



What's Your Feminism Activist Project Women in Learning and Leadership Senior Capstone Spring 2015

Laura Alshamie, Samantha Altman, Danielle Blackmore, Tatiana Campos,
Samantha Dooley, Michelle Guarnizo, Taylor Iodice, Alexa Logush, Meagan Loo,
Katherine Loo, Alyssa Mangel, Tiffany Piatt, Brittany Saxton, Susan Vandine,
Alexandria Waserstein, Natalia Zak

Table of Contents

Mission Statement.....	3
Target Group.....	3
Project Rationale.....	4
Social Media Information.....	5
YouTube.....	6
Website.....	8
Facebook.....	14
Twitter.....	16
Instagram.....	17
Project Goals and Objectives.....	19
Committee Goals and Responsibilities.....	20
National Outreach Committee.....	20
Class and Video Committee.....	21
Social Media Committee.....	22
Campus Exposure Committee.....	23
Handbook Committee.....	24
Sticker Design.....	25
Group Member Bios.....	26
Weekly Committee Outlines.....	34
Project Launch.....	41
Project Launch Photos.....	42
Reflection.....	48
Bibliography.....	56

Mission Statement

What makes the word "feminism" so scary?

In reality, we all have our own personal views about what feminism means. The goal of #whatsyourfeminism is to have an open conversation about feminism in a fun way and allow young people across the country to share the ways in which they think of and practice feminist ideals. We are encouraging people to get involved by posting a video about how your school, organization, friends or family see feminism. We are challenging students from across the country to get excited about feminism.

Target Group

This activism project was targeted at students across the country as well as on TCNJ's campus. We wanted to encourage as many young people to get involved in the project as we could to illustrate all the different definitions feminists today have of feminism. Social media allowed us to promote the project beyond the limits of our campus and state.

Rationale

We recognize that feminism is hard to define today. It has become a broad, all-encompassing term that takes on different meanings for self-identifying and non-conforming feminists alike. So, in order to acknowledge the elasticity of the word's meaning, we have come up with a project that will hopefully empower its users to embrace feminism's ambiguity. We are doing this by inviting students from across the country to make a video about what their feminism is, and to buy a sticker promoting their own brand of feminism. Through these efforts to elucidate feminism for the next generation of activists, we hope that it will help participants to be more comfortable accepting themselves as feminists, to understand feminism better, and to accept the movement for what it is today.

Social Media Information

Website: <http://whatsyourfeminism.wix.com/whatsyourfeminism>

YouTube: <https://www.youtube.com/channel/UCVuwkAiFrUDz0HMSz4Bc8UQ>


Facebook: <https://www.facebook.com/whatsyourfeminism?fref=ts>

Instagram: <http://instagram.com/whatsyourfeminism>

Instagram Hashtag: #WhatsYourFeminism

Twitter: <https://twitter.com/whatsurfeminism>

YouTube



What to Watch

BEST OF YOUTUBE

Popular on YouTube

Music

Sports

Gaming

Education

Movies

TV Shows

News

Live

Spotlight

Browse channels

Sign in now to see your channels and recommendations!

Sign in


TCNJ WILL Capstone

Subscribe

HomeVideosPlaylistsChannelsDiscussionAbout


All activities

TCNJ WILL Capstone uploaded a video 5 days ago



Lambda Theta Alpha; Latin Sorority Incorporated #WhatsYourFeminism
by TCNJ WILL Capstone
5 days ago • 44 views
Our feminism is empowerment of the universal women. And we challenge Lambda Theta Phi Latin Fraternity Incorporated...

TCNJ WILL Capstone uploaded a video 5 days ago



TCNJ Delta Phi Epsilon #WhatsYourFeminism
by TCNJ WILL Capstone
5 days ago • 10 views
Our feminism is encouraging women to love their bodies. We challenge Kappa Delta Sorority.

Popular channels on YouTube

The Game Theoris...

Subscribe

Rob Dyke

Subscribe

EEVblog

Subscribe

Comedy 360

Subscribe

АПИ студиясы

Subscribe

Claro UY

Subscribe

TCNJ WILL Capstone

Videos


Playlists

Channels

Discussion


About

TCNJ WILL Capstone uploaded a video 1 week ago




TCNJ Alpha Chi Rho #WhatsYourFeminism
by TCNJ WILL Capstone
1 week ago • 152 views
Feminism means to alpha chi rho that no woman should ever be discriminated against. And thats what feminism means to us.

TCNJ WILL Capstone uploaded a video 1 week ago



Gina Waserstein #WhatsYourFeminism
by TCNJ WILL Capstone
1 week ago • 21 views
Feminism means to me that I am able to freely raise my daughter and my son equally. With equal values and equal goals and...

TCNJ WILL Capstone uploaded a video 1 week ago

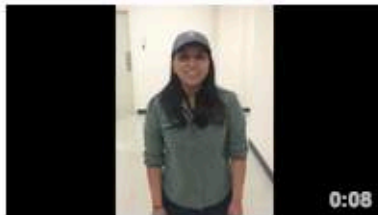


Dr. Amanda Rossie's #WhatsYourFeminism
by TCNJ WILL Capstone
1 week ago • 18 views
My feminism is about making sure that choice is available to all people regardless of gender, race, sexuality, and class. And...

6 | Page



TCNJ WILL Capstone uploaded a video 1 week ago



Jennifer Naranjo's #WhatsYourFeminism

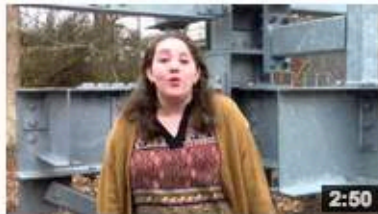
by TCNJ WILL Capstone

1 week ago • 19 views

My feminism is being able to learn from women just like me in my field, which is museum studies and curator.



