

WOMEN OF ISENBERG NEWSLETTER

Welcome to the first issue of the Women of Isenberg (Wol) monthly newsletter brought to you by the Wol Executive Planning Committee! The Women of Isenberg Conference was created in 2014 to connect current UMass Amherst students with alumni, faculty and corporate sponsors in a full-day professional development event. The Wol Conference creates a welcoming community for attendees from diverse backgrounds and industries to share experiences, foster confidence, and discuss the challenges we face as students in the classroom and women in the workplace.

Our goal is to inspire students to build relationships, gain advice from professionals, and to provide an opportunity for alumni to become more involved with the University. Over the past seven years, the Conference has experienced a 255% growth in attendees, selling out at 440 attendees in both 2018 and 2019.

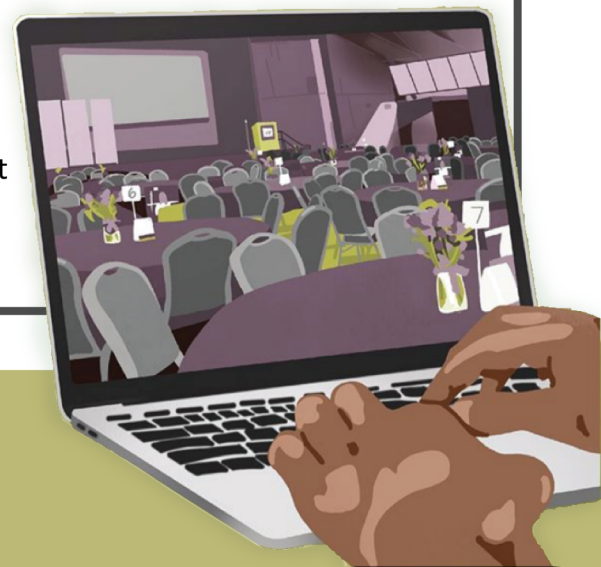
Each monthly newsletter will feature:

- Updates regarding our 2020-2021 Women of Isenberg Programming including content and activities for students, alumni, corporate sponsors, faculty and staff that will allow us to continue our 8 year mission - to discuss challenges, opportunities and lessons learned for women in the workplace today
- Highlights regarding other UMass student organizations that we recommend getting involved with
- A "Get to Know the Wol Team" section, and more

We are excited to officially announce that our Conference will be going virtual this year! The 8th annual Wol Conference is now The Women of Isenberg Virtual Speaker Series. This series - with all content and activities - will be presented over several months versus a single all-day event.

Our team fully believes that even though we won't be physically together enjoying presentations, discussions and networking in the Campus Center, as we have over the past 7 years, our attendees will still experience the passionate, empowering and informative spirit of the Women of Isenberg Conference, no matter where they may be joining us from. Our speakers, content and activities will continue to be numerous and varied.

The themes of this year's programming are community, resilience, and adaptability: three topics that are more important now, than ever before. It is these themes that have guided our process of content creation, speaker invitations, and scheduling.



We are excited to announce that legendary Olympic goalkeeper, **Briana Scurry**, UMass class of 1995, will be this year's keynote speaker!



BRIANA SCURRY

12/9

THE KICKOFF EVENT

will be held on **Wednesday, December 9, 2020** with a presentation on Business Etiquette in a virtual setting given by UMass Alumna, Susan Callender '86. Continue reading to learn more about this kickoff event.

1/5

THE SECOND EVENT

will be on **Tuesday, January 5, 2021** from 3:00PM - 4:15PM. This event will contain multiple panel discussions to choose from and feature sponsor recruiting sessions with our platinum and silver corporate sponsors.

1/12 - 1/14

THE THIRD EVENT: WOI WEEK

will be a three-day series, known as **"Woi Week"**, happening from **Tuesday, January 12 - Thursday January 14, 2021**. Woi Week will feature a keynote address, multiple alumni panels and workshops, panel discussions led by our corporate sponsors, networking opportunities, and more.

And that's not all! The Woi Student Planning Committee will host a spring event that will focus on networking within and outside of the UMass Amherst community. Every event will be recorded and available to view if you can't make the live sessions and follow-up materials will be available and emailed to attendees after each event.

We look forward to sharing more updates with you regarding our panels, speakers, sponsors and activities.



