

The purpose of this program is to demonstrate how P.E.O. has responded to the changing educational needs of women over the years by correlating the introduction of a new P.E.O. Philanthropic Programs with the changing lives of women in society and the world.

Program Presentation

- Using a large screen TV, I displayed the file on the TV.
- I printed the file and distributed handouts. The file has color images but I printed in black and white.
- I verbally reviewed the text on the timeline one page/section at a time, discussing what was happening in the world at that time and how P.E.O. responded by creating a new philanthropic project.
- The ending of each section involved asking the Reflective Question and having group discussion. That was truly the most important aspect of the program as it tied what was happening in the lives of women with what was happening with P.E.O. Projects.
- My closing remarks included mentioning that P.E.O. continues to look at current educational needs of women as evidence by the amendments being brought forward to the 2025 convention about ways to support women who are pursuing educational goals in a non-college setting set as technical schools.

Other Presentation Comments/Tips

- Printed visual handouts, while nice, are not mandatory. If you were going to print just one page to use as a handout, then I would suggest printing the last page.
- A program leader could present the text of the program one section at a time. They could then ask the Reflective Questions.
- The most important overall concept is to demonstrate how P.E.O. has responded over the years to the changes in the lives of women by creating new philanthropic projects.

And the Year Was

How Have
Women's Lives
Changed
Over the Years?

How Did P.E.O.
Respond to the
Educational Needs
Of Women
as Their Lives
Changed

And the Year Was 1907

Most young urban women took jobs before marriage, then quit.

Before the growth of high schools after 1900, most women left school after the eighth grade aged around fifteen.



Curls and ringlets were in style, made popular by Mary Pickford and Lillian Gish. Bows, pins, headbands, and different types of hats were extremely cool as accessories.

The picture with a cat looks cute, and if you ignore messy hair strands, it passes the test of time.



1907

Reflective Thought
What do you think were
their greatest concerns?

EDUCATIONAL LOAN FUND (ELF) **Established**

Women still had little say over how money was spent and financial aid for education was limited.

First loan was \$300 to a young woman attending the Iowa State Teachers College at Cedar Falls.

Today loans range from \$12,000 to \$20,000.

As of April 2024, ELF has loaned over \$249.8 million to 51,625 women

And the Year Was 1947

1940's



Victory rolls were very fashionable in the 40s as well as barrel curls. The hair was longer, and the ladies looked sexy but sophisticated and elegant. This was also when the pinup style started to evolve, and we can see these hairstyles today as well in pinup-loving girls.

INTERNATIONAL PEACE SCHOLARSHIP (IPS)

In 1942 P.E.O. established the United Victory Fund to collect money for the Red Cross. The Post-War Planning Committee gave thought as to what do be done with the remaining funds after the war. The result - an effort to help promote peace and understanding among the peoples of the world. The first two recipients received a combined total of \$3,000 and attended Cottey College. They were from Finland and Switzerland. Maximum amount today is \$12,500. Since 1949, IPS has awarded \$49 million to 7,122 women from 178 different countries.

WWII- U.S. – 1941-1947

1943: Rosie the Riveter inspires women workers - The Saturday Evening Post published the now-iconic Norman Rockwell cover image of Rosie the Riveter on May 29, 1943. The concept of the character, which had been around for at least a year, helped inspire women to take on traditionally masculine jobs to help with the war effort.

1945: Women labor force grows 50% - World War II saw large numbers of women enter the labor force to fill jobs while men served in the military.

Reflective Thought:

What were their greatest challenges?

1947



A-line silhouette

In 1947, fashion mogul Christian Dior debuted his "New Look" that would quickly take the world by storm. The feminine A-line silhouette boasted a full, flowy skirt and an accentuated waistline that was designed to highlight a woman's hourglass figure—a distinct contrast to the masculine looks from pre-WWII.

And the Year Was 1973



Tie-Dye
Bell Bottoms
Clogs

1970s: Young women began entering graduate and professional schools in larger numbers and more women began to engage in paid employment after marrying and having children. Financial independence and the ability to earn a good living are deeply intertwined with access to educational opportunities.

