

2020



WomenLead

FIVE-YEAR IMPACT REPORT (MAY 2020)



PRODUCED BY

The WomenLead Center

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SPECIAL THANK YOU



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DIRECTOR'S LETTER

Why WomenLead? Despite earning 60 percent of college degrees today, women remain severely underrepresented in leadership positions across corporate, STEM, arts, nonprofit, and government settings. The WomenLead Professional Signature Experience Program seeks to close this pervasive gender equity gap by empowering young women to aim for and achieve leadership roles.

Launched in 2015, WomenLead is a university-wide program that provides students with the knowledge, skills, and experiences in and out of the classroom to achieve success. The program has been recognized for its innovation, excellence, and student success during its first five years. WomenLead's goal is to unlock the full potential of our highly talented and diverse students and to place them on a trajectory for lifelong success. We see the impact of the course in several measures:

- **Scalability:** WomenLead began as a pilot course with 25 students. Currently, more than 120 students take the course each semester in one of the four disciplines. To date, more than 840 students have completed the course.
- **Engagement:** WomenLead has leveraged Georgia State's network of alumni and friends to connect with Atlanta's leaders for networking events, mentoring opportunities, and visits to global firms. We have forged partnerships to build a robust network of leaders and entrepreneurs that support the program and help foster our students' civic engagement. To date, more than 550 community leaders and executives have engaged with the program.
- **Financial Support:** WomenLead exists because of the generosity of donors. A founding gift and endowment established the WomenLead Center. Other gifts created an endowed WomenLead chair and two endowed professorships, as well as eight endowed student scholarships. Grants have funded programming, outreach, and research.
- **Research Study:** WomenLead began a five-year study in 2018 to quantify growth of student ambition, confidence and leadership.

The real return of our program lies in the growth of our young alumni as they make successful college-to-career transitions, using the lessons they've learned through WomenLead to navigate the professional world of work and graduate school, as well as to pay it forward to others.

As one of our core texts, our students are reading Melinda Gates' book, *The Moment of Lift*, about how the empowerment of women changes the world. Recently, Gates launched a call to action, "Equality Can't Wait," highlighting the stark truth: the United States is 208 years away from achieving gender equality. WomenLead joins the call to disrupt the patterns of history and empower women.

We are pleased to share our first WomenLead Impact Report with you.



A handwritten signature in black ink that reads "Nancy R. Mansfield".

Nancy R. Mansfield, J.D.
Director, WomenLead
Professor of Legal Studies

WomenLead

Empowering Women to Lead

A LEADERSHIP PROGRAM AT GEORGIA STATE UNIVERSITY

MISSION

WomenLead empowers students to aspire to and achieve leadership roles.

VISION

WomenLead is a national model of excellence for accelerating women's leadership and success by providing signature course sections, experiential learning, and growth opportunities at pivotal junctures in the student life cycle.

WE BELIEVE

- Education, leadership skills, and self-awareness help women realize their ultimate potential by building confidence in oneself, one's professional work, and one's engagement and impact within their community.
- WomenLead positions women to successfully contend for and earn competitive leadership roles and creates a pipeline of motivated, high-potential leadership talent.
- Business and society achieve better outcomes when women participate and influence decision-making.
- Women leaders are vital to generate a better collective existence.

OUR PILLARS



CONFIDENCE IN SELF

WomenLead develops self-awareness through self-reflection and assessment of one's own values and vision, leadership style, strengths, and growth opportunities.



CONFIDENCE IN THE PROFESSIONAL WORLD OF WORK

In line with Georgia State's College-to-Career Initiative, WomenLead helps students identify their career competencies, connect those to the work they do, and identify transferable skills.



CONFIDENCE IN YOUR CONTRIBUTION TO THE COMMUNITY

WomenLead's Civic Engagement Initiative exposes students to community leaders and encourages their own leadership and engagement within their communities.

WomenLead

COURSES & FACULTY

WomenLead's core curriculum—shared by all course sections—embodies the innovation and commitment to undergraduate teaching that sets Georgia State students up for success.

Interdisciplinary in scope, the curriculum is designed to increase students' knowledge about issues affecting women in a range of industries as well as give them the experiences and tools to become tomorrow's leaders in their careers and communities.

The three-credit hour course, with five sections offered every semester, is tailored to different interests. All sections provide:

- Readings for critical discussion of issues
- Self-assessments tools
- Networking opportunities
- Company visits
- Civic engagement panels
- Roundtable discussions
- Reflection in WomenLead journals
- An emphasis on effective communication skills and presentations

BUSINESS

Exposes students from all majors to the practical tools necessary for success in the professional world.

SCIENCE

Supports students in STEM majors to realize their potential as effective, life-long leaders.

POLICY & POLITICS

Prepares students to shape public policy and use political capital to create a more equitable world.

ENTREPRENEURSHIP & INNOVATION

Equips students to enter the innovation economy with confidence and to position themselves as founders of high-growth entrepreneurial ventures.



NANCY R. MANSFIELD, J.D.

Director of WomenLead
Professor of Legal Studies



PAM SCHOLDER ELLEN, Ph.D.