TCNJ WILL Capstone uploaded a video 2 weeks ago



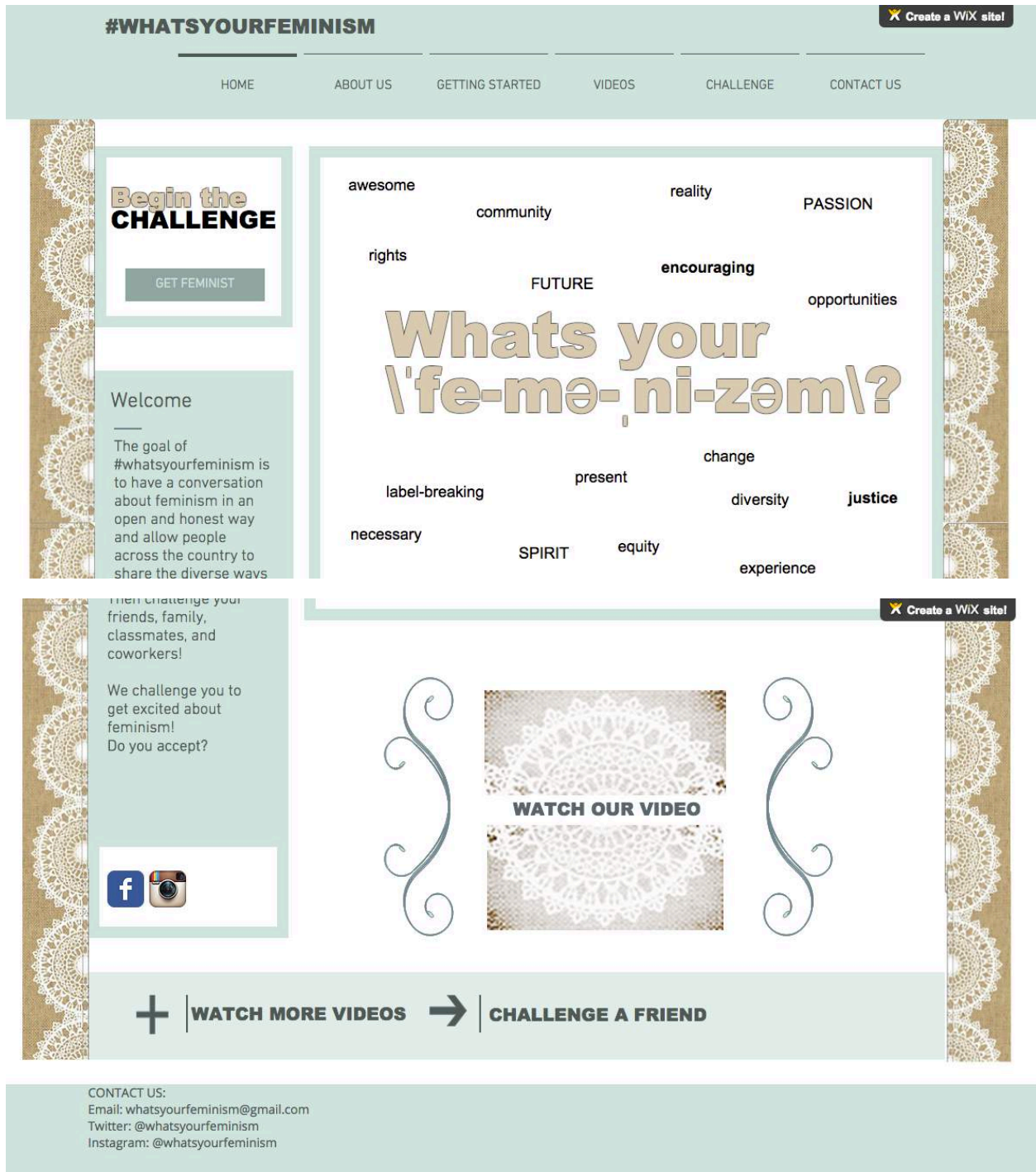
#WhatsYourFeminism

by TCNJ WILL Capstone

2 weeks ago • 307 views

In reality, we all have our own personal views about what feminism means. The goal of #whatsyourfeminism is to have a...

Website



THE WOMEN BEHIND #WHATSYOURFEMINISM

16 WOMEN FROM THE COLLEGE OF NEW JERSEY



How can you get involved?



Not everyone talks about feminism, so let's start the conversation.
There are so many definitions of feminism and ways that we practice it.
None of them are wrong!

- 1 Make a video about your feminism
- 2 Post it to twitter, facebook, or instagram followed by #whatsyourfeminism
- 3 Email us your videos to post directly on our website!
- 4 Challenge your friends by tagging them in your video or emailing them!

Get started and get Feminist!

CONTACT US:
Email: whatsyourfeminism@gmail.com
Twitter: [@whatsyourfeminism](https://twitter.com/whatsyourfeminism)
Instagram: [@whatsyourfeminism](https://www.instagram.com/whatsyourfeminism)

VIDEO CHALLENGES



WOMEN LEADERSHIP & SOCIAL CHANGE
THE COLLEGE OF NEW JERSEY



Lambda Theta Alpha; Latin Sorority Incorporated
THE COLLEGE OF NEW JERSEY

"Our feminism is empowerment of the universal women. And we challenge Lambda Theta Phi Latin Fraternity Incorporated Gamma Chapter and The Krystalline Kappa Chapter of Lambda Tau Omega Sorority, Inc."



Delta Phi Epsilon Sorority
THE COLLEGE OF NEW JERSEY

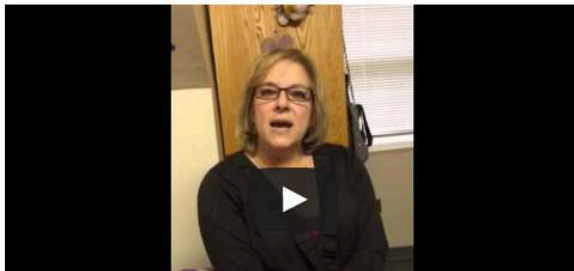
"Our Feminism is encouraging women to love their own bodies. We challenge Kappa Delta Sorority"



[Create a Wix site!](#)

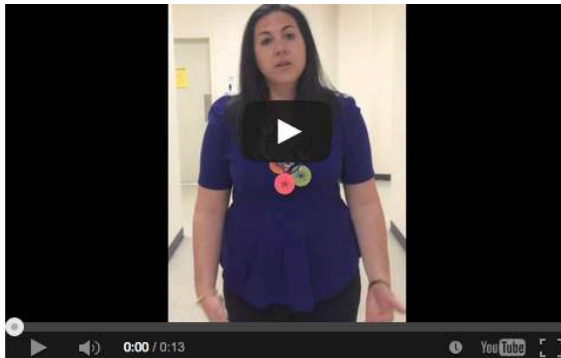
Alpha Chi Rho Fraternity THE COLLEGE OF NEW JERSEY

"Feminism means to alpha chi rho that no woman should ever be discriminated against. And thats what feminism means to us."



Gina Waserstein

"Feminism means to me that I am able to freely raise my daughter and my son equally. With equal values and equal goals and dreams. And that society will allow each of my children regardless of their gender and sex to achieve and obtain their dreams. To me, that is what feminism really is, it's the equality between the sexes."



[Create a Wix site!](#)

Dr. Amanda Rossie THE COLLEGE OF NEW JERSEY

"My feminism is about making sure that choice is available to all people regardless of gender, race, sexuality, and class. And making sure that those choices are widely accessible."



Jennifer Naranjo THE COLLEGE OF NEW JERSEY

"My feminism is being able to learn from women just like me in my field, which is museum studies and curator."

WHO DO YOU CHALLENGE?

Create a Wix site!

FRIENDS. FAMILY. CLASSMATES. COWORKERS. STUDENTS. TEACHERS. ACTIVISTS. FEMINISTS.

JUST ASK



Now that we (name of challenger) have had our say in what feminism means to us we want to know what you think! We challenge you (name of individual, organization, group, school etc.) to show us how you practice feminism. Post a video depicting your thoughts, feelings, and actions. This is your chance to finally say what you want about feminism. Do you accept?

Name
Email
Subject
Message
Send

CONTACT US

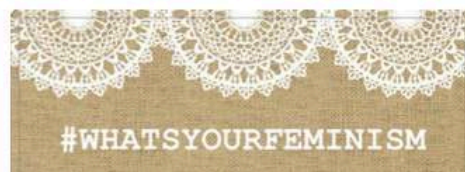
Email: whatsyourfeminism@gmail.com

Twitter: @whatsyourfeminism

Instagram: @whatsyourfeminism



EMAIL US TO FIND OUT HOW TO GET OUR
FEMINIST STICKERS!



Facebook Community Group

The screenshot shows the top of a Facebook page for a community group named "What's Your Feminism?". The header includes the Facebook logo, the group name, a search bar, and navigation links for "Danielle", "Home", and other options. The main cover image features a group of people and the text "#WHATSYOURFEMINISM". To the right of the cover image, there is a text box with event details: "WHO: #WILL 2015 CAPSTONE CLASS", "WHAT: #PROJECT REVEAL PARTY", "WHERE: #ROSCOE WEST 202", and "WHEN: #13PM". Below the cover image, there are tabs for "Timeline", "About", "Photos", "Likes", and "More". The "About" section is expanded, showing the group's goal: "The goal of #whatsyourfeminism is to have an open conversation about feminism. Tell us: Whats your Feminism? Do you accept the Challenge?". Below this, there is a link to "http://whatsyourfeminism.wix.com/whatsyourfeminism". The "PHOTOS" section is also expanded, showing a group of people. On the right side of the page, there are sponsored posts for "DISCOVER" and "citi" cards, along with a "Create Page" button and a "Recent" section showing the year "2015".

