



ENGAGE. INSPIRE. TRANSFORM.

INSTITUTE FOR WOMEN'S LEADERSHIP

Annual Report • 2020

The Institute for Women's Leadership (IWL) builds upon the university's historic role as the first Catholic university in the world to co-educate undergraduate women beginning in 1909. In January 2019 during his fifth presidential address, President Lovell announced the creation of the IWL, made possible through a generous \$5 million endowment by the Thomas J. Rolfs Family Foundation. The support for IWL and the Women's Innovation Network pilot project was facilitated by the advocacy of Marquette alumna Claire Rolfs in partnership with University VP of Research and Innovation Dr. Jeanne Hossenlopp.

MISSION

The mission of the IWL at Marquette University is to advance women's leadership locally and globally through pioneering research, innovative programming, and collaborative engagement.

VISION

The vision of the IWL is one of intersectional inclusivity and gender equity. As advocates for justice, we will engage, inspire, and transform students, faculty, staff, and community leaders.

The IWL team is comprised of expert faculty and staff whose expertise and skills complement each other, while bringing our mission and vision to life. Andrea Schneider, Professor of Law, serves as the Director. Dr. Jean Grow, Professor of Strategic Communication in the Diederich College of Communication, and Dr. Jennica Webster, Associate Professor of Management in the College of Business Administration, serve as Co-Directors. Sasha Parsons Waters is the Women's Innovation Network (WIN) Program Coordinator, and Sarah Camp is IWL Coordinator.

After the Fall 2019 launch, IWL took action in three areas that reflect their mission and vision: research, programming, and community engagement. When COVID-19 cut short IWL's spring programming, the team shifted to remote programming for fall, continuing IWL's mission-driven work to **ENGAGE, INSPIRE, AND TRANSFORM.**

CREATING A VIBRANT RESEARCH ENVIRONMENT

A key element of the IWL's mission and vision is to create an **interdisciplinary** and **vibrant** research environment that supports impactful, transformative scholarship. Scholarship aimed at better understanding and advancing women's leadership spans many different disciplines. Recognizing this, the IWL began the year by identifying and then creating a database of 78 Marquette University faculty, staff, and community members engaged in research on women's leadership. This database serves as a resource for research collaborations, mentoring relationships, speakers, and as a general means of building and maintaining a robust cohort of the IWL faculty affiliates.

To build community among researchers, a series of interdisciplinary research socials were held, serving as networking events. The first IWL Research Round-Up featured research on women's leadership from areas such as English, philosophy, political science, and psychology. Nearly 100 faculty, staff, and community members participated in these events. To help engage with student researchers, IWL created a cohort of 15 faculty to serve as Interdisciplinary PhD Dissertation Committee members. To further support the research community, IWL launched the Interdisciplinary Summer Research Grant, which funded 6 research projects focused on women.

Members of the IWL team were part of an interdisciplinary team of Marquette faculty awarded grant funding from the President's Challenge for COVID-19 Response. This is a collaborative research project with Sojourner Family Peace Center and the Milwaukee County Court system. This research will examine the impact of the COVID-19 pandemic on intimate partner violence and aims to improve services and guide best practices.

78 faculty in the IWL database

Three faculty socials with nearly 100 faculty

Creation of an interdisciplinary dissertation committee

Funded 6 summer research grants

Winner of the President's Challenge Grant for work with Sojourner Family Peace Center

INNOVATIVE AND INTERSECTIONAL LEADERSHIP PROGRAMMING

The past year was an exciting time of transformation for the Women's Innovation Network (WIN) as it began its partnership with the IWL. WIN continued its work, furthering the IWL's vision of intersectional inclusivity and gender equity by engaging, inspiring, and transforming students, staff, faculty, and community leaders. To that end, WIN remained engaged with women students and students from underrepresented groups, by cultivating multigenerational connections within the community. WIN also collaborated with a diverse group of community professionals to provide programming and to serve as motivational role models. Students saw WIN's programs and mentors as resources that encouraged and inspired them to successfully pursue their goals. Every student WIN served reported that WIN had strengthened their professional networks.

Across campus, WIN worked to create a more inclusive culture at Marquette. In the process WIN served as an incubator for innovative leadership initiatives. Collaborating with external mentors, WIN provided coaches for students participating in the Self-Employment in the Arts (SEA) Conference Pitch Competition, where a Marquette student brought home first place. Since 2018, and with the support of WIN, at least one woman from an underrepresented group has won a prize during the annual Brewed Ideas Pitch Competition. Overall, WIN initiatives demonstrated that 93% of student participants felt higher levels of belongingness and connectedness at Marquette after participating in WIN events and programming.

WIN provided funding to send 62 students from underrepresented groups to conferences. Over half of the students received employment opportunities and/or built mentoring relationships as a direct result of conference attendance.