Associate Director of WomenLead
Associate Professor of Marketing



ROBERTA ATTANASIO, Ph.D.

Associate Professor of Biology



NADINE KABENGI, Ph.D.

Associate Professor of Geosciences and Chemistry



CHARLOTTE ALEXANDER, J.D.

Director of Legal Analytics Lab
Associate Professor of Legal Studies
Connie and Ken McDaniel WomenLead Chair



SARAH ALLEN GERSHON, Ph.D.

Associate Professor of Political Science
Ray and John Uttenhove WomenLead Professorship



CYNTHIA SEARCY, Ph.D.

Associate Dean for Academic Innovation and Strategy
Clinical Associate Professor of Public Management and Policy



ISABELLE MONLOUIS, D.B.A.

Associate Director for the H.J. Russell Center for Entrepreneurship
Professor of Practice of Entrepreneurship and Innovation

PROFESSIONAL SIGNATURE EXPERIENCES



POWER NETWORKING

In a fast, fun and supportive environment, students network with 40+ professionals from diverse careers and backgrounds.

Through five-minute rounds of interviews, students gain experience and confidence in building social capital.



ENGAGEMENT INTERVIEW

Outside the classroom, all students are paired with a successful executive for one-on-one interviews about life and job experiences. More than 120 executives volunteer every semester for the engagement interviews.

Students write a reflection paper about what they've learned from the interview and how they can apply the advice.





CORPORATE VISITS

Students learn about business models and career opportunities through meetings with corporate executives. Corporate visits include:

- CNN
- Georgia-Pacific LLC
- Grady Memorial Hospital
- Habitat for Humanity International
- The Coca-Cola Company
- The NCR Corporation
- SunTrust Banks, Inc.



FINAL POSTER PRESENTATION

In the culminating event, students showcase themselves, their leadership strategy and their plans for the future. It's another chance to network with more than 40 executives and community leaders, and develop their confidence and knowledge as they move into careers.

C200 REACHOUT

C200, the premiere organization of women executives that works to “foster and celebrate the advancement of women,” selected WomenLead for “Reachouts” in 2016 and 2018. These one-day programs featuring keynotes and panel discussions resulted in 12 WomenLead students receiving scholar awards of \$2,500 each.

During the 2018 Reachout, C200 announced a five-year commitment to the WomenLead program for continued engagement with students.



WOMENLEAD CENTER

The WomenLead Center began with a generous gift from serial entrepreneur and Georgia State alumna Angie Allen and her husband Sam. Angie's and Sam's gift of the center followed the work they advanced as members of our dedicated and forward-thinking "catalyst team" that also includes Enid Draluck, Claire Bowen, and Marcia Jacobson. They guided WomenLead from concept to reality and laid the foundation for the impact the program has had across the university as well as in Atlanta. The Robinson College of Business provided a matching endowment gift.

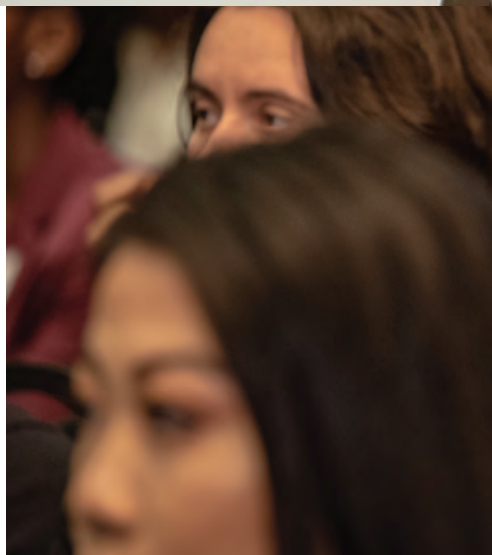
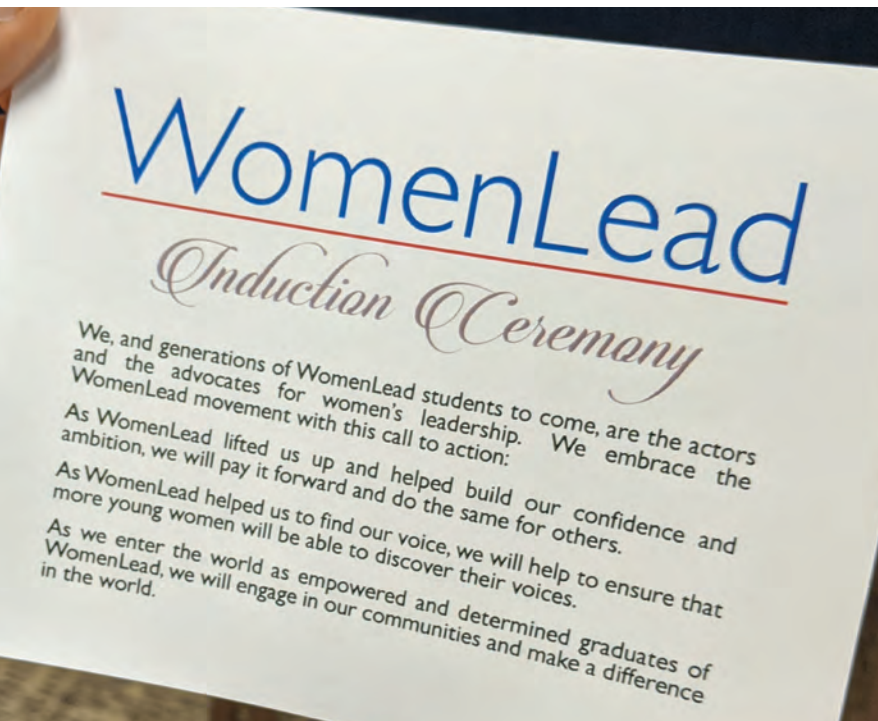
Opened in 2018, the Center provides collaborative space for students, faculty, staff, and special speakers. The WomenLead Center has hosted renowned leaders including Gabi Zedlmayer, former vice president and chief progress officer for Hewlett Packard Enterprise; Nathalie Molina Niño, investor, serial entrepreneur, and author of *Leapfrog*; Nicki Collen, head coach for the Atlanta Dream; Gay Gaddis, founder of T3, author of *Cowgirl Power*, and former chairman of C200; as well as workshops on financial well-being led by seasoned women financial planners.

