1. *Project Information*

Project Title	Women on the Rise: Women's Leadership Conference
Applicants	Alicia Hahn-Murphy
Amount of Grant	$5,000
Project Start and End Dates	September 15, 2018

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:
- 200 student attendees with 50% being women of color. *Attendance goal not met- 157 students attended the conference (200 students registered) However, 69% of participants identified as women of color.*
- At least 5 women of color faculty/staff to facilitate breakout sessions. *Goal met: Out of 19 presentations, 9 presenters identified as women of color, including the keynote speaker.*
- Create 1 track (3 breakout sessions) focused on women of color. *Goal Met: Five sessions focused specifically on women of color.*

As the planning committee evolved through the 2018 conference planning process, we created new outcomes for Women on the Rise. While the learning outcomes from our original grant proposal were certainly touched on, the following learning outcomes were measured via post-conference assessment.

As a result of attending the Women's Leadership Conference,
- Participants will develop knowledge and skills for overcoming leadership barriers that often affect women. *97% of participants strongly agree/agree the conference met this learning objective.*
- Participants will learn effective strategies to advocate for themselves and others in professional settings. *99% of participants strongly agree/agree the conference met this learning objective.*
- Participants will establish a network of allies for support and mentorship that can grow over time. *91% strongly agree/agree the conference met this learning objective.*

See attached assessment results for full report.

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

The Women's Leadership Conference will continue at WCU. It continues to provide a valuable space for women to build sisterhood, support, and raise awareness of leadership barriers for women. We have increased our offerings and focus on women of color. We plan to add a session focused on leadership barriers for the LGBTQA community. We will look to increase the session length as many students indicated they wanted longer sessions in the post-assessment.

One of the biggest challenges of the conference was holding it three weeks into the semester. This created a problem for marketing. Many students heard about the conference via word of mouth. With more time to market the conference, it would help in retention of those students signed up.

3. _Number of Participants_ (identify those directly involved in the facilitation or implementation of the project)

Students	*2*
Faculty	*1*
Staff	*3*

4. _Number of Participants_ (identify those who attended the project)

Students (Estimate demographics where possible)	*136* *Demographics are based on post-assessment data* *Woman- 94.12%* *Man-.74%* *Gender Queer- .74%* *Trans- .74%* *Identity not listed- 3.68%* *Race/Ethnicity* *White- 32.59%* *Black/African/African American- 59.26%* *Latina/Chicana/Hispanic- 6.67%* *Asian/Asian American- 2.22%* *Native American- 1%* *Multiracial- 1.48%*
Faculty(Estimate demographics where possible)	*5 faculty presenters*
Staff (Estimate demographics where possible)	*5 staff presenters*

5. _Summary of Project Activities_ (Continue on additional sheet as needed.)

The fourth annual Women on the Rise: Women's Leadership Conference was held on Saturday, September 15, 2018. The conference is sponsored by the Center for Women & Gender Equity, Student

Leadership and Involvement, and Anthropology & Sociology Department. Students heard a keynote address focused on lifting as we climb. Ms. Footman is a diversity and inclusion specialist from Philadelphia. We hosted two set of five breakout sessions each and nine Ignite sessions. Ignite sessions are designed to light a fire in the hearts and minds of participants. They fuel passion about an issue, build strength within a group, and/or impart a skill for immediate use. The best Ignite sessions are personal and practical: They include opinions, recognize lived experience, and emphasize meaningful action. The idea is to produce both a spark and an outlet for the subsequent fire.

6. *Evaluation Results*

Please see attached data summary. Overall, 100% of participants rated the conference as excellent or good; 94% rated the keynote speakers as excellent or good; 98% of participants rated the breakout sessions as good or excellent; 96% of students rated the Ignite sessions as good or excellent.

Participants were asked what the most meaningful part of the conference was. The themes of their comments included the diversity of the conference, confidence building and empowerment, networking, and information about financial literacy.

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

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.