This screenshot shows a detailed view of the "What's Your Feminism?" Facebook community group page. The left sidebar includes the group name, a link to "Invite friends to like this Page", and the "ABOUT" section which states the group's goal and provides a link to the group's website. The "PHOTOS" section shows a group of people. The main content area displays a post from "What's Your Feminism?" dated April 30 at 4:36pm. The post text reads: "TCNJ's Own: Lambda Theta Alpha - Gamma Chapter shares what their feminism is! Lambda Tau Omega Sorority, Inc-Krystalline Kappa Chapter at TCNJ and Lambda Theta Phi Latin Fraternity, Inc. - Gamma Chapter, do you accept the challenge?" and includes a YouTube link. Below the post, there is a video player showing a group of people. The post has received likes from "Carly DaSilva and Alexandra Joy" and a comment from "What's Your Feminism? #TCNJLambdas". Below this, another post from "What's Your Feminism?" dated April 27 at 9:40pm is visible, mentioning "TCNJ's own AXP Fraternity shares their own #WhatsYourFeminism" and providing a YouTube link. The right sidebar shows sponsored posts for "DISCOVER" and "citi" cards, and a "Create Page" button.

Facebook Launch Party

The screenshot shows a Facebook event page for the '#WhatsYourFeminism Project Launch Party!'. The browser is Chrome, and the address bar shows the event URL: <https://www.facebook.com/events/1602051586678415/>. The event is public, hosted by 'What's Your Feminism?', and scheduled for Wednesday, April 22, at 12:00pm - 1:30pm in Roscoe 202. The event description mentions it's for the WILL Capstone class and includes a video challenge project. The right sidebar shows 106 people went, 7 maybe, and 487 invited. Related events like 'Funival 2015' and 'Taste of Egypt Nooners' are also visible.

Chrome File Edit View History Bookmarks People Window Help

Facebook #WhatsYourFeminism Project Launch Party!

Public • Talk • Hosted by What's Your Feminism?

Join Save

Wednesday, April 22 at 12:00pm - 1:30pm
about 1 week ago

Roscoe 202

Come support this year's WILL Capstone class at their project's launch event this Wednesday, April 22nd, at 12 p.m. in Roscoe 202!

#WhatsYourFeminism is a video challenge project that encourages everyone to share what feminism means to them! Light refreshments will be served and there will be a speaker attending the event to talk about gender in social media!

We hope to see you there this Wednesday when we ask, "What's your Feminism?"

A link to our Facebook page:
<http://tinyurl.com/whatsyourfeminism>

Shannon, Carly and 8 other friends went

106 went 7 maybe 487 invited

RELATED EVENTS

Funival 2015
Friday at TCNJ College Union B...
Festival - 58 friends are going
Join - Maybe

Taste of Egypt Nooners

Twitter

The screenshot shows a Twitter profile for the account @whatsurfeminism. The header features a brown background with white lace patterns and the hashtag #WHATSYOURFEMINISM. The profile picture is a blue square with white text that reads: "A PART OF BEING A FEMINIST IS ASKING OTHER WOMEN FOR PERMISSION TO ASK. IT'S ONLY YOU MIGHT NOT NEED IT. HAVE COURAGE!". To the right of the profile picture is a blue "Following" button. The bio states: "What's Your Feminism @whatsurfeminism FOLLOWS YOU". The bio text continues: "Will you accept our challenge? Share what feminism means to you in a short video clip and share it with us! Our website: whatsyourfeminism.wix.com/what youtube.com/watch?v=RcDMBr...". Below the bio, it shows "85 FOLLOWING" and "32 FOLLOWERS". There are three tabs: "Tweets", "Media", and "Favorites". A tweet from @whatsurfeminism dated 4/28/15 is visible, with the text: "Share what #feminism means to you in a short clip and challenge a friend! #whatsyourfeminism". The tweet has 1 retweet and 2 likes. At the bottom, there is a navigation bar with icons for Home, Notifications, Messages, and Me.

AT&T 8:06 PM

< #WHATSYOURFEMINISM

A PART OF BEING A FEMINIST IS ASKING OTHER WOMEN FOR PERMISSION TO ASK. IT'S ONLY YOU MIGHT NOT NEED IT. HAVE COURAGE!

Following

What's Your Feminism
@whatsurfeminism FOLLOWS YOU

Will you accept our challenge? Share what feminism means to you in a short video clip and share it with us! Our website: whatsyourfeminism.wix.com/what youtube.com/watch?v=RcDMBr...

85 FOLLOWING 32 FOLLOWERS

Tweets Media Favorites

What's Your Feminism @wh... 4/28/15
Share what #feminism means to you in a short clip and challenge a friend! #whatsyourfeminism

1 2

Home Notifications Messages Me

Instagram

●●●○○ AT&T

8:06 PM

Bluetooth

Battery

←

WHATSYOURFEMINISM

⋮

8

posts

48

followers

98

following

✓ Following

▼

#WhatsYourFeminism

Do you accept the challenge??

whatsyourfeminism.wix.com/whatsyourfeminism



Project Goals and Objectives

Our goal is to implement a social media challenge project that encourages people from all over the country to construct their own meaning of feminism. We sought to do this by:

1. Creating a #whatsyourfeminism video within our class to share with other participants as a model. We then invited them to make their own video that we could post on our YouTube channel.
2. Using other social media platforms like twitter, Instagram, Tumblr, etc. to spread awareness about our project.
3. Advertising and selling stickers with ‘#whatsyourfeminism’ printed on them for participants to empower themselves with their own brand of feminism. Since we recognize that movements tend to have stylish fashion associated with them (like bell bottoms for hippies) we tried to use the twitter hashtag and a cool sticker design to get people interested in the project.
4. Empowering participants by giving them the space to voice their own ideas of what feminism means to them.
5. Reaching out to people at other universities as well as right on our own campus.

Division of Responsibilities: Committee Breakdowns, Goals, and Responsibilities

National Outreach Committee: Tiffany Piatt, Natalia Zak and Michelle Guarnizo

The National Outreach Committee is responsible for contacting other individuals, organizations, schools, etc. and recruiting them to participate in our “#whatsyourfeminism” activist project. They are also responsible for designing and ordering our stickers. Tiffany, Natalia, and Tatiana worked together on their portion of the project. Their responsibilities included finding and contacting other individuals, schools, and organizations to participate in our challenge, as well as creating a qualtrics for voting on the sticker design, and ordering the winning sticker. They also created an outline and timeline for the launch party, as well as booked the space. The overall goal of the National Outreach Committee was to challenge others to define their feminism by competing in our challenges, which would aid in spreading feminism on the national level.

Class Video Committee: Brittany Saxton, Katherine Loor, Meagan Loo, and Alexandra Waserstein, Samantha Altman

The Class Video Committee is responsible for creating our class challenge video. This process includes writing a script, filming individuals, editing the video, and creating the final copy of our challenge video. The individual responsibilities are as follows. Megan and Brittany were responsible for the creative outlook of the video as well as filming. Alexandra was responsible for organizing qualitative responses and creating the video script. Katherine was responsible for helping with the overall production of the video. The overall goals of the Class Video Committee was to redefine feminism within the context of our class, create a vibrant and inspiring video, help project an approachable form of feminism, and to challenge other groups to do the same.

Social Media Committee: Alexa Logush, Sam Dooley, and Laura Alshamie

The Social Media Committee is responsible for creating and maintaining/updating all social media platforms used throughout this project. These platforms include Facebook, Instagram, Twitter, Tumblr, YouTube, and our Website (whatsyourfeminism.com). The committee members' responsibilities are as follows. Laura was responsible for the creation and maintenance of the Facebook page as well as the Instagram page. Alexa was responsible for Twitter and Tumblr. Samantha was responsible for the website. The main goal of the Social Media Committee was to make user friendly socially media that was easily accessible and approachable to others, to spread the #whatsyourfeminism video, and the many different definitions of feminism, quickly and efficiently through social media platforms, as well as to promote feminism as more than just a women's issue, in a friendly and up to date way.