INDUCTION CEREMONY

In spring 2018, to celebrate the beginning of WomenLead's fifth year, the program held an induction ceremony for students and alumni at the National Center for Civil and Human Rights.

Georgia State alumna Veronica Biggins, a trailblazing corporate executive and former presidential appointee, delivered an energizing keynote that challenged students to "own your leadership."

During the event, WomenLead students and alumni accepted a powerful call-to-action around women's empowerment and leadership.



WOMENLEAD IMPACT STUDY

Women are still underrepresented at higher ranks across business organizations, according to the 2019 McKinsey & Company and Leanin.Org Women in the Workplace study. Other research shows similar gaps in politics, law, medicine, and STEM professions. This underrepresentation exists despite equity in educational attainment and may be related to lower levels of confidence and ambition among women compared with their male peers.

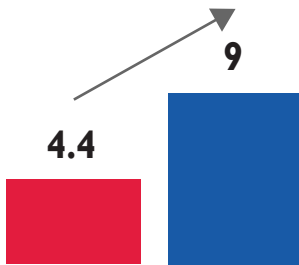
The WomenLead research team recently began tracking the impact of the program using pre- and post-course surveys that capture students' confidence, career outlook, professional

expectations, community involvement, and plans for leadership. This study will be repeated each semester for at least five years.

Preliminary results from the first year's data show that, after participating in the WomenLead course, more students have confidence in their leadership skills and plan to actively pursue leadership roles in their profession and their communities.



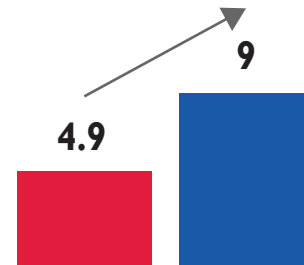
1. LEADERSHIP SKILLS



Before taking WomenLead, 4.4 out of every 10 students felt confident in their leadership skills. **After** completing WomenLead, 9 out of every 10 students felt confident in their leadership skills.



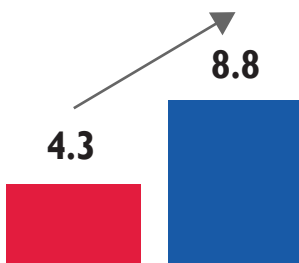
2. PROFESSIONAL LEADERSHIP



Before taking WomenLead, 4.9 out of 10 students planned to pursue a leadership role in their professions. **After** completing WomenLead, 9 out of 10 students plan to pursue a leadership role in their professions.



3. COMMUNITY LEADERSHIP



Before taking WomenLead, 4.3 out of 10 students planned to pursue a leadership role in their communities. **After** completing WomenLead, 8.8 out of 10 students plan to pursue a leadership role in their communities.



ENDOWED CHAIR AND PROFESSORSHIPS



Charlotte Alexander, J.D.

In January 2020, Georgia State's WomenLead program announced faculty appointments to a new endowed chair and two named endowed professorships.

Charlotte Alexander, an associate professor in the Robinson College of Business Institute for Insight, holds the Connie and Ken McDaniel WomenLead Chair. Alexander teaches WomenLead in Policy and Politics and directs Georgia State's Legal Analytics Lab.



Kris Byron, Ph.D.

Kris Byron, a professor of managerial sciences in the Robinson College, holds the Meredith M. Leapley WomenLead Professorship. Byron's research interests include creativity, emotion, stress, diversity and the impact of women board directors on firm financial performance.

Sarah Gershon, an associate professor of political science in the College of Arts and Sciences, holds the Ray and John Uttenhove WomenLead Professorship. Gershon teaches WomenLead in Policy and Politics. Her research focuses on underrepresented groups in the American political system. She directs a five-year research study assessing student ambition before and after participating in the WomenLead course.



