

**West Chester University of Pennsylvania
University Forum Initiatives
Grant Project Final Report**

1. Project Information

Project Title	New Faces of Leadership: Women’s Leadership Conference
Applicants	Alicia Hahn-Murphy, Jackie Aliotta
Amount of Grant	\$4,400
Project Start and End Dates	Fall 2017

2. Outcome/Benefits of Project

Goals and Objectives of Project- Please describe to what extent the goals and objectives of the project were met and how this is demonstrated:

Women’s Leadership Conference Goals:

- Increase attendance from 150 participants *Goal met: 239 students registered, 203 students attended conference*
- Increase number of faculty/staff submitting breakout session proposals from 22 to 30 proposals. *Goal not met: The planning committee changed strategies for recruiting breakout sessions. We invited 5 faculty/staff members to facilitate breakout sessions. 10 faculty/staff/graduate students facilitated Ignite Sessions (25 minute skill or community building sessions).*
- Hold two follow-up sessions in spring 2018. *Goal tentatively met: 1 community building session and 2 wage negotiation session to be marketed to attendees planned for Spring 2018.*

The learning outcomes for the overall Women’s Leadership Conference are as follows. Learning outcomes were measured via self-report at the end of the conference day. The full assessment is attached.

As a result of attending the Women’s Leadership Conference,

- Participants will examine the impact of gender roles and expectations and perceptions of women as leaders on their leadership journey.
- Participants will develop skills to address issues that disproportionately impact women. These area include addressing gender roles, expectations and perceptions of women as leaders, how identity shapes leaders, empowering women of color to lead, sexism, financial literacy, and self-advocacy.
- Participants will explore the way power and privilege as well as personal experiences with power and privilege impact their work as a leader.
- Participants will gain skills to participate effectively in leadership opportunities on and off campus.
- Participants will explore the link between their leadership story and their personal and professional development.
- Participants will create action items to address gaps or needs in their leadership and personal development and to build a more inclusive campus community.

If you were to do this project again, what, if anything, would you do differently?

We plan to continue the Women’s Leadership Conference as it provides a valuable space for women to push back against traditionally masculine styles of leadership and a space to build allies for those with marginalized identities (trans women, women of color, LGB folks). We will also continue to center the voices of women of color by inviting at least one woman of color to serve as the keynote speaker. We introduced ignite sessions this year. These sessions were 25 minutes and they focused on building one specific skill or building community for marginalized identities. Due to the popularity, we will offer 2 ignite sessions at the next conference.

3. Number of Participants (identify those directly involved in the facilitation or implementation of the project)

Students	4
Faculty	1
Staff	2

4. Number of Participants (identify those who attended the project)

Students (Estimate demographics where possible)	<p>204 <i>Demographics are based on registration data (n=227)</i></p> <p><i>Woman- 97.33%</i> <i>Man-2.22%</i> <i>Gender Queer- .44%</i></p> <p><i>Race/Ethnicity</i> <i>White- 57.47%</i> <i>Black/African/African American- 34.84%</i> <i>Latina/Chicana/Hispanic- 7.24%</i> <i>Asian/Asian American- 8.14%</i> <i>Middle Eastern- 1%</i> <i>Pacific Islander- 1%</i> <i>Native Hawaiian-</i></p>
Faculty (Estimate demographics where possible)	6 faculty presenters
Staff (Estimate demographics where possible)	5 staff presenters

5. Summary of Project Activities (Continue on additional sheet as needed.)

The New Faces of Leadership: Women’s Leadership Conference was held on Saturday, November, 4, 2018. This was the third women’s leadership conference planned by the Center for Women & Gender Equity and Student Leadership and Involvement. A faculty member representing the

Sociology/Anthropology department assisted in the planning. In addition to the faculty/professional staff on the planning committee, one graduate students and three undergraduate students assisted with planning the conference. The day consisted of a networking session, a kick-off session featuring alumna Samantha Jeune and Assistant Vice President for Student Affairs Dr. Kim Chestnut. We offered 5 break-out sessions which were facilitated twice along with eight Ignite sessions. The program is attached for an overview of the day.

6. Evaluation Results

Please see attached data summary. Overall, 100% of participants rated the conference as excellent or good; 98% rated the keynote speakers as excellent or good; 95% of participants rated the breakout sessions as good or excellent; 94% of students rated the Ignite sessions as good or excellent.

7. Final Budget (Please provide evidence of financial expenditure as per approved line item budget)

In total, conference costs amounted \$7,628.. Funding was provided by the Women in Leadership and Service Committee, rollover dollars, Student Leadership and Involvement, and Center for Women & Gender Equity. Below is the budget breakdown of the funding spent provided by the University Forum.

Speaker Honorarium	400	UF
Photobooth	900	Rollover
Tote bags	603.2	rollover
Catering	2890.26	UF
t-shirts	639.39	UF
Amazon Books	199.7	UF
Name tags, paper	65.28	UF
Giftcards for Assessment giveaway (Amazon)	30	UF
Giftcards for Assessment giveaway, extra notebooks (Target)	60	UF
Tote Bags	62.37	SLI
Notebooks	517.84	CWGE
notebooks	244.9	CWGE
name tag printing	15	SLI