Campus Exposure Committee: Tatiana Campos, Taylor Iodice, and Alyssa Mangel

The Campus Exposure and Fundraising Committee is responsible for promoting our project on campus as well as raising funds. This process includes creating and distributing flyers, planning for our launch party, and hosting bake sales to raise funds. Alyssa, Taylor, and Tatiana worked together to raise funds for the WILL capstone #whatsyourfeminism project by planning, booking, and hosting bake sales, as well as by selling stickers. They were also responsible for promoting all social media platforms, and the launch party. The main goal of the Campus Exposure and Fundraising Committee was to raise money to pay for #whatsyourfeminism stickers and to create flyers, get approval, and promote our project around TCNJ's campus.

Handbook Committee: Danielle Blackmore, and Susan Vandine

The Handbook Committee is responsible for creating the final handbook for our groups' activist project. This process includes gathering and compiling information on each committee, as well as keeping track of their progress, editing and finalizing each portion of our activist handbook, and helping other groups complete tasks. Susan and Danielle's responsibilities were to obtain progress reports from all other groups, compile information about our project into one cohesive document, and help other groups reach their goals by completing tasks they may have needed help with. The overall goal of the Handbook Committee was to show others how feminism is uniquely defined by a group of leaders that came together to create positive changes on the national level.

Sticker Design



Group Member Bios



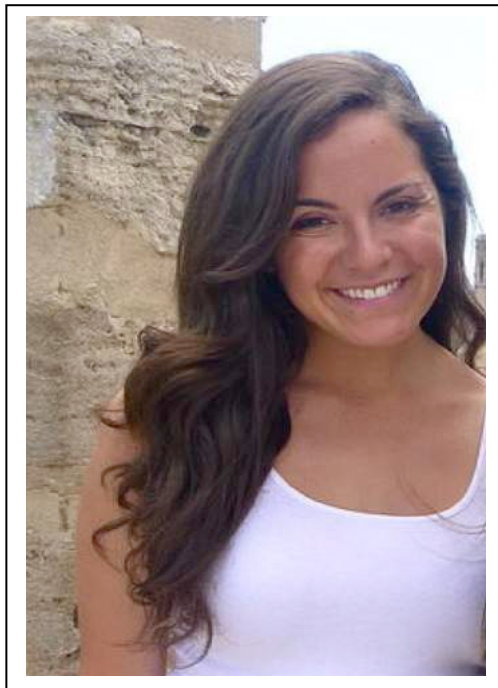
Samantha Altman: My name is Samantha Altman and I found feminism by growing up alongside my mother's marketing company, The Altman Group. As I noticed the approaches my mother had to take in approaching her business as a woman's business owner in a male-dominated field, I also saw the ways in which my dad offered insight and ideas that were otherwise blurred because of my mom's gender. Today I work, advocate and train those hoping to teach individuals with disabilities, including but not limited to women and girls. My feminism has helped me understand that each element of our lives piece together to generate the bigger picture known as intersectionality, which ceases to be complete without the inclusion of all individuals.



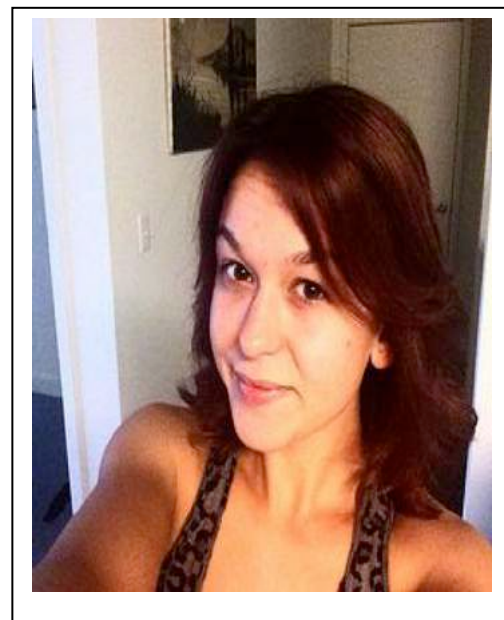
NATALIA ZAK: My name is Natalia Zak and I came to feminism in college after taking my first Women and Gender Studies Course. I interned with the Working Group on Girls and was able to attend the Commission on the Status of Women 58 at the UN and presented research I did with girls attending the conference at NWSA in Puerto Rico. My experiences with WGS classes and faculty at TCNJ has shaped my feminism in more ways than I ever could have imagined!



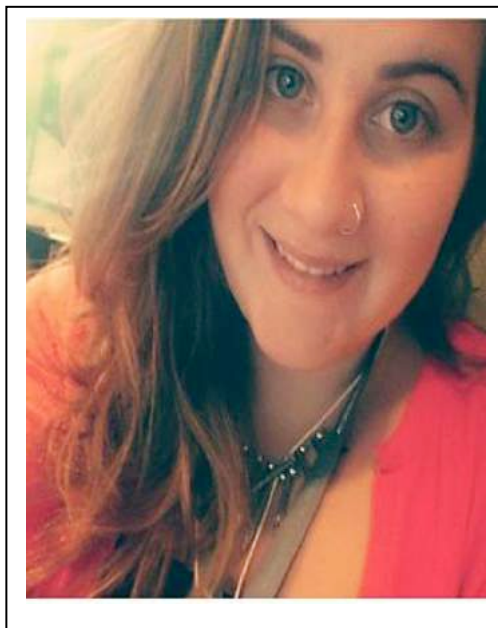
TAYLOR IODICE: I became a feminist as early as fourth grade when I began to learn and read more about the feminist movement and realize how closely it aligned with my values. I furthered my passion for social justice, informed by my feminist beliefs, when I entered into TCNJ as a freshman Women and Gender Studies major. I believe that feminism is truly meaningful for all people and EVERYONE should be a feminist!!!



SAM DOOLEY: My name is Sam Dooley and I came to feminism in high school however these ideals were reinforced through my work in gendered violence. I work for the TCNJ anti-violence office and seeing the power differentials between men and women in sexual assault and domestic violence made me want to change the way women are valued in our society. Being a WGS student at TCNJ has helped me to understand the importance of inclusion in feminism and see how feminist ideals can help many different kinds of people.



SUSAN VANDINE: My name is Susan Vandine and I claimed myself as a feminist during my first WGS class at TCNJ. As an education and WGS major, feminism plays an extremely important role in my life. My education has allowed me to realize the importance of gender equality and how far we still have to go to achieve it fully. Feminism has also helped me to adopt a gender friendly teaching style that will ensure my classroom is a safe and comfortable learning environment for all of my students. My feminism is knowing that all my students, regardless of their gender, will be able to grow up and become whatever they want to be.



LAURA ALSHAMIE: My name is Laura Alshamie. I came into feminism freshman year of my undergraduate career. Prior to coming to The College of New Jersey, I never understood feminism. I held the negative perception that feminism meant a bunch of radical bra-burning hairy women who want power over men. Through various experience at TCNJ, including working with the Anti-Violence Initiatives for two years and majoring in Women and Gender Studies, I now understand the way women and marginalized groups are viewed and discriminated against by our society and various other societies globally. It is now my goal to serve in various different roles in promote and advocate for global equality among all, regardless of race, class, gender, sex, and sexual orientation. Learning about feminism and adopting a feminist ideal shaped the way I view the world and the future person I aspire to become.



