



# BREAKING THE WOMAN BARRIER

## Forty Years Ago, the ‘Renaissance Class’ of 1968 Took on the World

By Evan Williams '08

The foundations of the women’s rights movement in the United States date back to the mid-1800s. It was during this era that Susan B. Anthony and Elizabeth Cady Stanton formed the National Woman Suffrage Association, a group that was successful in attaining voting rights for women. In following years, notable advancements were made in the areas of family planning and workplace conditions for American women. However, the U.S. job market was still far from becoming a level playing field.

The second wave in the women’s movement began in 1963—about the same year that women in Arcadia University’s Class of 1968 found themselves arriving on campus and facing new possibilities. Literature became available stressing the dissatisfaction of the American housewife and her assumed role in society. Legislation was enacted banning forms of discrimination based on sex, including the Equal Pay Act, which made it illegal for employers to pay a woman less than a man would earn in the same occupation. Many women began to marry later and have fewer children in order to allot the time needed to build a career. Alongside these changing paradigms, new job opportunities for the female college graduate began to emerge.

Endearingly referred to as the “Renaissance Class” by some Arcadia faculty, the Class of ’68 celebrated its 40th Reunion in June. A steady downpour outside the windows of Landman Library did little to dampen the mood inside as alumni began to arrive. Once organized, Class President **Babette “Babs” Senker Krug** got down to business by holding open elections for various class officer positions. Next, the class members rehearsed their selection for the annual Reunion Song Contest (in which they

were tied for first place). The classmates then took turns giving updates on careers, retirements, families, and future plans. Judging by the success these women have had throughout their lives, they lived up to the expectation of a generation.

“When I started college, a woman could be a teacher or a nurse,” says **Joann Brayton Jacobs**. “By the time I graduated, different job fields were opening up to women, so I found a path which was a better choice for me.” In addition to Jacobs’ groundbreaking work with Bethlehem Steel’s Management Training Program, classmates went on to pursue successful careers in law, banking, writing, chemical engineering, the entertainment industry, communications technology and more.

“During our four years at Arcadia, things changed for women in our society—and for men, too,” says **Allison Rossett**. “We were surprised by the number and diversity of new opportunities that were winking at us, and many embraced and seized these opportunities.” Rossett says she is consistently impressed with the achievements of her fellow classmates. In addition to their busy careers, a substantial number of alumni also are involved in charitable and non-profit organizations. Many have established individual or group scholarships to assist Arcadia students.

To commemorate their Reunion year, members of the Class of ’68 contributed more than \$55,000 to the Annual Fund and \$30,000 for an endowed scholarship to help ensure that future generations would have access to the same opportunities they found at Arcadia. Three class members, **Maddy Johnson Stein**, **Heather Fleming Tucker**, and **Anne Pilert**, made a challenge grant that inspired other classmates to reach new levels of giving to Arcadia.

# 1963

Congress passes the Equal Pay Act, making it illegal for any employer to pay a woman less than a man would earn for the same job.

# 1964

Title VII of the Civil Rights Act is passed. This title bars employment discrimination based on the applicant's race and gender. The Equal Employment Opportunity Commission (EEOC) is established to investigate complaints and enforce penalties.

“Perhaps anyone would say the same about their graduating class, but I come away surprised that so many are exceptional people. They are so active in so many dimensions,” continues Rossett. “They have wonderful minds, and they have conducted these energetic lives with grace.”

The following profiles display just a portion of the many success stories that the Class of '68 has to tell. As these women followed in the fresh footsteps of previous pioneers, they also helped to inspire the generations to come. Arcadia University's Class of 1968 serves as a great example of the expanding career opportunities for women.



## Allison Rossett

- TECHNOLOGY PROFESSOR
- CONSULTANT
- AUTHOR

While in her junior year at Arcadia, Rossett found herself in a situation to which many college students can relate. “I was a 20-year-old English major who had given little thought to my plans after graduation,” says Rossett. “My parents noticed this, and they decided that in order for me to continue with college, I would have to become a teacher.”

Although the profession was forced upon her at the time, Rossett surprised herself

with how much she enjoyed her student teaching experience. However, the project that really began to motivate her was a student film she worked on with classmate **Judy Duffield**.