Twitter: @Wol_Conference
Instagram: @WolConference
LinkedIn: Women of Isenberg Conference

BRIANA SCURRY

UMASS CLASS OF 1995

A member of the National Soccer Hall of Fame, she is known as one of soccer's most talented and influential goalkeepers. She made over 173 international appearances for the United States that led to a World Cup and two Olympic gold medals. She was a founding member of the first professional women's soccer league - she overcame a traumatic brain injury to become one of the nation's foremost thought leaders - AND she is a permanent feature in the Smithsonian National Museum of African American History and Culture.



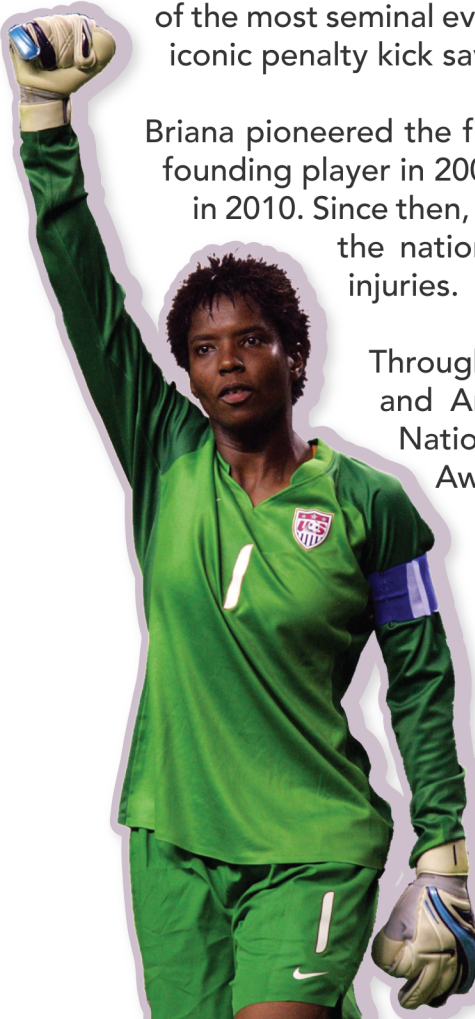
Briana Scurry is widely recognized as one of the world's most talented and influential goalkeepers. Her 173 international appearances as one of the first African American and openly gay professional athletes championed equality and diversified the sport. In 2017, she was inducted into the National Soccer Hall of Fame.

Named starting goalkeeper for the United States Women's National Team in 1994, she led the team on an illustrious run that included two Olympic gold medals. In the 1999 FIFA World Cup Championship – which represented one of the most seminal events in American athletic history – Briana made the iconic penalty kick save that carried the United States to victory.

Briana pioneered the first paid professional women's soccer league as a founding player in 2001. A debilitating concussion led to her retirement in 2010. Since then, she has repurposed her visibility to become one of the nation's foremost thought leaders on traumatic brain injuries.

Through her impact on the landscape of women's soccer and American sports culture, Briana has received the National Association of Black Journalists' Sam Lacy Award, inclusion in the United States Women's National Team's All-Time Best XI, and a permanent feature in the Smithsonian National Museum of African American History and Culture.

We are proud and honored that Brianna will be joining us as this year's Wol Virtual Speaker Series keynote speaker.



@BRISCURRY

KICKOFF EVENT

WITH SUSAN CALLENDER

Susan Callender is a driven and inspiring business expert who provides coaching for individuals and organizations looking to grow their industry skills. Callender specializes in providing her clients with the knowledge and confidence to reach the next level of their professional life. Through rebranding and polishing, Callender has helped countless clients reach their career goals, develop professional magnetism, and hone their leadership skills. As a UMass Amherst alumni herself, our team was thrilled to invite her to speak during the Women of Isenberg Virtual Speaker Series Kickoff event. Callender's resilient approach to workplace confidence and personal development pairs perfectly with the themes of the Wol speaker series.

Our Kickoff event will be held on December 9, 2020 and will feature exclusive content from Susan regarding business etiquette in a virtual setting.. She will be leading a presentation and workshop for attendees along with a live coaching session to personally connect with her. Watch our social media for more updates and sneak peaks on the event! We hope to see you there.

"I show professionals and business owners how to use their power skills to win in competitive situations."

2021

SPONSORSHIP

We are excited to announce our first four sponsors for the Women of Isenberg Virtual Speaker Series: KPMG, PwC, Citibank, and The TJX Companies, Inc.! KPMG, PwC, Citibank, and The TJX Companies, Inc. are all Bronze sponsors for this year's programming and have supported Wol in past years as well. We are grateful for the support and devotion they have given to Wol!