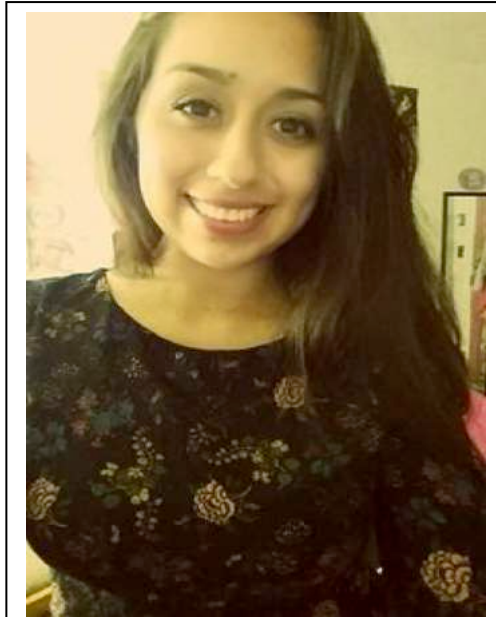
MICHELLE GUARNIZO: My name is Michelle Guarnizo and I came to feminism in high school. Back then feminism to me was just gender equality, but now its definition has expanded. Today, intersectionality is the foundation of my definition of feminism. Feminism has opened my eyes to the injustices that are prevalent in society, and how they influence the health disparities amongst vulnerable populations, which is important as a nurse to understand.



TIFFANY PIATT: My name is Tiffany Piatt and feminism was not a term or movement I was familiar with until college. I was always aware of the inequalities women faced due to the discrimination and lack of safety I felt just due to my gender. Upon being heavily involved in Women in Learning and Leadership (WILL) at TCNJ did I see that I could be involved in the movement of feminism. Through WILL and the education and awareness I gained, I was able to strongly claim myself as a feminist and be a part of so many events geared to ending and raising awareness of the many realms of gender inequality.



ALEX WASERSTEIN: I came to my understanding of feminism because of the injustices that I have faced throughout my life when expressing my identity as a female. I did not consider myself a feminist all my life because I really was not educated about feminism or the feminist movement until entering college at TCNJ and taking some WGS classes. Feminism is hard for me to define because I think it can mean so many different things to different people. Of course it means addressing the needs of equality for all, especially women. Because I am an educator, I value the importance of history and teaching history in the hope of it not repeating itself. Because of this I think I personally define feminism as being aware of these injustices and problems and addressing the need for change and education about past, present, and future issues. I think in the definition of feminism it is important to educate the public about these gender injustices in order to make changes that reflect what we have learned from the past and will affect the future.

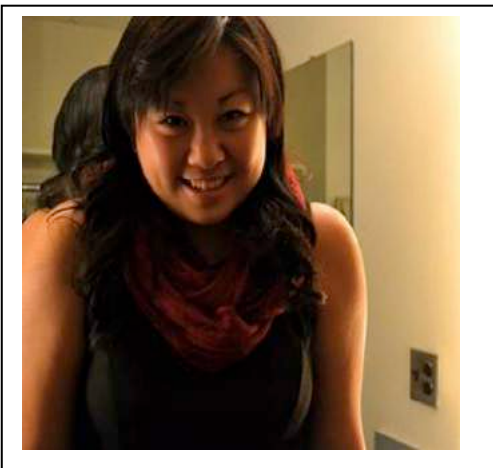


KATHERINE LOOR: My name is Kat, and I came to feminism when I joined Women in Learning & Leadership (WILL) and minored in women and gender studies as a freshman at The College of New Jersey. I had no idea what I was getting myself into at all, and I never thought that this organization and the minor would change the way I used to see and perceive things. I had probably heard the word feminism/feminist before college, but never to the extent that it kept me wondering what it entailed. Feminism to me now means advocating for women and empowering them to stand up for their goals, values, and ideas of what it means to be a woman and break the barriers that stand before them. As a future nurse, the concept of feminism is important to break the cycle of vulnerability and health disparities that exist around the globe.

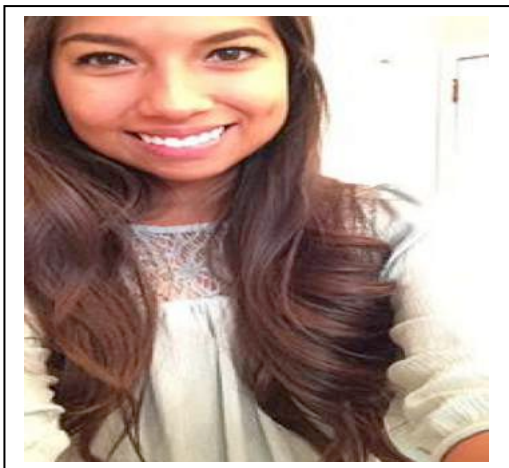


DANIELLE BLACKMORE: I came to feminism the spring of my freshman year when I took my first women's and gender studies class. About halfway through, I began to realize that not only were these issues important- but that they affected me personally as well as other people close to me. For instance, one issue that continues to make me see the importance of feminism is films like 50 Shades of Grey. The movie normalizes dominance and submissiveness in romantic relationships, and reinforces harmful stereotypes and misconceptions people have about men, women, and relationships. It is my hope that in the future, and with the help of feminism, that younger generations will have more realistic representations of men and women as equals rather than as objects and masters.

attorney. I am proud to be associated with a cause that advocates for the importance of the individual and aims to have a world that is aware of the importance of gender equity, among other important societal issues



MEAGAN LOO: My name is Meagan Loo and I had always been afraid of the feminist title until college. Unfortunately I once held the stereotypical perspective on feminism and feminists. Within the last four years I changed from not being a self-labeled feminist, to becoming a psychology/WGS double major and a proud feminist. I am now proud to use the f-word: feminism!



TATIANA CAMPOS: My name is Tatiana Campos and I came to feminism in college when I took my first WGS

ALYSSA MANGEL: I have been a proud feminist since my senior year of high school. I am passionate about the rights of women and girls throughout the world and look forward to encouraging support and equality in my career as a future teacher and in my work as an activist! My feminism fights for equality for all humanity, and I am excited to see the day when all women and girls have agency over their own bodies and choices. I challenge YOU to proudly claim YOUR feminism!



ALEXA LOGUSH: My name is Alexa and I came to feminism in high school through my Girl Scout troop and, as a college freshmen, I became more knowledgeable in my Women's and Gender Studies courses. I am also a part of a group of friends who are outspoken feminists who share some of the same ideals I have for human equality. Being a part of a supportive group of strong women has encouraged me to think more about feminism and how it applies to my daily life.

Planning the Project: Weekly Committee Outlines

March 26, 2015

- **Handbook Committee**
 - Planning to email classmates for pictures
 - Created class google doc
- **National Outreach Committee**
 - Creating Qualtrics and email address
 - whatsyourfeminism@gmail.com

- Looking into BookIt for tabling availability
- **Campus Exposure and Fundraising Committee**
 - Emailed presidents of Greek organizations
 - Asking for support with challenges
 - Looking for events to co-sponsor for fundraising
 - Brainstorming fundraising ideas
- **Social Media and Website Committee**
 - Website completed
 - Whatsyourfeminism.wix.com
 - Need to add pictures, videos, etc.
 - Asking WILL capstoners for pictures and bios
- **Video Committee**
 - Alex working on script
 - Waiting on responses from classmates
 - Discussing order of presenters in video
 - Working on creative vision for video

April 2, 2015

- **Handbook Committee**
 - Minutes for committee breakdowns
 - Sent email about pictures for website
 - Updated Google Doc
 - Email Reminder of important dates
- **National Outreach Committee**
 - Contacted Pace University
 - Working on contacting Rutgers University

- Looking for other universities to contact
- **Campus Exposure and Fundraising Committee**
 - Illegal Bake Sale planned for April 8th in Alum Grove/Library Lobby starting at 12pm
 - WILL Capstoners will supply baked goods
 - Legal Bake Sale tabling on April 21st in the Stud from 10am until 2pm
 - #WhatsYourFeminism launch April 22nd at 12pm in Roscoe West
 - Location and time subject to change based on approval
- **Social Media and Website Committee**
 - Gathering WILL capstoners pictures and bios for website
 - Please email pictures and Bio's ASAP
 - Designing pages for Facebook, Instagram, Twitter, and Tumblr
- **Video Committee**
 - Began filming for website video
 - Planning to edit video by April 12th
 - Script being produced for challenge video

April 9, 2015

- **Handbook Committee**
 - Assembled google doc for handbook
 - Susan and Danielle only
 - Began assembling Handbook preview
 - Emailed members for members, goals, and status updates

National Outreach Committee

- Finalized plans for WILL Capstone launch party
 - Project Reveal

- Roscoe West room 202
- April 22, 2015
- 12:00 p.m.