Sarah Gershon, Ph.D.

Extraordinary leaders and WomenLead supporters endowed the new chair and professorships, which were matched by the Robinson College endowment. These positions support the work of faculty devoted to empowering women students.

Connie McDaniel enjoyed a distinguished career at The Coca-Cola Company, retiring as vice president and chief of internal audit. She received the Robinson College Alumni Award for Service and the Georgia State Distinguished Alumni Award.

Meredith Leapley is founder and CEO of Leapley Construction, one of the fastest-growing women-owned companies in the Southeast. She serves on the Georgia State University Foundation Board of Trustees. Leapley received the 2018 Robinson College Honorary Alumna award.

Ray Uttenhove is executive vice president and managing principal of SRS Real Estate Partners. For multiple years she has been named the city's top retail producer by the Atlanta Commercial Board of Realtors. She is past chair of the Atlanta Women's Foundation and a past trustee of the Georgia State University Foundation Board.



Connie and Ken McDaniel



Meredith Leapley

“We are enormously grateful to Connie and Ken McDaniel, Meredith Leapley, and Ray and John Uttenhove for their generosity and for their commitment to WomenLead and our faculty. Three endowed positions at once are unprecedented and will have a tremendous, lasting impact on WomenLead and the university.”

—Richard Phillips, dean of the Robinson College



Ray Uttenhove

**PROGRAMMATIC
& CENTER FUNDS**

Georgia State alumni and friends launched and support the program. Their financial gifts funded course materials, creation of the WomenLead Center, disbursement of scholar awards to more than 78 students, and made possible the program's growth from one class section to five sections every semester.

Their support has impacted more than 840 students, representing more than 66 majors across eight colleges in the university.

WomenLead

RETURN ON INVESTMENT

TOTAL \$3,911,000

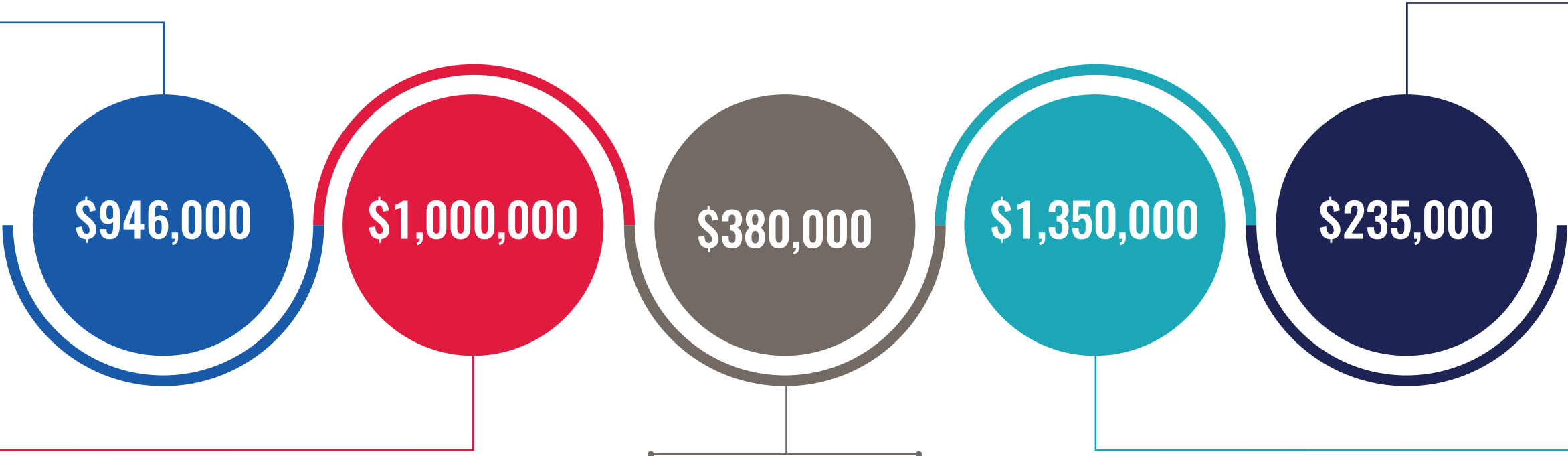
**GRANTS AWARDED
TO WOMENLEAD**

A Commerce Club Foundation grant (two years) supported expanding WomenLead beyond career to increase civic and community engagement.

A State Farm grant funded 50 Perimeter students to participate in the immersive day-long WomenLead Accelerator.

Dell Technologies, Inc. sponsored the WomenLead final poster presentation for 100 students and 40 community mentors.

Bank of America has supported POWER Networking since WomenLead's inception.



**NAMED ENDOWED CHAIR
& PROFESSORSHIPS**

Supporting top faculty talent and their impact on and commitment to students.

Connie and Ken McDaniel WomenLead Chair:
Charlotte Alexander, J.D.

Meredith M. Leapley WomenLead Professorship:
Kris Byron, Ph.D.

Ray and John Uttenhove WomenLead Professorship:
Sarah Gershon, Ph.D.

