 teachers at 1,000 schools to educate 1,000,000 students to close the gender leadership gap.

Teach About Women | Every Aspect of School Life

We certify to K-12 educators to teach content, use practices, and cultivate environments that integrate equity, especially gender equity, into every aspect of school life.

Our three-pronged approach pushes schools to adopt the systemic changes essential to cultivating a truly equitable educational culture.

Content

- We give teachers entire curricula and supplemental resources that explore and celebrate the experiences of women & encourage critical thought. Our programs urge students to embrace gender equity as a fundamental tenet of a thriving society.

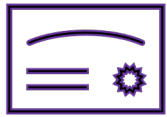
Practices

- We train educators to use practices that foster success in every student, regardless of gender. Our empowering practices limit unconscious bias, stereotype threat and discrimination.

Environment

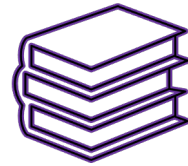
- We work with K-12 educators to cultivate anti-bias environments that foster critical thinking, empathy and positive self-esteem.

Teach About Women | Dual Offerings



Teacher Training & Certification

- Aimed at teachers in every subject and age level
- 40-hour structured training program (self-paced or instructor-led)
- Provides resources & practices in all subjects to fosters success for all student regardless of gender
- Culminates in Certification as Educator for Gender Equity
- Completed certification provides ongoing materials, resources and events at no additional cost
- One-time \$750 cost per teacher (cost vary based on self-paced or instructor-led)



Academic Curriculum

- Beginning in History, grades 7-10, then expanding to cover math, science, English, and Languages, K-12
- Gender-inclusive curriculum for US & Global History
- Curriculum includes structured unit & lesson plans
- Ongoing support provided during first semester implementation
- One-time \$5,000 cost for US History Curriculum and first semester support
- One-time \$5,000 cost for Global History Curriculum and first semester support
- One-time \$7,500 cost for US & Global Curriculum and first semester support



Certification & Curriculum are discrete offerings providing flexibility to implement one or both.

Teach About Women | Outcomes & Key Results

Five Year Plan

Train 10,000 teachers at 1,000 schools, providing them with the tools and curriculum to educate 1,000,000 students to champion gender equity in their lives, communities, and workplaces.

Upcoming School Year (2021-2022)

Train 500 teachers at 50 schools and reach 50,000 students.

Teach About Women | Funding Strategy

Initial Funding Strategy: Supporting School Year F2021-S2022

- Upfront outside investments & fundraising efforts supporting curriculum development, certification program creation & digitation, and operations/marketing

Projected Funding: \$600,000

Ongoing Funding Strategy: Supporting 5-Year Plan

- School-funded implementation of curriculum & certifications
- Continued outside investment and fundraising efforts supporting scalability

Projected Funding: \$15,900,000

**Inclusive of \$600,000 for F2021-S2022*

Teach About Women | F2021-S2022 Goals & Funding

Curriculum

- Finalize US & Global History curriculums
- Pilot US & Global History curriculums across 5 schools

Training & Certification

- Finalize Teacher Certification Program
- Enroll and certify 500 teachers across 50 schools

Operations

- Design and implement impact metrics for measuring the efficacy of our programs
- Enhance and maintain analytically-driven website
- Create and operationalize scaled marketing and outreach

Teach About Women | F2021 Goals & Funding

US & Global History Curriculum



\$30,000

Hire teachers to create US & Global History curriculums – by Aug 15th

Finalize US & Global History curriculums – by Oct 15th

Identify & enroll 5 schools for curriculum pilot – by Nov 15th

Prepare 5 schools for F2022 pilot – by Dec 15th

Teacher Certification Program



\$25,000

Hire teachers to create certification program – by Aug 1st

Finalize certification materials – by Sept 30th

Build online digital program – by Dec 15th

Operations & Marketing



\$50,000

Partner with school of education to design impact study

Website updates and continues enhancements – ongoing

Create marketing and other collateral to support all activities – ongoing

Teach About Women | S2022 Goals & Funding

US & Global History Curriculum

Implement pilot for 5 identified schools – begin Jan.
Providing ongoing support for pilot – ongoing
Solicit ongoing feedback from schools – ongoing

▷ **\$60,000**

Teacher Certification Program

Identify & enroll 500 teachers across 50 schools – by Mar 15th
Facilitate program for 500 teachers in 50 schools – by Aug 15th