Campus Exposure and Fundraising Committee

- Finalized plans for bake sale on 4/21
- Stickers arrived
 - Selling at WILL meetings and bake sale for \$1 each

Social Media and Website Committee

- Launched Facebook page
 - https://www.facebook.com/whatsyourfeminism?_rdr
- Launched Instagram
 - @whatsyourfeminism

Video Committee

- Filmed Dean Rifkin
- Photographed and filmed WILL capstoners
- Plan to start editing film later this week

April 16, 2015

*During this week our class transitioned from our traditional committee roles into working to implement the launch of our project. Individual class members contributed variously to this event. Susan from the handbook committee brought cheese, crackers, pepperoni, and apples to serve as snacks at the launch. Others like Tiffany, Michelle, Alyssa, Laura, Tatiana, and Susan helped set up the event. The initial project creators, Meagan, Alexa, Samantha Dooley, and others spoke during the launch, and Alex Altman, Alex Waserstein, Danielle Blackmore, and Sam Dooley helped to clean up at the end of the launch. Furthermore, in the days leading up to

the launch, class member from other committees helped with fundraising by tabling during meal equiv hours to make money for the stickers. The class also contributed generously with baked goods, which was probably what made the bake sale so successful*

Handbook Committee

- Working on handbook
 - Compiling committee information
 - Filling in weekly outlines
 - Emailing classmates for highs/lows

National Outreach Committee

- Contacting challengers
 - Pace University
 - Emailed Emily Bent
 - Asking classmates to send emails to challenge others on the national level

Campus Exposure and Fundraising Committee

- Created the schedule for the bake sale
 - Who is tabling when?
 - Who is bringing what?

Social Media and Website Committee

- Finalized and launched social media
 - Website
 - Facebook
 - Instagram

Video Committee

- Planning to film individuals at the launch
- Posted the video to YouTube before the launch'
- Posted the video to our website

April 23, 2015

Handbook Committee

- Working on finalizing the handbook
- Emailing for highs/lows, any other information members want to add
 - Compiling responses into the handbook

National Outreach Committee

- Received videos from other organizations
- Reaching out to others on the national level

Campus Exposure and Fundraising Committee

- Bake Sale was successful
 - Meagan was fully reimbursed for the sticker order

Social Media and Website Committee

- Encouraging class to use Instagram and twitter handle to challenge people
- Updating the website with new challenge videos
- Updating YouTube with new challenge videos

Video Committee

- YouTube video had over 200 views
 - Positive and negative feedback
 - Zoro Bagans – Hater who doesn't like feminism
 - Great conversations happening on YouTube comments

April 30, 2015

Handbook Committee

- Encouraged classmates to send reflections who hadn't yet done so
- Discussed remaining items that handbook needed before submission

National Outreach Committee

- Invited classmates to continue reaching out to challenge people (including individuals and groups)

- Agreed to ask Cecilia to reach out to other schools across the country since the project was lacking participants from farther away

Campus Exposure and Fundraising Committee

- Discussed participating in COSA
 - Send out a survey to record everyone's availability.
- AXP posted their video to their National chapter page.
 - This has the potential to get other AXP fraternities involved at other colleges across the country.

Social Media and Website Committee

- Updated videos to website during class
- Twitter handle- shared how #whatsyourfeminism was receiving a lot of hate
 - Apparently no one was in support of feminism.
- Sparked a conversation among class about how feminist haters have no lives; one hater explained that feminism was only about man splaying and slut shaming.

Video Committee

- Send the handbook committee pictures from the launch.

Project Launch

Time: 12:00pm

Location: Roscoe West Rm 202

Date: Wednesday April 22, 2015

By noon, all those who volunteered to bring snacks and set up had done so, and the WILL Capstoners began greeting people as they arrived. After waiting for all the attendees to

settle into their seats with snacks and drink, the project creators began the presentation. Tatiana and Alexa shared what the project was about and why our class felt it was important. Afterwards, our keynote speaker who Alyssa invited to speak at our launch, Dr. Rossi, explained why the challenge was important and her own take on feminism. Then, Meagan and Sam Dooley revealed our website and other social media information and Natalia spoke more about our progress on the social media side of things during this segment of the launch. Towards the end, the WILL Capstoners and attendees chatted about what the presenters had to say and left with some of our #whatsyourfeminism stickers.

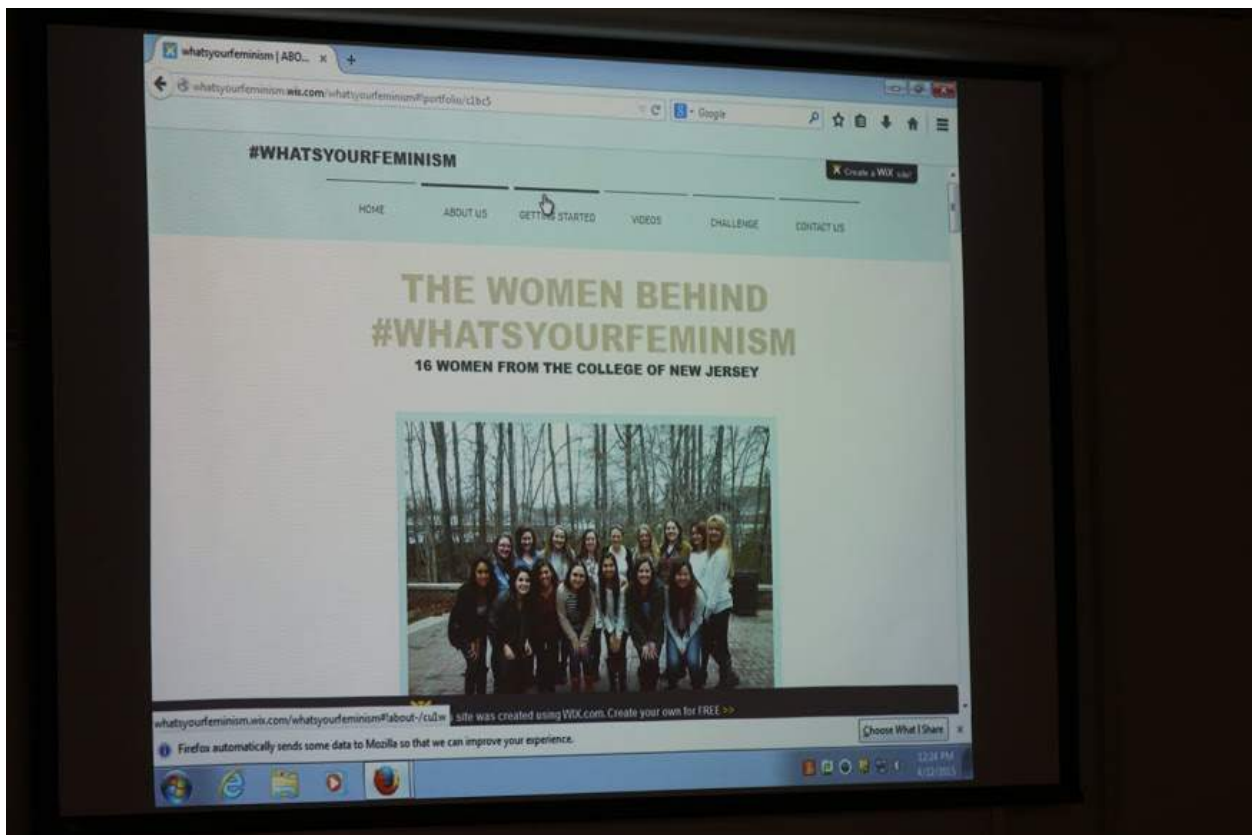
During the next class period, many of the WILL Capstoners expressed disappointment in the low turnout at the launch. According to the Facebook Launch group, over a hundred people signed up saying they would attend the launch. In the end, we realized that the day we decided to do the launch was a busy day for many TCNJ students. There was an awards ceremony happening at the same time as the launch party and in general it was a hectic point in the semester.

