

Sheri Klein and Jennifer Motter, Co-president

WC Mission: The NAEA Women's Caucus exists to eradicate gender discrimination in all areas of art education, to support women art educators in their professional endeavors and to educate the general public about the contributions of women in the arts.

Of the 2.1 million Americans identified as artists, designers make up the largest segment of the creative community in the United States, representing 39 percent of artist/creative category, or nearly 830,000 workers. In the recent SNAP survey (2013) of 92,113 arts alumni, the two largest occupations noted were arts education and design. (See: <http://snaap.indiana.edu/snaapshot/#work>).

This year's design theme puts a much-needed focus on design education, and the role of women in design. Historically, women have worked in many areas of design such as, fashion design and interior design as well as in male dominated areas such as, automotive design, industrial design, and furniture design. There still remains a paucity of women who are represented in these and other areas of design such as, Web design, animation, game design and programming (Mindiola, 2010).

A recent controversy in the news concerned Mattel's 2010 Barbie doll: "I want to be a computer engineer" suggests we have more work to do as to how women designers are perceived as professionals and represented in visual culture and the media. Pamela Ribon, blogger, deconstructed the book that accompanies this Barbie doll and revealed quite a disempowering narrative. As visual culture images remain strong influences on young people, how can this kind of incident become a teaching moment with students about gender, equity and design?

In keeping with the conference theme of design, we are exploring a social media project using the WC blog, the WC Facebook group, and the WC NAEA Lobby Session titled: *(re)design Gender Codes* led by **Dr. Karen Keifer-Boyd**. We invite participants to respond to the questions on the WC blog prior to the conference and participate in the NAEA Lobby Session scheduled for Thursday, March 26, 2015.

Your posted images, resources, and reflections on these questions are welcome! Posts at the WC blog and WC Facebook page may become part of the WC Lobby session.

To respond to questions, please join the discussion @ the WC blog:
<http://naeawcvoices.wordpress.com/2015-lobby-session/>

WC and the NAEA Research Commission Collaboration

Women's Caucus members led numerous interactive Café sessions in collaboration with the NAEA Research Commission on topics such as, voice, gender and justice, including difference, socially responsive content, and curriculum mapping.

These sessions began in October 2014 and will continue through January 2015. WC participating [highlighted] members/hosts included: **Amber Ward** (with Chris Grodoski), **Enid Zimmerman** (with Yichien Cooper), **Olga Ivashkevich**, **Lisa Kay**, **Marissa McClure**, **Courtnie Wolfgang** and **Karen Keifer-Boyd**. Thanks to all those who participated and for the leadership from our WC members and hosts.

Join the Interactive Café at: <http://naearesearchcommission.hoop.la/home>

NAEA 2015 Conference News

We are pleased to announce the recipients of the Women's Caucus Awards for 2015:

- **Laurie Myers**, 2015 Carrie Nordlund Pre-K-12 Feminist Pedagogy Award
- **Dr. Olga Ivashkevich**, 2015 Mary J. Rouse Award
- **Dr. Elizabeth Garber**, 2015 June King McFee Award
- **Dr. Melanie Buffington**, 2015 Kathy Connors Teaching Award
- **Dr. Vesta Daniel**, 2015 Maryl Fletcher de Jong Service Award

These individuals will be presented with their awards at the WC Awards Ceremony, on *Friday, March 27, 2015, 5:00-6:50 pm*, @ the Hilton, Kabacoff Room. Join us in celebrating these awardees for their outstanding contributions to art education.

Mark your calendar for these exciting Women's Caucus NAEA Sessions~all are welcome. Look forward to seeing you in New Orleans!

THURSDAY, MARCH 26, 2015

6:00-7:00 PM

WC Lobby Session

Hilton Lobby

For more information contact: Karen Keifer-Boyd: kk-b@psu.edu

FRIDAY MARCH 27, 2015

1:00 PM - 2:20 PM

Business Meeting

Location: Convention Center/Meeting Room R01/Second Level
Annual Women's Caucus Board Meeting

5:00 PM - 6:50 PM

Women's Caucus Award Ceremony

Location: Hilton Hotel/Kabacoff Room/Riverside Building

Women's Caucus Award recipients

SATURDAY MARCH 28, 2015

8:00-9:20 AM

Women's Caucus Breakfast with Regional Artist Speaker

Location: Convention Center/Meeting Room 214/Second Level

Speaker: Artist, *Jan Gilbert*

Nationally recognized interdisciplinary and New Orleans-based artist, Jan Gilbert will discuss her work. For more information on the artist:

<http://www.jangilbertart.com/wp/>

11:00 AM - 11:50 AM

WC Juried Members Art Exhibition

Location: Convention Center/Meeting Room 212/Second Level

WC member/artists will speak about their work.

4:30 PM - 5:50 PM

WC Business Meeting

Location: Convention Center/Meeting Room R01/Second

“Designing Transformative Experience: Women Art Educators Making Change”

WC board members (Marissa McClure, Lisa Kay, Courtnie Woflgang, Michelle Bae-Dimitriadis) lead focus-group sessions about: s/m/othering, (re)defining "selfies," art therapist/art educator collaborations, and refugee teens.

Join or Renew Membership

New members and current members can now join and renew online by logging in with your NAEA login/password. Go to <http://naeawc.net/membership.html> or, call NAEA toll-free at 800-299-8321.

Share/Explore Through the WC Online Presence

WC Blog: <http://naeawcvoices.wordpress.com/>

WC Website: <http://naeawc.net/index.html>

WC Facebook: Please join us to post announcements and share ideas and resources.

<http://www.facebook.com/groups/177480239379/>

References

Mindiola, J. (2010). Gender disparities in the design field. *Smashing Magazine*.

Retrieved from <http://www.smashingmagazine.com/2010/11/12/gender-disparities-in-the-design-field/>

NEA Announces New Research on Artists in the Workforce (October 28, 2011)
<http://arts.gov/news/2011/nea-announces-new-research-note-artists-workforce>