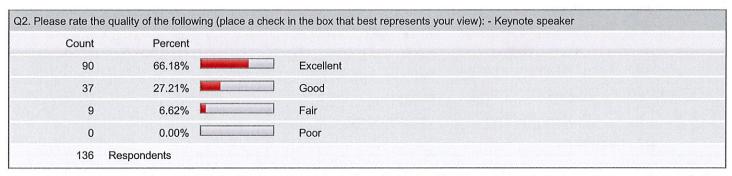| Speaker Honorarium | 2500 | University Forum |
Catering-lunch	920	University Forum
Catering-lunch	1253.25	Institute for Women Fund
Catering-lunch	450	Student Leadership and Involvement
Catering- refreshments	179.46	University Forum
Notebooks	735.45	University Forum
Giftcard Raffle	100	Center for Women & Gender Equity
Book raffle	185.82	University Forum

Program Printing	294.27	University Forum
Photographer	300	Center for Women & Gender Equity
T-shirts	1405	Center for Women & Gender Equity

2018 Women's Leadership Conference

Description: Survey is complete. Make all questions optional. Set link on a loop.
Date Created: 9/21/2018 9:49:32 AM
Date Range: 9/28/2018 12:00:00 AM - 10/26/2018 11:59:00 PM
Total Respondents: 136

Q1. Please rate the quality of the following (place a check in the box that best represents your view): - Overall conference

Count	Percent		
108	79.41%		Excellent
28	20.59%		Good
0	0.00%		Fair
0	0.00%		Poor
136	Respondents		

Q2. Please rate the quality of the following (place a check in the box that best represents your view): - Keynote speaker

Count	Percent		
90	66.18%		Excellent
37	27.21%		Good
9	6.62%		Fair
0	0.00%		Poor
136	Respondents		

Q3. Please rate the quality of the following (place a check in the box that best represents your view): - Breakout sessions

Count	Percent		
103	75.74%		Excellent
30	22.06%		Good
3	2.21%		Fair
0	0.00%		Poor
136	Respondents		

Q4. Please rate the quality of the following (place a check in the box that best represents your view): - "Ignite" session

Count	Percent		
106	79.10%		Excellent
22	16.42%		Good
6	4.48%		Fair
0	0.00%		Poor
134	Respondents		

Q5. Please rate the quality of the following (place a check in the box that best represents your view): - "Make a Connection" networking session

Count	Percent		
72	57.14%		Excellent
47	37.30%		Good
7	5.56%		Fair
0	0.00%		Poor
126	Respondents		

Q10. Please indicate whether or not the following components of the conference met the listed learning objectives."Keynote speaker . . ." - Helped me learn effective strategies to advocate for myself and others in professional and social settings.

Count	Percent		
68	53.13%		Strongly agree
51	39.84%		Agree
9	7.03%		Neither agree nor disagree
0	0.00%		Disagree
0	0.00%		Strongly disagree
128	Respondents		

Q11. Please indicate whether or not the following components of the conference met the listed learning objectives."Keynote speaker . . ." - Helped me to establish a network of allies for support and mentorship that can grow over time.

Count	Percent		
59	46.46%		Strongly agree
47	37.01%		Agree
18	14.17%		Neither agree nor disagree
3	2.36%		Disagree
0	0.00%		Strongly disagree
127	Respondents		

Q12. Please indicate whether or not the following components of the conference met the listed learning objectives."Breakout sessions . . ." - Helped me to develop knowledge and skills for overcoming leadership barriers that often affect women.

Count	Percent		
81	62.31%		Strongly agree
40	30.77%		Agree
6	4.62%		Neither agree nor disagree
3	2.31%		Disagree
0	0.00%		Strongly disagree
130	Respondents		

Q13. Please indicate whether or not the following components of the conference met the listed learning objectives."Breakout sessions . . ." - Helped me learn effective strategies to advocate for myself and others in professional and social settings.

Count	Percent		
86	66.67%		Strongly agree
38	29.46%		Agree
4	3.10%		Neither agree nor disagree
1	0.78%		Disagree
0	0.00%		Strongly disagree
129	Respondents		