**NAMED ENDOWED STUDENT
SCHOLARSHIPS**

Awarded every fall and spring semester to high-achieving students with demonstrated financial need.

- American Family Insurance WomenLead Scholarship
- Cassi Makani Wimmingham WomenLead Memorial Scholarship
- Delia Cochran and Sharon Schachter WomenLead Scholarship
- Dugald Hudson and Nancy Mansfield WomenLead Honors Scholarship
- Enid Draluck WomenLead Scholarship
- Harry and Mary Meinhardt WomenLead Scholarship
- Karen Linhart WomenLead Scholarship
- Pioneer Founders and Leaders WomenLead Scholarship
- Risa Palm WomenLead Scholarship

**PLANNED GIVING FOR
WOMENLEAD**

Ensures sustainability of WomenLead at Georgia State University.

Allows expansion of our award-winning Professional Signature Experience course and generates special programming.

Allows WomenLead to continue to grow into the national model of excellence for empowering female students.

SUCCESS #THESTATEWAY



In 2018, WomenLead received an **Innovations That Inspire** award from the international accrediting body for business schools, the Association to Advance Collegiate Schools of Business (AACSB).

The award acknowledged WomenLead's commitment to closing the gender equity gap.

"We are enormously proud for WomenLead to receive this prestigious recognition from AACSB, and we hope more universities will offer similar leadership development programs. It is incumbent on everyone in higher education to prepare women for leadership roles," said Richard Phillips, dean of the Robinson College.

The WomenLead program and its students are part of Georgia State University's growing national success. For two years in a row, Georgia State was ranked the second **most innovative university** and third for its **commitment to undergraduate** teaching in the Best Colleges edition of *U.S. News & World Report*.

Plus, Georgia State was ranked eighth in **Social Mobility**, a new category created by *U.S. News & World Report*.

This new category is a measure of how well a school helps students from low-income families have similar success to those from stronger financial backgrounds.

"Our rankings at the top of U.S. News' innovation and undergraduate teaching surveys are recognition of our leadership in identifying and implementing the types of changes that work and show promise of a better future."

—Mark Becker, President of Georgia State

COLLEGE TO CAREER

WomenLead exemplifies the university-wide “college-to-career” (CTC) commitment. The CTC initiative is intended to tie classroom activities to the development and practice of career-ready skills, as identified by The National Association of Colleges and Employers (NACE).

WomenLead has built relationships with more than 500 community leaders, as well as major Atlanta employers, to engage directly with our students and help them develop NACE competencies like professionalism, career management, and communications skills. In addition to our Signature Experiences, students build self-awareness of their work style through assessments like the Hermann Brain Dominance Instrument. They also develop professional

resumes, virtual profiles on LinkedIn, and begin to curate a portfolio of work on Portfolium.

WomenLead Associate Director Dr. Pam Scholder Ellen was awarded a College-to-Career Incentive Grant (2019-2020). Faculty began by mapping WomenLead’s current curriculum to the NACE competencies to help students “see” the relevance of assignments and experiences. The next step was to identify opportunities to expand the program’s professional development offerings for students.

Our faculty and WomenLead graduates interviewed early career WomenLead alumni and analyzed current students’ artifacts to identify areas for further growth. WomenLead graduate Racheal Attaway presented initial findings at GSURC – the Georgia State Undergraduate Research Conference. WomenLead faculty and graduate students have begun research to assess growth in confidence and competencies from the WomenLead experience.



ENTREPRENEURSHIP & INNOVATION



As WomenLead celebrates the beginning of its sixth year of empowering students at Georgia State, the program seeks to strengthen existing partnerships while forging new ones. Our partnerships enable WomenLead to organize dynamic, experiential programming for students across Georgia State.

Partnering with Georgia State's Entrepreneurship and Innovation Institute and Honor's College, WomenLead has cohosted the Women in Entrepreneurship panel discussions. These panels and "working" breakout sections have allowed students to engage with more than 30 women entrepreneurs.

In 2019, WomenLead launched a new course section on Entrepreneurship and Innovation funded in part by a VentureWell Grant.

During the spring 2020 semester, WomenLead debuted a new signature event, The Design Thinking Challenge, that brought together more than 125 students from across the university. Students

participated in an immersive, hands-on activity that took them through a full cycle of the design thinking process, which focused on addressing food insecurity on college campuses.

As a follow-up to the Design Thinking Challenge, students participated in a new online learning module called Designing Equality. Students collaborated virtually to propose creative solutions to the "broken rung" that represents the biggest obstacle to women's career progression—the first step up to manager—and that has long-term impact on the talent pipeline. Their proposals addressed why their solutions matter, how they will execute them and imagined potential outcomes.





ACCELERATOR PROGRAM

WomenLead partners with State Farm to offer an immersive, one-day introduction to our course for Perimeter College students. Through a generous State Farm grant, the WomenLead Accelerator Program ignites leadership aspirations and provides a bridge for these students to feel confident transferring to Georgia State's four-year bachelor's degree track.

The day's programming begins with a robust discussion of defining students' vision and values. The students then brainstorm their vision of leadership.