Building the pipeline to Marquette, WIN brought 315 middle school and high school students to campus to participate in a variety of WIN events.

After attending WIN events more than 20 women students and/or students from underrepresented groups have pursued entrepreneurial goals.

Leadership coaching was provided to 76 students.

BUILDING COMMUNITY CONNECTIONS

One of the goals of the IWL is to connect and collaborate with community partners in Milwaukee and across the country. The inaugural year began with a local focus. First, the team collected data tracking the numerous and impressive nonprofits who serve women and girls across Milwaukee County. The IWL then brought everyone together with a December 2019 nonprofit convening. The first nonprofit convening brought participants together from across Milwaukee county, building deeper connections to help nonprofits consider how they could support each other's organizations while considering what kinds of programming IWL might support. The December speaker, Dr. Yael Hasson, educated the group on the concept of gender budgeting, exploring the impact of gender on municipal budgeting and its impact on projects focused on women and girls. Another nonprofit event was planned for Spring 2020 but was canceled due to COVID-19.

The IWL brought our new advisory board and faculty together to share their connections, laying a strong foundation to springboard into a significant network of local businesses and nonprofit organizations. The IWL has also strengthened its ties with local women's professional organizations. This spring the IWL worked with TEMPO to provide analysis for their annual engagement survey. IWL officially joined the Women's Leadership Collaborative (WLC), a collaborative organization started by TEMPO, Professional Dimensions, and Milwaukee Women, Inc. to coordinate work advancing equity. Building off this momentum, the IWL will be hosting a Fall 2020 Suffrage and Innovation Conference and the Milwaukee Pay Equity Conference in Spring 2021. It has been a truly inspiring launch year.



BRANDING'S ROLE IN BUILDING THE IWL

The success of the IWL's first year was fueled by strategic brand building. That process began with the IWL team hiring Brainchild Studio, a woman-run branding consultancy, whose president is a Marquette alumna. Based on IWL's strategically focused mission and vision and with its iconic new identity, the IWL officially launched the new brand in Spring 2020. First, the IWL rolled out its internal Marquette website, while the new IWL brand strategically moved into social media where it heralded the mission and promoted its vision, as the IWL worked to **engage, inspire, and transform**.

As the IWL advanced women's leadership, its social media presence celebrated its vibrant interdisciplinary research, innovative leadership initiatives, and its cultivation of community connections. You can find the IWL brand on multiple platforms, including LinkedIn, Twitter, and Facebook, and this coming fall the IWL will launch on Instagram. Every Tuesday the IWL features research by one of its many affiliated faculty. To date the IWL has over 340 followers on LinkedIn and is building its Facebook and Twitter presence.

To embrace the IWL's commitment to the intersectionality, each Friday the IWL brand features campus and community activities that reflect equity and justice. In that same spirit, the IWL co-sponsored Doug Melville, Vice President of Diversity and Inclusion at TBWA – New York, to speak on campus. He inspired a packed house, and blew up the IWL's burgeoning social media accounts that November evening.

The IWL recently build out a collaborative beta-site that marries the IWL database with the Marquette ePublication database. The IWL is the first organization within Marquette to leverage the ePublication database. This beta-site, built with only the IWL director and the two co-directors, features more than 57,000 downloads of their research on every continent except Antarctica. Imagine when the site is launched with all 78 IWL affiliated faculty in Fall 2020.

While IWL branding worked to cultivate community connections across social media, traditional media was not forgotten. Working with the Office of Marketing and Communication, the IWL launch was covered by local press. Interviews with Director Andrea Schneider followed. Moving into the second year with an expanded social media presence and podcasts, the IWL brand will continue to focus on intersectional inclusivity and gender equity, as we **engage, inspire, and transform**.

IN REVIEW

The IWL team looks back across the first year and is proud of all it has **accomplished**.

- **Created 3 databases including: IWL affiliated faculty, nonprofits focusing on women and girls in Milwaukee and beta-site merging IWL affiliated faculty with Marquette ePublications**
- **Built a supportive community of IWL scholars**
- **Committed to 3 major research projects**
- **Launched a strategically dynamic new brand within the Marquette family**
- **Partnered with TEMPO to analyze its engagement survey**
- **Folded WIN into IWL to build more dynamic programming**
- **Hosted the inaugural Nonprofit Convening**
- **Hosted Women on Boards 2019**
- **Launched a summer grant program**



While COVID-19 has made the IWL launch year challenging, the team remains proud of all the accomplishments it has achieved. The IWL closes out its first year with gratitude, acknowledging the generous gift of the Thomas J. Rolfs Family Foundation and the extraordinary work of the IWL Advisory Board by thanking them for their enduring commitment and exemplary contributions to the IWL.

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