1	0.74%		Everyone's excitement and willingness to give advice.
1	0.74%		Getting to know that there is support in school to empower and lead women to success throughout leadership work sessions. Salary Negotiations was great
1	0.74%		Having Sherry Mendez and other campus women present
1	0.74%		Having the breakout sessions where we could talk in a smaller, more intimate setting was meaningful and let me better express my perspective than in a big group setting would have. Love how inclusive this is!
1	0.74%		Hear what good info people had to share.
1	0.74%		Hearing different voices/perspectives on women empowerment.
1	0.74%		Helped me gain confidence and strengthen my thoughts about other aspects of networking and socializing.
1	0.74%		Helpful tools for growing self-confidence.
1	0.74%		How diverse and inclusive it is
1	0.74%		How diverse the audience was.
1	0.74%		How interactive each session was and how well the presenters were able to integrate humor into their presentations and really maintain interest in the presentation.
1	0.74%		How it had programs for African American women.
1	0.74%		-How many WOC actually attend West Chester -There were many opportunities to empower each other as women but as students and student leaders -Representation matters and having WOC facilitate sessions is SO needed!
1	0.74%		How to network and how important it is.
1	0.74%		How to network and reach out for mentorship.
1	0.74%		How us as women we tend to put each other down and we need to start turning these negatives into a positive thing. We are women who are powerful.
1	0.74%		How we need to bring other women with us.
1	0.74%		I admired everyone allowing themselves to be vulnerable and sharing their experiences with taking a women leadership role
1	0.74%		I attended the bold, bad leadership breakout session and Dr. Tammy was extremely resourceful and heartwarming. She connected with each and everyone of us individually which I thought was great!
1	0.74%		I enjoyed how there were specific sessions focused on women of color
1	0.74%		I enjoyed the session speaking about microaggression against difference genders and races.
1	0.74%		I feel like the most meaningful thing for me was learning about my worth as a Black woman in a session
1	0.74%		I felt represented in the sessions for women of color.
1	0.74%		I find it meaningful to always help other people along and to just be supportive of each other.
1	0.74%		I find most meaningful is the African American breakout session and keynote speaker was very informing. They helped me understand more.
1	0.74%		I found having it lead by women being the most meaningful. To see and hear women bringing each other together is inspiring and powerful.
1	0.74%		I found it meaningful how no one was afraid to bring their own personal stories to make a connection
1	0.74%		I found meaningful of learning what a sponsor was, self-efficiency, return on investment, and how to not just negotiate on salaries, but negotiate on benefits.
1	0.74%		I found that the acknowledgement of intersectionality. It played a great role in understanding us all as women that we all go through.
1	0.74%		I found the "ignite" session very meaningful along with the breakout session. "Positive Affirmation" because they both had me reflect on myself and created a safe place to discuss the topics that were presented.
1	0.74%		I found the breakout/ignite sessions really inspiring and powerful.
1	0.74%		I found the environment was very positive and inclusive. I think the willingness of the keynote speaker, breakout and ignite sessions was most meaningful. Each one I went to gave contact info and encouraged us to come talk.

1	0.74%		Keynote speaker
1	0.74%		Keynote speaker set a great professional tone for the conference.
1	0.74%		Learned a lot about internships
1	0.74%		learning about comfort spaces and challenging yourself
1	0.74%		Learning how to be financially savvy, love myself, and how to handle hard situations
1	0.74%		Learning important life skills like negotiating a salary, budgeting and learning how to register to vote.
1	0.74%		Love yourself. Stand by what you believe in.
1	0.74%		Making connections and relating to the speakers.
1	0.74%		Managing money and regular salary
1	0.74%		More opportunities for black students.
1	0.74%		Most meaningful thing to me was making sure to uplift women along with yourself. Also, to call out microaggressions. Being surrounded by strong voiced women was empowering
1	0.74%		Networking
1	0.74%		Session about confidence was empowering :)
1	0.74%		Talks about self love, identity & being powerful in your own skin; leading with confidence not matter what others think or say.
1	0.74%		That it was about leadership and empowering.
1	0.74%		That minority women was included in the sessions. Also helped with a lot of loving yourself.
1	0.74%		That there were programs exclusively for Black women.
1	0.74%		That there were specific sessions for women of color.
1	0.74%		That you can do and be anything you want.
1	0.74%		The ability to relate to real life situations.
1	0.74%		The added classes on women of color.
1	0.74%		The breakout session about Swift & Minaj talked about how to dom in marginalized groups can still hurt the group - better insight on how to bring it all up
1	0.74%		The confidence ignite session
1	0.74%		The connections I made with different speakers
1	0.74%		The different aspects of this conference that helped me immensely
1	0.74%		The diverse breakout sessions for women of color was amazing. Food and snacks was nice, too.
1	0.74%		The emphasis on self efficiency as well as lifting each other up.
1	0.74%		the idea of intersectionality and the need for togetherness despite differences. I liked that support was discussed.
1	0.74%		The ignite session about confidence was the most meaningful information I've learned at the conference. You define the confidence yourself.
1	0.74%		The ignite session on beauty
1	0.74%		The incorporation of the WOC program.
1	0.74%		The individual sessions and workshops. The variety of topics was good and the sessions were great.
1	0.74%		-The keynote speaker + all of the sessions (at least the ones) were very able to be applied to real-life situations
1	0.74%		The keynote speaker and the breakout session were very resourceful.
1	0.74%		The keynote speaker was absolutely amazing. Very informational and empowering.
1	0.74%		The keynote speaker was great, standing up for her rights. I felt that we learned about how to stand up for ourselves.
1	0.74%		The keynote speaker.
1	0.74%		The keynote speaker. I found out we work at the same company and got connected w/ her.
1	0.74%		The making money moves session was really engaging, relatable and important--loved the