Students also review the issues affecting women in the workplace, based on the latest data. A WomenLead alumni panel and a panel of community leaders discuss their growth and share their professional journeys.

The Accelerator's success will, in part, be determined by the number of Perimeter College students enrolling at Georgia State's four-year programs.

ALUMNI ENGAGEMENT

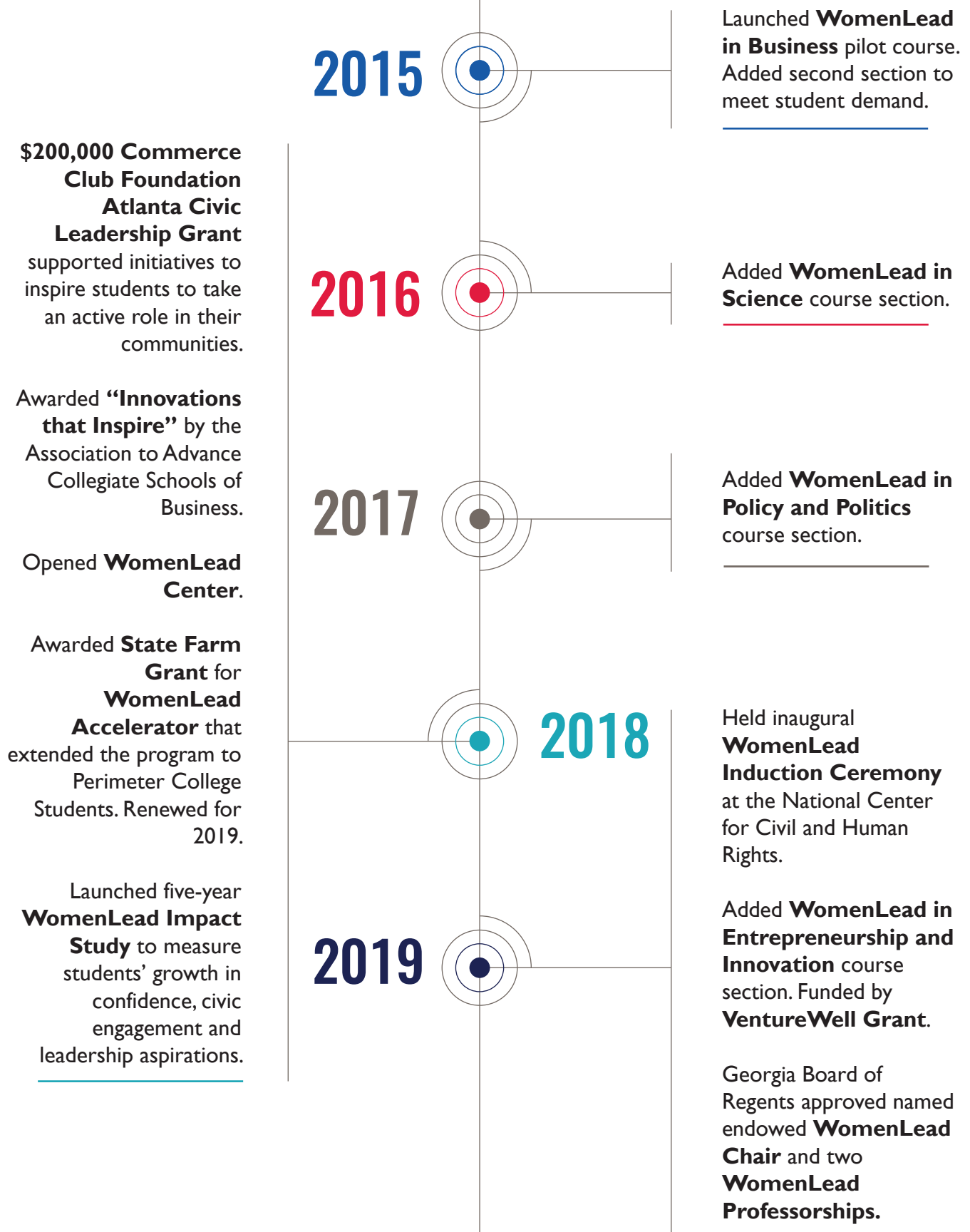
WomenLead students stay engaged with the program. They return for keynotes, panels, and participate in other WomenLead Center-sponsored events. They also recruit future students and connect them with job opportunities.



MILLENNIAL LEADERSHIP PANEL

Early-career WomenLead alumni come back to campus for an intimate conversation with current students. It's a great opportunity for students to engage with these alumni around the college-to-career transition.