▷ **\$375,000**

Operations & Marketing

Implement Impact Study in 30 of the 50 schools – by Aug 15th
Website updates and continued enhancements – ongoing
Create marketing and other collateral to support all activities – ongoing

▷ **\$60,000**

Projected Funding: \$15,900,000

**Inclusive of \$600,000 for F2021-S2022*

Teach About Women | 5-Year Outlook

US & Global History Curriculum

Optimize curriculum based on feedback – ongoing
Implement curriculum to reach 1,000 schools – ongoing



\$7,500,000

Teacher Certification Program

Certify 10,000 teachers – ongoing



\$7,500,000

Operations & Marketing

Implement website analytics for continued enhancements – ongoing
Create marketing and other collateral to support all activities – ongoing



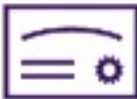
\$900,000

Teach About Women | What do we need now?

We have our team.



We have our plan to make gender equity part of every aspect of school life.

 Teacher
Training & Certification

 Academic
Curriculum

19 teachers, all with advanced degrees
including eight PhD's.

Teach About Women | What do we need now?

\$600K

Now we need funding to fulfill our mission to close the gender leadership gap in business, politics and technology.



Teach About Women | Our Team

Founder/ Director

Georgina Emerson

Educator Team (Selected)

Shelley Murray

Dr. Brandie Waid

Dr. Leah Owens

Dr. Michael Kideckel

Dr. Rachelle Friedman

Kemeyawi Wahpepah

Chiarna Morton

Carolyn Chica

Griffin Payne

Dr. Carley Moore

Caroline King

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Joanna Patterson, Business Director, FlixBus