“Working on that little 8mm film opened me up to the growing field of public communications and technology,” she says. After graduation, Rossett continued her studies at Boston University and completed a doctorate in Educational Technology from the University of Massachusetts.

Rossett gained a global perspective during her time at Arcadia by studying in London for a semester. “I grew up in Queens, New York, with shockingly little exposure to the arts or culture of the big city,” says Rossett. “London instilled in me a taste for museums, the theatre, and Indian food—each of which I would partake in two to three times per week.”

As Rossett reflects on her study abroad experience, she is reminded of how technology has changed the global climate. “I was recently able to instruct a course for 30 students in India, without ever setting foot outside San Diego,” she says. “Back then, you were either a student on campus or a student abroad. Now, with new technologies, those distinctions are blurring.”

Rossett believes that there is incredible potential for redesigning current learning systems through technology.

Rossett is a Professor of Educational Technology at San Diego State University, where she instructs graduate and doctoral students. She also serves as a consultant in training and technology-based performance. Her list of clients is extensive, including global companies such as Microsoft, Royal Bank of Scotland, Motorola, BP, Tricon, Ford Motor Co., various educational institutions and the intelligence community. “I also serve on an advisory board for the Army. Our goal is to help them to better use distance learning technologies to support soldiers in the field,” says Rossett. She also serves on the boards for the eLearning Guild and *Chief Learning Officer* magazine, and she is a member of the *Training* magazine HRD Hall of Fame. Rossett was selected as a Distinguished Fellow of the Naval Education and Training Learning Strategies Consortium.

Rossett is also a prolific author in her field. Alongside numerous published chapters and articles, her most recent book is *Job Aids and Performance Support: Moving from Knowledge in the Classroom to Knowledge Everywhere*. For more information about Rossett, visit <http://edweb.sdsu.edu/people/arossett/ARossett.html>.



## Babette “Babs” Krug

- SPANISH TEACHER
- CLASS PRESIDENT
- VOLUNTEER

Krug has served diligently as the President of the Class of '68 since the five-year Reunion. “My job is to make sure we maintain a complete slate of officers, represent our class at Alumni Association meetings, and work with the other officers to plan and carry out our events for Reunion or other happenings,” says Krug. She also serves along with **Suzanne Shippen Zimmermann** as a Class Fund Agent and works closely with the Arcadia Alumni Association in many ways

to encourage participation.

While at Arcadia, Krug decided she wanted to become a schoolteacher, a profession from which she recently retired. “At the time there was very little need for Spanish instructors in the workforce,” says Krug. “Even so, with the help of wonderful professors—such as Señora Maria Suarez—who were fluent in the language, and the experience of a semester abroad in Spain, I was spring-boarded into the profession.” At the time, Arcadia did not have a study abroad program in Spain, but the college connected Krug to a program through the University of San Francisco in order to make her wish a reality.

1965

The Supreme Court strikes down the one remaining state law prohibiting contraceptive use by married couples (Griswold v. Connecticut).

1966

The National Organization for Women (NOW) is founded and becomes the largest women's rights group in the United States. Its goal is to end sexual discrimination, especially in the workplace.

“Like many young women of the time, I was not very career-motivated until I had been in the workforce for a few years.”

— Joann Brayton Jacobs



### Connie “Hopping” Kane-Maguire

- TRAVELER
- CHEMICAL ENGINEER
- BUSINESS OWNER

After completing her undergraduate work in Chemistry at Arcadia University, Connie Kane-Maguire earned a master's in science (physical chemistry) from Carleton University in Ottawa, Canada, as well as an M.B.A. from Furman University in Greenville, S.C. Kane-Maguire worked as a chemical engineer for Celanese Fibers Inc. from 1973 to 1988. She then ran her own business for

11 years, doing laboratory analysis for arson investigations. This work occasionally required her to testify in court on behalf of insurance companies.

Kane-Maguire is an avid traveler, and along with her husband she has visited all 50 states, Europe, Australia, New Zealand, and the Caribbean.