MILESTONES



OUR FOOTPRINT

since 2015 and growing



840↑
STUDENTS

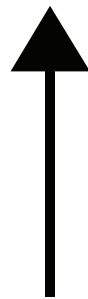
1 WomenLead
CENTER

55 PARK PLACE *Atlanta*

8 COLLEGES & 66 MAJORS

550↑

COMMUNITY LEADERS ENGAGED



1 CHAIR

2 PROFESSORSHIPS

8 SCHOLARSHIPS

78↑ **SCHOLAR AWARDS**

POWER NETWORKING | ONE-ON-ONE ENGAGEMENT INTERVIEWS

KEYNOTES | PANELS | LEADERSHIP POSTER PRESENTATIONS

10↑ **CORPORATE VISITS**



GEORGIA STATE STUDENTS BY THE NUMBERS

71%

receive financial aid

50%

are Pell-grant eligible

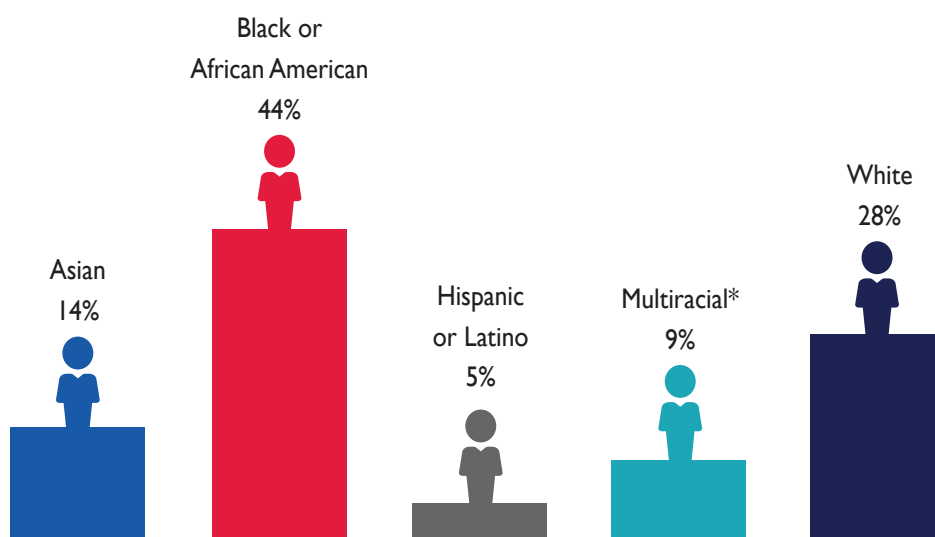
26%

are first generation





WOMENLEAD'S DIVERSE STUDENT POPULATION



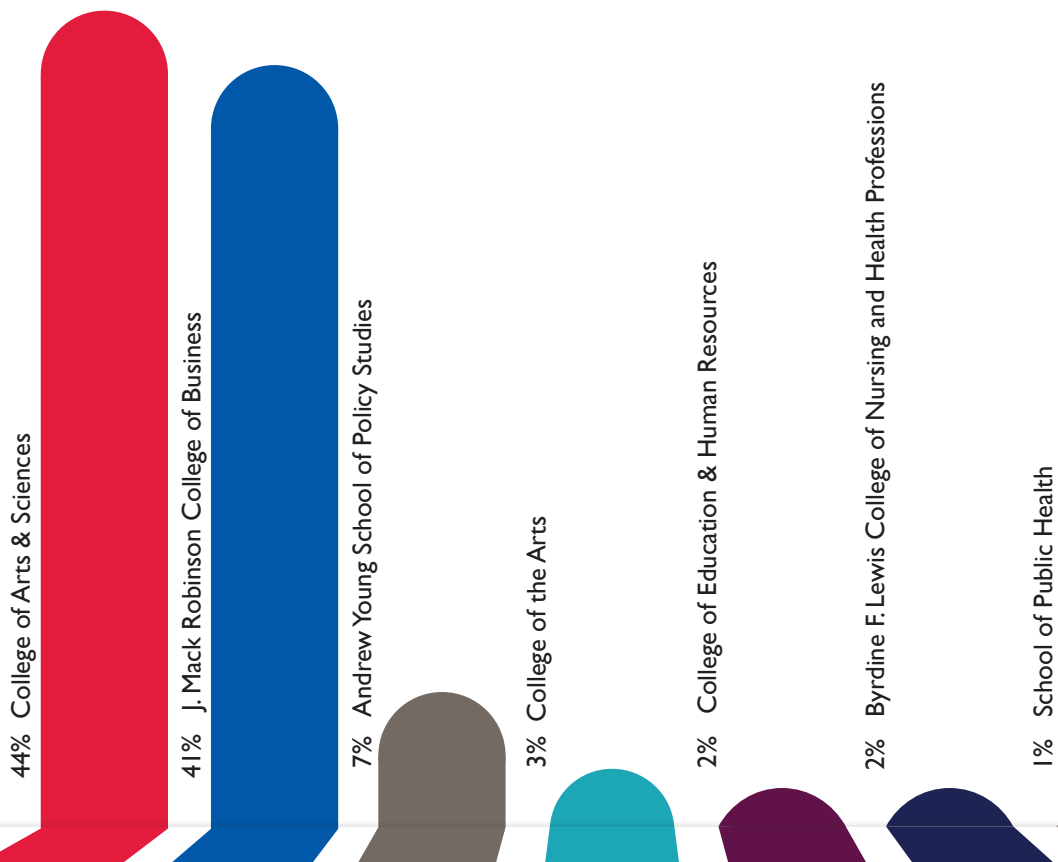
* Including American Indian, Alaska and Hawaii Natives, and other Pacific Islanders.