Count	Percent		
1	0.78%		A bag would be nice to carry things.
1	0.78%		A major suggestion would be an email blast about the event. I heard about the event from my friend and she sent me the link personally.
1	0.78%		A session potentially to do with LGBTQIA community? Personality types and how those help with leadership/knowing yourself.
1	0.78%		Advocating for women in the arts.
1	0.78%		Ask students what they want the breakouts to be about.
1	0.78%		Better breakout sessions, I feel like we focus on the same issues over and over.
1	0.78%		Bigger rooms because rooms got full pretty fast. Keynote speaker was good and Olivia Miller should be welcomed back.
1	0.78%		Bring a Latin topic - Barriers on market for women
1	0.78%		Bring back Harry Potter session! It was very well done. Include lunch!
1	0.78%		Bring back voter registration session - very helpful.
1	0.78%		Bring more food especially at the end of the day, because everyone will be hungry and there wasn't a lot of food.
1	0.78%		change it up a little each year
1	0.78%		Continue to create workshops that are exclusively for Black women as well as Black women that are queer.
1	0.78%		Definitely the session I mentioned above. The breakfast/t-shirts are also great. Maybe something about leadership opportunities at WCU specifically.
1	0.78%		-Different types of programs -better prizes
1	0.78%		Do an activity with people at our table during networking.
1	0.78%		Dr. Tammy Hillard Thompson was amazing!
1	0.78%		Dr. Tammy's session was excellent & empowering, should definitely be brought back.
1	0.78%		Dr. Wooten & Dr. Tammy should be invited back. The Networking Breakout session should not continue, it made the conference drag on.
1	0.78%		Dr.Huebner!! "how we can do better" was super informative and i'd love to learn more/expand on that
1	0.78%		Hands on activities.
1	0.78%		Have a short lunch break I would also want the keynote speaker back
1	0.78%		Have lunch at the end.
1	0.78%		Have lunch.
1	0.78%		How to say no, Sherry Mendez
1	0.78%		I definitely want more more of Dr. Tammy
1	0.78%		I don't have any suggestion, everything was great and seemed very well thought out.
1	0.78%		I feel like the keynote speakers needs to be better. I love Dr. Heubres
1	0.78%		I loved it all, so maybe similar just new materials, so I can keep learning
1	0.78%		I loved the keynote speakers. I would also like if you guys could have longer sessions on budgeting and making money.
1	0.78%		I really liked Junika Hawker's session. I'd like to see more students like her presenting. Shorter conference or more conversational and interactive.
1	0.78%		I really liked Lauren Footman as the keynote speaker. She was inspirational and I would like to hear more from her.
1	0.78%		I really liked Lauren Footman. She was really approachable and knowledgeable. I would love to have her back. Keep up the breakfast!
1	0.78%		I suggest for longer sessions because there were too many things to fit in that amount of