Reflective Thought
How did the 60s lead to changes in the 70s?

PROGRAM FOR CONTINUING EDUCATION

This is a one-time grant provides support for women whose life circumstances necessitated a return to school. It helped to ease the financial burden for women to improve their employment opportunities.

The first grant was for \$500. Currently grants are for \$4,000.

As of April 2024, PCE has awarded \$74 million in grants to 54,587 women.

1973



And the Year Was 1991



"The Rachel"
Haircut

P.E.O. SCHOLAR AWARDS

P.E.O. recognized that women were pursuing advanced study and research in preparation for exciting and influential careers. Provides one-time merit-based scholarships for women who are pursuing a doctoral level degree. First award was \$5,000. Currently award amount is \$25,000. As of April 2024, has awarded \$36 million in scholarships to 2,935 women.

1982: The year 1982 marked the first time in U.S. history that women received a higher number of bachelor's degrees than men. Their educational degrees helped make women more competitive for higher paying jobs.

1970 to 1990: Doctoral degrees for women increased from 6,860 in 1970 to 41,300 in 1990

Reflective Thought
Dual-income households became more common in the 1990s. How did this change family and social dynamics for women?

1991

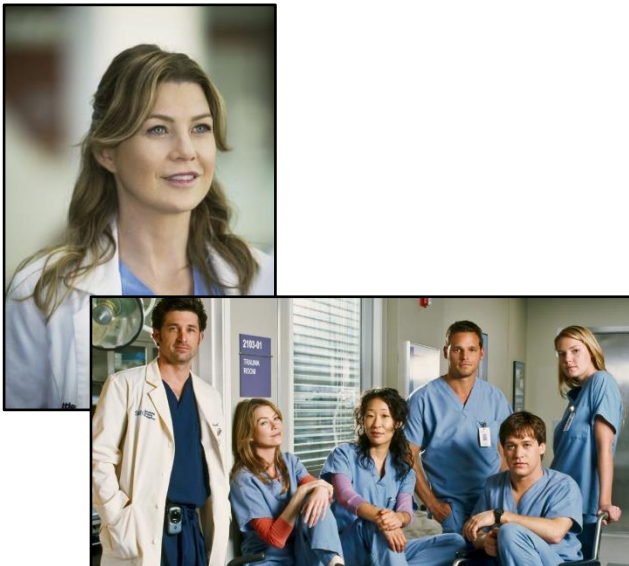


"Grunge Fashion"

And the Year Was 2009

Reflective Thought

What changes/needs have taken place in the roles of women in the 21st Century? Consider Social, economic, cultural including education, workforce, family, media, and so forth



STAR SCHOLARSHIP

Provides high school seniors with a one-time scholarship of \$2,500. The first year, the committee reviewed 1,524 applications. It allows P.E.O. to share the sisterhood with high school women and their families. As of April 2024, has awarded \$21 million in scholarships to 8,794 women.

Leading up to the 2000s...

The gaps between men and women in education “have essentially disappeared for the younger generation,” due to the equal education promise of Title IX was coming to fruition.

BUT

College is not for Everyone.

Men participate in significantly greater numbers than women do in the military, the police force, the fire department, manufacturing jobs and other and in “blue collar” industries, such as construction and plumbing. Creating more opportunities for women in these fields entails addressing biases around gender roles — and expanding access, support and encouragement for women to pursue these careers.

Will P.E.O. address the need for technical and vocational skills for women?

That means supporting Career and Technical Education (CTE) training opportunities as a viable alternative pathway for women.

2009



Numbers Summary- as of April 2024

P.E.O. has given over **\$432 million** in financial assistance to more than **125,000 women** through these projects:

Educational Loan Fund (ELF)

Loans total \$249.8 million to 51,625 women since 1907.

International Peace Scholarships (IPS)

Awarded \$49.8 million to 7,122 women from 176 countries since 1949.

Program for Continuing Education (PCE)

Awarded grants totaling \$74 million to 54,587 women since 1973.

Scholar Awards (PSA)

Awarded \$36 million to 2,935 women since 1991.

STAR Scholarships

Awarded \$21.8 million to 8,794 women since 2009.