WomenLead students mirror Georgia State University's student population with more than 70% of WomenLead students identifying as students of color. According to *U.S. News & World Report 2019*, Georgia State is ranked #10 for campus ethnic diversity among national universities in the U.S.



26% of the students taking WomenLead are enrolled in the Honors College.

WOMENLEAD'S STUDENT DISTRIBUTION ACROSS COLLEGES





SOCIAL MEDIA REACH

+4.3K

FOLLOWERS

across all social media channels. Audience includes current, former and prospective students as well as external supporters of the program and Georgia State faculty and staff.

16X

INCREASE

in followers on WomenLead's Instagram account in the last two years. Since its creation, Instagram has become the most popular platform for engaging WomenLead students.

+9.7K

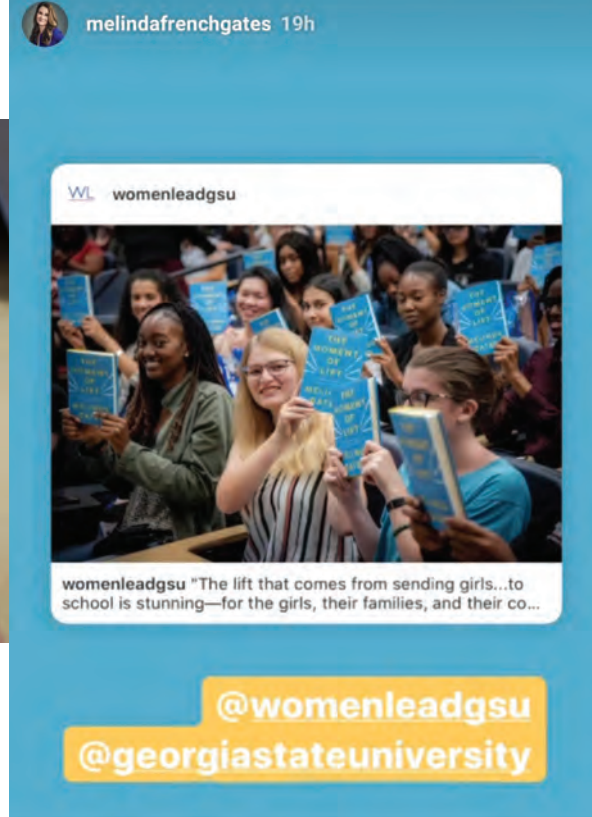
ENGAGEMENTS

across all social media channels in the last six months, averaging 406 engagements per week! These engagements include likes, comments, shares, and reactions from the community.

79%

MORE LIKES

when showcasing WomenLead activities, including the stories of WomenLead students. WomenLead's platforms aim to showcase the impact of the program through its students.



Melinda Gates shared WomenLead's post on her Instagram story.



Thank you for paving the way for women at Georgia State. Through this program, I got the opportunity to learn , grow and apply my learning in panels, projects, workshops and interviews. This course truly uplifts women for our many potentials and teaches us that there is no limit to our success. I am forever grateful for the opportunity to be surrounded by like minded classmates and professors that want everyone around them to succeed. Thank you WomenLead ✓ I would also like to encourage every woman at Georgia State to apply for this wonderful program because it is truly valuable!

WomenLead student Michaela Baskerville shared her Leadership Poster and gratitude for the program.



STUDENT VOICES

MARIAM DESOUKY | 2015

“It’s so important to have someone in your corner who will highlight your skills and abilities to others. The WomenLead community embodies that kind of support.”



NATSAI NDEBELE | 2016

“I still have my Personal Leadership Strategy poster hanging in my room. That assignment was a like a reckoning for me of my values, strengths, and vision for myself. It was a real moment of reflection.”



SARAH AGNEW | 2017

“The WomenLead program encouraged me to expand my comfort zone and it instilled confidence in me that I could perform at the highest academic and professional levels. It allowed me to grow and to be ambitious in my professional pursuit.”



SARAH LOPEZ | 2017

“The amount of time that we are given to engage with the executives we meet through WomenLead is wonderful. After completing WomenLead in Business, I was really able to develop my confidence and own what I have accomplished.”



JENNA AUNGST | 2018

“My experience with WomenLead in Science left me feeling not just inspired, but ready to take on the world. By the end of the semester, I learned that being an exceptional leader is not only about doing your job well, but ultimately how you give back and invest in others.”



ANGELA PRASEUTH | 2019

“WomenLead has helped me feel more confident and find my self-love. The class provides a lot of opportunities for reflection and exposes us to successful women and new perspectives.”



“There’s a strong chance the next Bill Gates isn’t going to look anything like the last one. So I’m interested in finding solutions that will help ensure we recognize her when we see her.”

– **Melinda Gates**

*Co-chair of the Bill & Melinda Gates Foundation
Founder of Pivotal Ventures*

More Information:

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@WomenLeadGSU