Photos from Launch













Reflections

Our reflection process mainly consisted of whole group discussions on our successes and failures throughout this process. However, Susan and Danielle emailed each group member for their personal reflections. Each member was asked to respond to the following three sets of questions/statements. 1) What accomplishments are you most proud of and what failures are you most disappointed in? What would you have liked to change or have done differently? 2) Are there any personal stories you would like to share about your experiences, thoughts, and/or feelings throughout this process? What are you most personally proud of? 3) Is there anything else you would like to share or have included in our final handbook? Each group member's responses are posted below.

Laura Alshamie

- 1) In terms of the social media committee, the one thing I would have liked to accomplish is to receive more followers and "likes" from a larger amount of people outside of the TCNJ community, considering this is a national project.
- 2) I was very hesitant regarding receiving backlash against our project. However, the backlash we did receive was what allowed us to open the conversation about feminism. The backlash also made the project more popular.
- 3) I hope we can continue to post on our social media pages after this semester is over! It will help to keep our project going.

Samantha Altman

1. There were some struggles with writing a script for an ad-lib style film. However, we ended up just videotaping personal responses, which were authentic and genuine, and it turned out better than ever.
2. My voice was recognized by my friends who randomly found the video on YouTube, which I found really funny.
3. I am really happy with how our final project turned out. We all worked really hard and it is reflected in our work.

Danielle Blackmore

- 1) I'm most proud of how the class was able to work together to make this project happen. I think in such a big group it is hard to get everyone to take responsibility because there are so many other people to hide behind. However, although I think we might have encountered this problem in the beginning, by the middle and end of the project I think each person really stepped up, which helped the entire class finish strong. I truly don't think the class encountered any failures. I think if anything having more people participate from across the country would have been great since this was a nationwide project, but given the amount of time we had to promote the project and our location as a regional college, I think we did the best we could.
- 2) I think this has been a rare opportunity to work with the WILL Seniors in this way and I am thankful to have been a part of this class. I liked the hands-on and active approach of this course and felt I really got a chance to put my feminist studies into practice in a real-life way. I also felt that I learned a lot from the other WILLers in the class about feminism just by watching how they worked and negotiated with one another to get the project done.
- 3) The only thing I thought would have been cool to have in the handbook were reflections from our challenge participants. I think giving them the space to consider how the project impacted them would've given us a better sense of whether our goals were truly met.

Tatiana Campos

- 1) I thought this project was a great experience. I personally worked with the campus outreach group and it was great reaching out to other organizations on campus. Many organizations had no idea that WILL existed and they also didn't really know about feminism, so this was a good way to spread our message about feminism.
- 2) Additionally, it was exciting to see the videos that these organizations created and their idea of what feminism means to them. Although I wish more organizations participated in creating videos, I was happy to see those that did participate.
- 3) Overall, I'm really proud of our whole class for putting this project together and it wouldn't have been as successful if we didn't all work together.

Samantha Dooley

1. I feel the video was our biggest success! I think it really showed what we wanted our project to be and our class's diverse ideas of feminism. However, I would have liked to have expanded the project to a more national level since we were originally the national group.
2. Personally, I think the website was my biggest success. I have never made a website before, so getting it done was really exciting and fulfilling. I think I spent a lot of time thinking of color schemes, getting the right wording, and incorporating the mandala as part of our class symbol. Overall, I was really proud of how the website turned out and that it was easily accessible.
3. As part of the handbook, if you want to include the website password and user name... (Information withheld for privacy).

Michelle Guarnizo

- 1) I believe our greatest accomplishment was the video and website. I do not think we had a failure, I just feel like things could have been better in terms of the launch party. There could have been more people. I feel like the date interfered with more people coming out (there were a number of events going on at that particular time).
- 2) Sometimes it was hard to come to a decision or get things done efficiently because our class is full of strong leaders. We all have an opinion, and we all want to get things done "our" way. I am really proud of how the project came together in the end. It has the potential of becoming something big.
- 3) I loved working with all of these strong women, especially Tiff!

Taylor Iodice

- 1) In my group, which was campus outreach, we were able to come up with a successful way to carry out raising money for the project and getting the campus involved. We at first were going to co-sponsor an event with a sorority or organization in order to make money but then we agreed that the bake sale was a better option. I was able to schedule a table in the stud in order to sell the goods and the stickers for the project. I think that we

met our goals of paying back the money for the stickers and also our goal of carrying out the launch day in a way that included TCNJ students. I was able to put together a flyer that we handed out at the bake sale table to invite students to the launch that week!

- 2) I think that this project was really awesome in its goals and it's ability to impact so many people. One part of the project that really made me glad that we were doing it, and made me understand the need for a deeper dialogue about feminism, was when a random person came up to me at the table when I was handing out flyers and selling the baked goods and stickers. This girl asked to buy a sticker and she told me how she thought it was so awesome what our project stood for and that she could see that feminism really needed to be talked about more on campus and in general amongst our generation. She bought a sticker for her friend, and said she wanted to share our project's message, especially to her friends who are confused or have negative views of feminism. This made me really appreciate the work that we were doing and the goals that our project aimed to accomplish. I feel very proud of the outcome and hope that the social media challenge can continue long after we complete our class!
- 3) It was amazing to work with everyone on this project and I am truly happy with the outcome!

Alexa Logush

1. Throughout the project, I was able to utilize social media in order to publicize our event/video and spread the word about what the project was about. I was able to use the Twitter and Facebook accounts often. I wanted to create a Tumblr, but didn't get a chance to. I wish there was more social media posting because this is a social media project.
2. I really enjoyed working on this project and I thought it was a really creative effort that was fun and engaging. I think it was a great project for us to work on together that had a practical result. I'm really proud of using the Twitter account to combat anti-feminist rage and I think that it was a really interesting experience to see how feminism is viewed as well as to have the opportunity to educate others on it.
3. I don't think I have anything else to report!

Meagan Loo

1. I think my biggest accomplishment was that I was able to get the video done. Finding final cut was a pain, but Brittany was able to find a free trial, which was great. I was also able to get the video edited and filmed in plenty of time. I was a little disappointed in the quality of the footage though. The video was so much clearer on the computer, compared to when it was uploaded to YouTube. I think we could have improved the marketing aspect of our capstone.
2. I am super proud of our project and how it has turned out overall. I love the video and I am very pleased that we have plenty of people that have accepted our challenge.
3. Brittany and I filmed, organized the video, and edited the video as soon as we broke up into committees. Brittany also helped in creating the letters while I filmed and edited.

Katherine Loo

- 1) I am most proud of having completed a project that went public and extended outside of the classroom. It allowed me to develop leadership skills and work in teams, even in times of high stress. Also, I am not very tech-savvy so putting the together was difficult and I was not able to contribute to that part of the project.
- 2) Personally, I am most proud of myself for being in the video. I am usually really shy on camera, so the fact that I shared my feminism with everyone on social media really made being part of this something I was proud of. Overall, I was very proud of leaving sort of like a legacy behind as part of the capstone project.
- 3) This capstone class had an amazing group of different women, all of which have inspired me to make some positive changes in my life and future career!

