



University of Wisconsin
Whitewater

College of Business
and Economics

YOUR FUTURE IS
OUR PAST

» uww.edu

Bachelor's |



*From left: Dr. Lauren Drury,
Ashlee Platta (marketing major),
and Dr. Rashika Kamal,
WIBI's Program Coordinator.*

Hi. Our name is WIBI. It's nice to meet you.

With an official start in the fall '23 semester, we are excited to get to know you and to learn how, together, we can change the future of business. Our mission is to create a supportive and empowering environment for women and to promote greater gender equity and inclusion in the business world.

Our center is engaged with aiding **high school students** interested in business, providing **current college students** with a voice to achieve gender equity in the workplace, and connecting with the **business community** to create an environment of belonging for all. We invite you to read on to explore our first year in action.



Professional Development

In February 2024, WIBI partnered with the UWW student chapter of the Society of Human Resources Management (SHRM) to present an expert panel event preparing students to be their best at UWW's career fair, and, later, in their ongoing career progression. After, interested students had the opportunity to have their resumes reviewed by these area experts.

Left: Students line up for resume review with alumna Grace Klawinski.



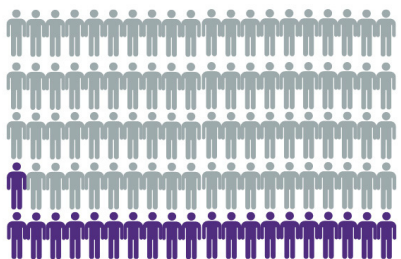
Speed Networking

In America, only 21% of c-suite executives are women. We think it is time for a change. One part of the solution is to provide women with the same opportunities that others have enjoyed for decades. That is why in November, WIBI, brought together area professionals and students for a speed networking event.

The resulting relationships are intended to last the academic year with regular meetings. We hope to discover that the reality will be that many go much longer providing a real opportunity for UWW college students to learn directly from our successful partners and graduates.

The College of Business and Economics has more than 30,000 active alumni. Imagine what could be done if even one percent of this group decided to be a volunteer student mentor.

Left: Students networking with alumni for potential mentorship matches.



21% In America, only 21% of c-suite executives are women.

Below: Feedback from students and alumni participating in the Speed Networking event.

"I have totally enjoyed interfacing..."
- Louise Hermsen, Mentor

"I have so many good things to say! I decided to take part in this event at the very last minute and I am so glad I did. My mentor is Louise Hermsen, and she has been SO helpful to me. When I first met her, I was unsure of my major and feeling overwhelmed with the world of business. However, she has helped me tremendously in figuring out what I want to do as well as providing me with networking opportunities. We have only met twice, and I have learned so much already. I am so thankful for this opportunity and working with Louise has been amazing!" - Mallory Michalski, Mentee
(Supply Chain Management major)

"...It has been a pleasure being able to pay-it-forward with all the knowledge I have learned thus far in my career."
- Tara Liegel, Mentor

It's your turn

Want to get involved or make a donation to help WIBI continue its mission?
Scan here or email wibi@uww.edu.





What else are we up to?

- WIBI celebrated **Women's Entrepreneur Week** with a panel event October 18th.
- See it to be it. WIBI hosts a fall **Women in Business** day each October for local high school students to envision a life in business.
- March 14th WIBI joins with the student organization Association of Supply Chain Management (ASCM) to honor **International Women's Day** with our Lead the Way event for students and professionals to learn about international business, cultural differences and hear first-hand stories from a panel of guests.
- We'll be cohosting a **financial literacy** event April 2nd with the Financial Management Association (FMA) student organization.



Join us: scan



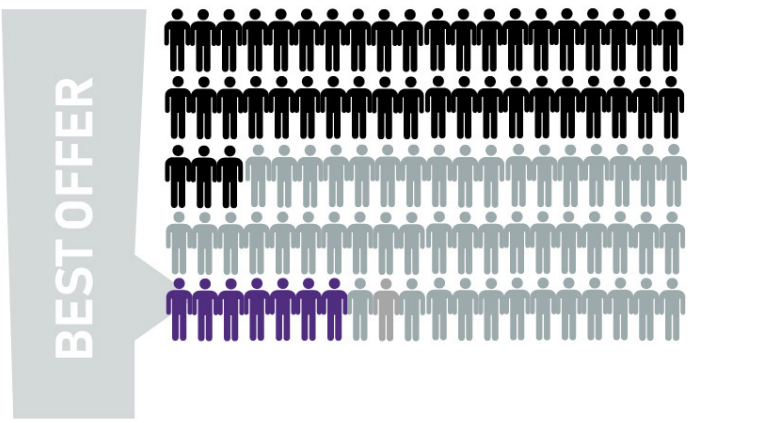
Photos this page: 2023 Women in Business Day hosts high school students in Timothy J. Hyland Hall.

Top left: Dr. Hasti Rahemi

Top right: Alumni panelists Sarah Niehueser and Tara Liegel

Mid left: Dr. Kenyatta Barber

Bottom left: Panelist Lauren Reid looks on as fellow presenter Kate Raddatz speaks.



It's 2024. Is gender equity still an issue? Negotiations Workshop: November

57% of men attempt to renegotiate their first job offer. Only 7% of women do the same. Why? Research shows that one reason is that women lack confidence in the hiring process. This reluctance is considered a significant contributor to the gender pay gap.

To help students with this crucial step in the hiring process, in November '23, WIBI partnered with the student Financial Management Association (FMA) to host a panel discussion featuring UWW Alumni and experts. The panel was followed by a workshop practice session to help students practice their new skills.

Left and Center: Students attending the negotiations workshop. **Right:** Alumna panelist Kelly Storti addresses students as co-panelist Dr. Tracy Khan looks on. Third panelist not pictured was Dr. Souroush Aslani.

"I wanted to extend my sincerest appreciation for organizing the Negotiations Workshop presented by WIBI and hosted by FMA on November 28. It was truly an enlightening experience, and I walked away with valuable insights that I am already applying in both my academic and professional endeavors.

The panelists were incredibly knowledgeable and provided practical advice that I found immediately applicable. Additionally, the interactive nature of the workshop allowed for meaningful discussions and enhanced my understanding of negotiation strategies.

Overall, I am grateful for the opportunity to attend such a well-executed event and would highly recommend it to other students seeking to improve their negotiation skills. Thank you once again for your efforts in organizing this workshop!" –Cynthia Ramirez (Finance major)



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