She has been active in literacy tutoring and other community service, and she received a Jefferson Award in 1992 for her work in training new literacy tutors. She is part of a quilting group that makes crib-sized quilts for the local Ronald McDonald House. For several years Kane-Maguire has been studying Spanish, which she uses to help patients at the Greenville Free Medical Clinic and to assist immigrant children with their English at a nearby elementary school. Looking back at her col-

lege years, Connie Kane-Maguire has fond memories of Dr. Arthur Breyer, an amazing, enthusiastic chemistry professor. He was the inspiration for her interest in chemistry.



### Joann Brayton Jacobs

- TECHNOLOGY MANAGER
- PRODUCTION PLANNER
- COLLEGE TEACHER

“Like many young women of the time, I was not very career-motivated until I had been in the workforce for a few years,” says Jacobs. “I assumed that I would be a career housewife, which never happened.” Jacobs initially wanted to study engineering at Arcadia, but her high school teachers discouraged her from pursuing such a difficult course. Eventually she decided upon studying to become a math teacher. While Jacobs was at Arcadia, she noticed that

computer technology was growing rapidly in many industries, and the field was opening up to the idea of employing women. “Several of my Arcadia classmates went into this field, and many companies, like Bethlehem Steel, were trying to include women in their management ranks,” says Jacobs.

During her college years, Jacobs worked for Bethlehem Steel during two of her summer vacations. “When I graduated, I became one of three women in the company’s management training program,” she says. “We were the first women to participate in this century-old program.” After her initial training in Bethlehem, Pa., Jacobs was assigned to the computer department of the engineering branch at the shipyard in Sparrows Point, Md. “I then transferred to the Material Control Department of the Sparrows Point steel plant,” Jacobs continues. “This department was setting up a corporate-wide computer system to track spare parts and inventory.” Shortly after settling in to this department, Jacobs began an evening master’s program at Johns Hopkins University.

“After I received my degree, I left Bethlehem Steel, and my husband and I relocated to San Diego,” says Jacobs. “I found a job as a production planner and forecaster at a medical device manufacturing company. I also started taking courses and tests to obtain a Certification in Production and Inventory Management (CPIM).” Jacobs later taught one of these courses at San Diego State University for about five years. “I ended my professional career as the Manager of Production Planning and Inventory Control at a different medical device manufacturing company in

1967

President Lyndon Johnson's affirmative action policy of 1965 is expanded to include discrimination based on gender.

1968

The EEOC rules that sex-segregated help wanted ads in newspapers are illegal based on the Civil Rights Act. This ruling paves the way for women to apply for higher paying jobs previously open exclusively to men.

1987," Jacobs concludes. "I continued teaching until 1990, which was the year my husband and I moved to Florida."

Jacobs has established a scholarship at Arcadia through a charitable gift annuity. "The fund is to help young women who would like to be math teachers. Since a teacher's pay does not compete with business salaries, it will be harder to find dedicated people to fill these positions."



### Ginny Vail Foster

- LABORATORY BIOLOGIST
- RESEARCHER
- LAB MANAGER

"1968 was a very good year to graduate from college," says Foster. "We had more choices than our mothers did in terms of career opportunities, sexual and reproductive freedom, as well as the choice whether or not to get married, stay married, or have children." Foster majored in Biology at Arcadia, and she has been doing lab research work for much of the time since her graduation, including two years with McNeil Pharmaceuticals.

"While in college, I experienced some interesting reactions from men when I told them my major," says Foster. "I would hear things like, 'Brains don't scare me' or 'Oh, a girl with brains!' This was strange to me, because I was no smarter than anyone else—just interested in science rather than English or history." However, she mentions that men who shared her major were often more accepting, and were pleased to meet and talk with a fellow scientist.

Foster concedes that even with the wealth of new opportunities available for women, their decisions weren't always easy. "When making these choices, we sometimes met with resistance from older relatives or husbands," says Foster. "Some of us also had trouble deciding, because society was still in the process of changing from the old to the new values." Now, she notes, "I have been working at Albany Medical College for 32 years and have continued to notice a large increase in the percentage of medical students who are women." ■



For more than 30 years, Arcadia women upheld a tradition of "the planting of the ivy." The plaques (right), now on display in Murphy Hall, show the end of a tradition. They honor those with the highest grade-point average in each class, but the list ends in 1967. ➤