Student Interns

Beatrice

Kayko

Juliette

Aria

Bella

Noa

Vanessa

Hope

Miranda

Taylor

Ariella

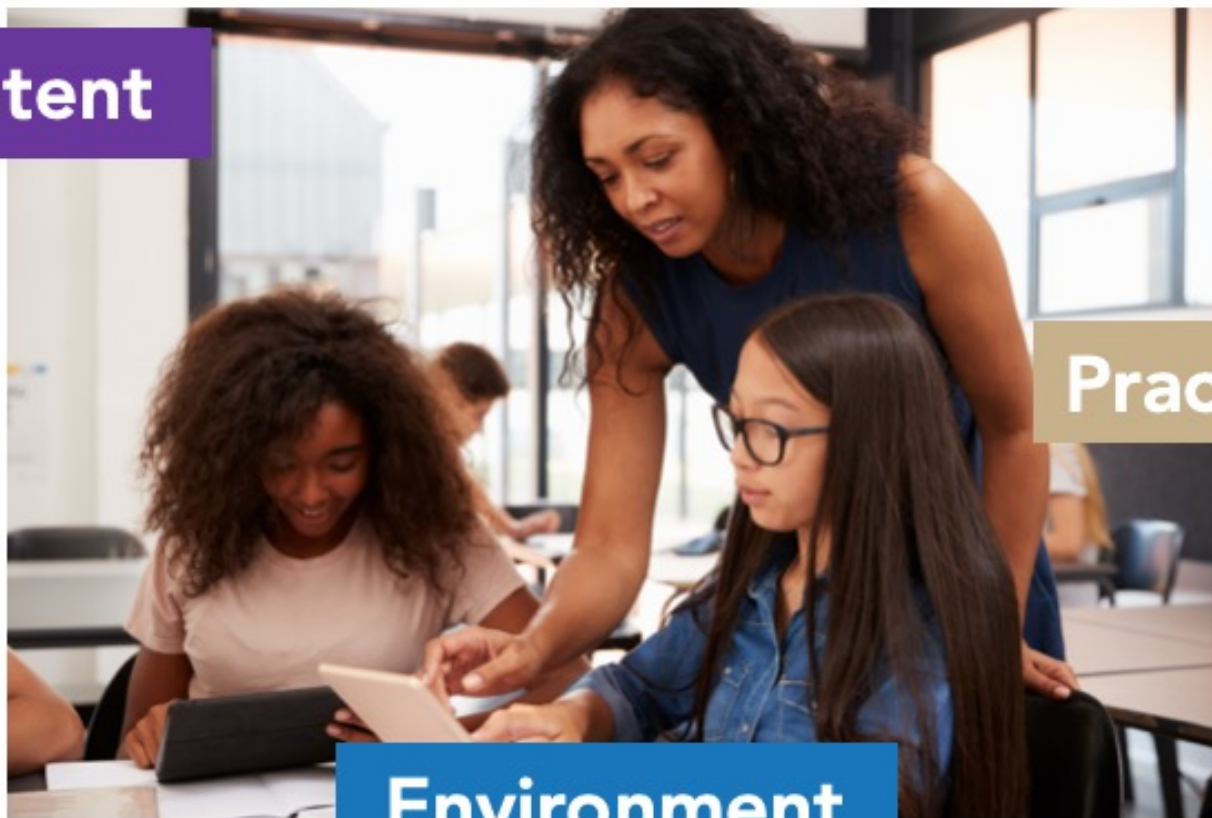
Sofia

Appendices | More details

Content

Practices

Environment



Teach About Women | Our Educators



Georgina Emerson
History of women & gender;
intersectional feminist
theory in classrooms; social
entrepreneurship



Dr. Leah Owens
social justice; integrating
scholarship & activism



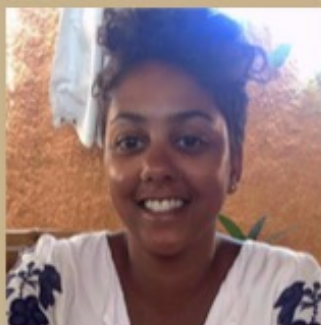
Dr. Carley Moore
Writing as liberation; queer
theory; radicalizing
pedagogy



Dr. Brandie E. Waid
Queer theory;
anti-bias mathematics



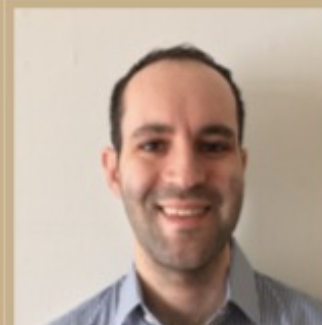
Griffin Payne
Transliberation;
transformative institutions &
applied frameworks



Chiarna Morton
Community- and cause-
driven pedagogy & DEI
initiatives



Kemeyawi Wahpepah
DEI initiatives; Native and
Indigenous Studies;
qualitative research



Dr. Michael Kideckel
Rethinking History,
especially US History

Teach About Women | Our Educational Background



Teach About Women | Our Partnerships



Teach About Women | Diversity & Inclusion Statement

At Teach About Women, we believe our work is strongest when our team reflects the tremendous diversity of the students, families, and educators we serve. In our community, we value a wide range of identities and experiences. We define 'women' broadly, welcoming those who identify as femme, trans, non-binary, and gender expansive. Following the lead of Dr. Kimberlé Crenshaw, we also acknowledge that many women face multiple and intersecting forms of oppression. We actively seek to address the ways that gender intersects with systems of oppression such as racism, classism, ableism, heterosexism, colonialism, and xenophobia. We recruit BIPOC and LGBTQIA+ educators and seek to partner with organizations from communities that have been historically underserved by America's schools.

Opportunity Size | Snapshot of Market Entrance Plan

Opportunity
size

\$4.5 million
3000 teachers
10,000 students

\$120 million
37,000 teachers
130,000 students

\$267 million
267,000 teachers
2.6 million students

\$13.1 billion
13.1 million teachers
56.6 million students

NYC Independent
Schools

- Smaller and more nimble, these schools typically spend \$150K/year training their teachers. We have cultivated connections at these schools where PD dollars can be allocated and spent in a few months.
- Word-of-mouth and demonstrated success will allow us to establish a reputation for academic excellence, personable delivery, and sound practices.

Fall 2022

NYC Charter
Schools

- Charter schools dedicate \$200-300K/year to professional development. They seek proven methods for building excellence in classrooms of socio-economically diverse students.
- Once we establish a foothold, we can take advantage of their corporate approach and their desire to emulate independent schools.

Fall 2023

Tri-State Area
Schools

- Public schools spend between \$800-1300/teacher.
- Contracts with districts typically last 5 years and take about a 1.5 years to put in place.
- These are longer-term opportunities, best pursued once we have several programs tried-and-tested.

Fall 2025

Nationwide
Schools

- Public schools around the nation are sorely lacking in resources about women.
- With the help of our online database, we will parlay our national advocacy efforts into being the source for excellent resources for teaching about women, feminism, and social justice.

Fall 2030

Teach About Women | Sources

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Teach About Women



educating champions for gender equity

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www.TeachAboutWomen.org

Teach About Women is a registered 501(c)3 nonprofit organization dedicated to promoting gender equity through education.

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