1	0.78%		Longer sessions
1	0.78%		Longer sessions.
1	0.78%		Loved the breakfast. More book giveaways. Maybe lunch also?
1	0.78%		Lunch
1	0.78%		Lunch instead of breakfast.
1	0.78%		Lunch. Women of color and mental health. Vision boards. More scissors.
1	0.78%		Makin' money moves
1	0.78%		Maybe a session for the LGBTQA+ community and allies
1	0.78%		Maybe another ignite session
1	0.78%		Maybe have more sessions on Latinx and the Queer community.
1	0.78%		Maybe try and focus more towards leadership rather than feminism. I totally agree that we all women, but I was hoping to understand more about leadership.
1	0.78%		Mental illness in women of color. I really enjoyed it and I would want that session to be invited back to spread awareness.
1	0.78%		More confidence in women/"media standards" and inclusive leadership
1	0.78%		-More food available -Long-sleeve shirts
1	0.78%		More ignite sessions, we get to move around more and learn more.
1	0.78%		More networking sessions.
1	0.78%		More opportunity for networking
1	0.78%		More options for breakout sessions, more, shorter sessions
1	0.78%		More presenters.
1	0.78%		More session options
1	0.78%		More sessions/student-run sessions.
1	0.78%		More snacks
1	0.78%		More snacks & water bottles & bags like last year
1	0.78%		More things you can take with you. I wish I did the session that made vision boards.
1	0.78%		More time for everyone to ask questions during sessions.
1	0.78%		More time for ignite session.
1	0.78%		More WOC sessions
1	0.78%		more, shorter sessions
1	0.78%		My only note would be to have the keynote speaker come back next year.
8	6.20%		N/A
1	0.78%		N/A. This is my first women's conference.
1	0.78%		Need more snacks, other than that it was great.
1	0.78%		None
1	0.78%		Not breakfast, lunch instead. Speakers good.
1	0.78%		Nothing: I loved it.
1	0.78%		Please provide lunch.
1	0.78%		Refill food stations.
1	0.78%		Sherry Mendez and Dr. Lisa Huebner were amazing, and I'd love to hear more from them! I would also like to see language like (male/female) to be addressed.
1	0.78%		Sherry Mendez and Kaitlyn Crouse were fantastic! I think the keynote speaker was less effective because it was less interactive.
1	0.78%		Sherry Mendez should be invited back. I really enjoy the ignite session.
1	0.78%		Sherry Mendez's financial breakout session should come back next year. It was very fun and an open environment to talk. Having food was great because it helped me stay focused on material (Not thinking about a snack). Also, I would recommend a LinkedIn session.

2	15.38%			Office of Wellness Promotion
1	7.69%			Orientation Part 2 for Freshman
1	7.69%			RA

135	Respondents
257	Responses

Q21. Your gender identity:

Count	Percent		
1	0.74%		Man
128	94.12%		Woman
1	0.74%		Genderqueer
1	0.74%		Trans*
5	3.68%		Identity not listed (please specify)

Count	Percent		
1	20.00%		Cis Women
1	20.00%		cisgender
2	40.00%		Female Cisgender
1	20.00%		Heterosexual

136	Respondents

Q22. Your racial/ethnic identity: (select all that apply)

Count	Respondent %	Response %		
44	32.59%	30.77%		White
80	59.26%	55.94%		Black/African/African American
9	6.67%	6.29%		Latina(o)/Chicana (o)/Hispanic
3	2.22%	2.10%		Asian/Asian American
2	1.48%	1.40%		Native American
2	1.48%	1.40%		Multiracial
3	2.22%	2.10%		Other

Count	Percent		
1	33.33%		Afro-Caribbean
1	33.33%		Mexican
1	33.33%		Primarily White/Hispanic background

135	Respondents
143	Responses

1	0.74%		Exploratory Studies
1	0.74%		Finance/Accounting
1	0.74%		Finance: Pre-Business
1	0.74%		Forensic Chemistry & Toxicology
2	1.48%		HEPSA
1	0.74%		Higher Ed Policy & Student Affairs
1	0.74%		Higher Education Policy & Student Affairs
1	0.74%		History
1	0.74%		History BA
1	0.74%		History/German
2	1.48%		Marketing
1	0.74%		Master of Business Administration
1	0.74%		Mathamatics
1	0.74%		Mathematics
1	0.74%		Med in School Counseling
2	1.48%		Middle grades education
1	0.74%		Music
1	0.74%		Music Education
1	0.74%		Non Degree Seeking/Ram Initiative
2	1.48%		Nursing
2	1.48%		Nutrition
1	0.74%		Nutrition & Dietetics
2	1.48%		Occupational Therapy
3	2.22%		Political Science
2	1.48%		Pre Occupational Therapy
1	0.74%		Pre-Physical Therapy
1	0.74%		psychology
22	16.30%		Psychology
11	8.15%		Public Health
1	0.74%		Public Health/Nutrition
1	0.74%		Secondary english education/special education
2	1.48%		social work
6	4.44%		Social Work
2	1.48%		Undecided
1	0.74%		Undeclared
1	0.74%		WGST
1	0.74%		Womens & Gender Studies/Sociology

135   Respondents