Alyssa Mangel

- 1) We successfully organized a bake sale fundraiser and raised enough money to cover the stickers we ordered. We invited Dr. Amanda Rossie, a TCNJ WGS professor, to speak at our capstone, and she did an amazing job. Tatiana was able to reach out to Greek Life at TCNJ and has recruited several sororities to participate in our challenge. It was difficult to organize a fundraiser with the intention of getting the entire class to participate because of all of our differing schedules.

- 2) Personally, this project tested my ability to fulfill varying leadership roles and group roles, and it also challenged me to further interrogate, question and ultimately define my feminist beliefs. A significant personal accomplishment was that I stepped out of my comfort zone to participate in the video challenge and was able to define my personal feminism and share it with others. This was a daunting task, as I struggled to put my feminist beliefs into a few concise sentences and then share these beliefs with others; however, I was proud of my ability to articulate my feminist beliefs and share them with others in a public forum.
- 3) I am very proud of the things we have accomplished in this capstone.

Tiffany Piatt

- 1) I am very proud that we were able to contact many organizations. A low was that not all of the people we reached out to responded but we still had a great amount of participants. We also had many positive answers responses to our challenge. I would have liked the project to have more person-to-person contact such as reaching out to people or campus organizations personally but the whole point of the project is to embrace cyber feminism and that stretches to emails.
- 2) I am most proud of the class being able to come together to accomplish the project. However, I would have preferred a project that was more personal and involved with the community. I am nervous that online forms of activism will be a fad that sort of dies out, thus why I was a bit skeptical in the beginning. But, in the end we all did our best to have a successful project and hopefully it continues on.
- 3) This has been a great experience and really opened my eyes to how social media can impact smaller level communities and communities on the national level.

Brittany Saxton

1. First and foremost, I was super excited my group's project was chosen. A high for me was that I had a primary vision behind the project (of looking at social media outlets and seeing that the ALS Ice Bucket Challenge received great attention, and seeing how we could translate this to a feminist social activist project). We wanted to get a larger response from our launch and the campus in general, but the time restraint limited our

abilities to have a great personal outreach. We were able to reach out to personal connections, have our peers and associates make videos, and have a large support system! We weren't able to have an extensive outreach to middle and high school girls, which was a bit disappointing--but we did the best we could. I would have liked this capstone to be a yearlong project so we could have greater influence and outreach.

2. I felt very personally invested in the project because I enjoyed helping ML 2.0 work on the video (even if I was technologically inept) and being a vocal contributor in the video.
3. I had a great time working on this project and I am excited to see the final result!

Susan Vandine

- 1) I am most proud of how a large group of independent and strong women were able to come together to create something truly amazing. I am also very proud of how this handbook turned out and that Danielle and I were able to communicate as well as we did, despite the fact that I do not live on nor near campus. I do not think I was truly disappointed in any aspect of this project. However, I would have liked a little more communication as a class overall.
- 2) Personally, I am most proud of how this project has affected me as a person and as a feminist. I was able to proudly say what feminism is to me, and have it posted online for the world to see.
- 3) I am so grateful for the opportunity I had to work with such an amazing group of like-minded individuals. The experience is not one I will ever forget.

Alexandra Waserstein

- 1) A big accomplishment of this project was getting to collaborate with so many talented women who care so deeply about promoting activism for the women's movement. I think our video came out fantastic, it looked very professional and I think that we all articulated our thought on what feminism means to us in a unique and individual way. Looking back, I wish we had more time to implement the project in order to get more response videos. I worked hard to get response videos from other organizations and it bothered me that days later they were still not uploaded to our homepage. I think that we should have had some way of better communicating with each other in order to help spread the project to a

wider audience. I think if we had more time to implement the project we could have gotten a lot more response videos.

- 2) At our video launch my friend brought her boyfriend along who had no idea what event he was attending. Before the event started he asked me if this was going to be a man hating feminist event. I was excited for him to see our video because this project was geared at trying to show that feminism is for everybody and that everyone can have their own definitions of what it means to be a feminist. After viewing the video and listening to our guest speaker he informed me that he now understood that feminism wasn't about blaming men or hating them, but just about fighting for equality for all sexes. The fact that our project was able to change even just one person's view of what feminism is and that it is an inclusive movement is powerful for me and shows that our project had an impact, even if only for one person.
- 3) I am excited to see how our project impacts cyberfeminism and what it could potentially become!

Natalia Zak

- 1) I believe that we've successfully completed our project. I really enjoyed coming together as a class and figuring out things that we each wanted in the project and that would work. I believe that our greatest accomplishment was ordering the stickers and distributing them. I think that, overall, group projects in large groups are hard. I wish there was a little more communication between members of our class.
- 2) I'm most proud of the stickers. I believe that they are a great source of PR and really helped us spread the word about our project.
- 3) I want our group members to continue sending emails asking people to accept our challenge so that we can keep our projects alive.

Bibliography

Ackerly, Brooke and Jacqui True. "Back to the future: Feminist theory, activism, and doing feminist research in an age of globalization." *Elsevier* 33 (2010): 464-472. Women's Studies International Forum. Print.

Baumgardner, Jennifer and Amy Richards. Prologue: "A Day Without Feminism." *Manifesta: Young Women, Feminism, and the Future*. New York: D&M Publishers, Inc., 2010. 3-9. Print

Bergeron, Jackie. "Women's online and mobile habits." *Marketing to Women* 24.8 (August 2011): 3. Nielsen. Print.

Crowe, Jonathan. "Men and Feminism: Some Challenges and a Partial Response." *Social Alternatives* 30.1 (2011): 49-53. *Academic Search Premier*. Web. 29 Apr. 2015

"Civic engagement, cyber feminism, and online learning: activism and service learning in women's and gender studies courses." *Feminist Teacher Editorial Collection*. 22.3 (March 2012): 233. Print.

Duncan, Lauren E. "Women's Relationship to Feminism: Effects of Generation and Feminist Self-Labeling." *Women's Relationship to Feminism*. *Psychology of Women Quarterly* 34.4 (2010): 498-507. *Academic Search Premier*. Web. 29 Apr. 2015

Friedman, Carly K. and Melanie Ayres. "Predictors of Feminist Activism Among Sexual-Minority and Heterosexual College Women." *Journal of Homosexuality* 60.12 (2013): 1725-1744. Print.

Haraway, Donna. "Situated Knowledges: The Science Question in Feminism and the Privilege of Partial Perspective." *Feminist Studies* 14.3 (1988): 575-599. Print.

HeForShe. UN Women, 2014. Web. 1 March 2015.

Johnston, Andrea. *Girls Speak Out*. Girls Speak Out Foundation, 2015. 1 March 2015.

Lamb, Sharon, and Zoe Peterson. "Adolescent Girls' Sexual Empowerment: Two Feminists Explore the Concept." *Sex Roles* 66 11/12 (2012): 703-712. Academic Search Premier. Web. 29 Apr. 2015

"Malala and Lady Gaga: finding beauty in activism and courage." *Sister Namibia* 25.4 (December 2013): 29. Sister Namibia Collective. Print.

Yoder, Janice D., Ann Tobias, and Andrea F. Snell. "When Declaring 'I Am a Feminist' Matters: Labeling is Linked to Activism." *Sex Roles* 64 (2011): 9-18. Print.

Zalbidea Paniagua, Maya. "Cyberfeminist Theories and the Benefits of Teaching Cyberfeminist Literature." *Social Sciences and Cultural Studies: Issues of Language, Public Opinion, Education and Welfare* (2012): n. pag. *Intechopen.com*. Web. 29 Apr. 2015.