MEET THE PRESIDENT

MAGGIE MULLIGAN

SENIOR HOSPITALITY & TOURISM MANAGEMENT MAJOR

Maggie is a senior majoring in Hospitality & Tourism Management at the Isenberg School of Management. She is excited to lead the planning and implementation of the inaugural Women of Isenberg Virtual Speaker Series with her team and is looking forward to all of the virtual events and opportunities that will be offered this year and next. Maggie's favorite part of the Women of Isenberg community is the network of women and allies it fosters. "Wol creates a community that empowers and allows us to learn and support one another", says Maggie. Watching something — whether it is a project, process, or a community that she has helped launch, nurture, and grow - is something that Maggie can not get enough of.

Upon graduation, Maggie hopes to work with an environmentally conscious, socially responsible, and sustainable company.



By attending the Women of Isenberg Virtual Speaker Series, you are provided with many valuable benefits, including:

- 1) Immersion into a community of allies who are empowering women in all stages of their careers
- 2) Formal and informal networking with industry leaders—alumni and corporate sponsors—who will share their professional journeys and lessons learned
- 3) Attend Keynote, workshops and panel discussions led by UMass alumni and corporate sponsors featuring topics relating to professional development, relationship building, career-launching and advancing, as well as opportunities and challenges women face in the workplace
- 4) Guided Networking Programming where you will have the opportunity to engage in small group discussions and share your concerns and experiences
- 5) Access to all Women of Isenberg programming via an on-demand platform after the conclusion of 2020 - 2021 Women of Isenberg Virtual Speaker Series programming.

Q&A WITH CHAARG

Each month, the Women of Isenberg Planning Committee will be interviewing student organizations from the UMass Amherst community, to highlight their mission and the opportunities they provide for students - on campus and virtually.

This month, Wol met with Haley Diman, the UMass Amherst CHAARG Ambassador, to learn about an organization that is well-represented at UMass Amherst with over 300 members. **CHAARG - "Changing Health Attitudes and Actions to Recreate Girls"** - is a national organization with a mission to build a community of college-aged women who are passionate about healthy living, having fun, and fitness.

QUESTION 1:

Q: What do you wish people knew about your organization?

CHAARG is more than just a group of women that workout together; it's a community that focuses on empowering women to be strong mentally, physically, and emotionally. We help women find their fit and develop healthy relationships with working out and eating, showing that workouts can be fun rather than stressful. CHAARG gives UMass women the opportunity to build friendships with other like-minded students, develop relationships with workout studios and instructors in the area, and be involved with other UMass organizations. Overall, UMass CHAARG is an open and inclusive community that will support you through your fitness, mental health, and college journey.

QUESTION 2:

Q: How often do you have events?

We offer weekly workouts every Monday night, additional workouts on Sundays, and small groups that enable you to meet students with similar interests. Since this semester is virtual, we are partnering with instructors across the country to lead workouts. A CHAARG membership costs \$47, but this includes all 18 planned workouts, your small group events, and any social events we have! No events are mandatory, so the commitment level is very flexible.

QUESTION 3:

Q: What can other UMass Amherst clubs/organizations do to create a more inclusive environment?

This summer the CHAARG Executive Board attended diversity and inclusion workshops with the National chapter to learn how we can improve the inclusivity of our organization. We were asked how diverse is our promotion or advertising, i.e., are our ads read by or placed in a medium that is frequented by a non-white audience. Do we realize that the ways we were promoting our club might not appeal to a wider group of students? We also learned: It's important to focus on the actions your organization takes and not just what you say; be welcoming to everyone; put yourself in positions where you can spread the message of your organization to other people and support other organizations by going to their events.

QUESTION 4:

Q: How can students get involved with your organization?

To buy a membership, go to the National CHAARG website (chaarg.com) and select the UMass Amherst chapter. After that, you will be added to the CHAARG GroupMe and Facebook page which will give you more information about the UMass chapter. You can also email umasschaarg@gmail.com with any questions.



TIPS FOR VIRTUAL LEARNING

The Wol team knows firsthand how difficult online learning can be. With midterms right around the corner, we wanted to provide you with some helpful tips and tricks that we use to improve our virtual classroom experience.

1 Set Goals for Yourself: At the beginning of the semester, project, assignment etc, set measurable goals for yourself and hold yourself accountable for these goals. Check in daily, weekly or monthly (depending on the task) to see what progress you have made and where you might need to make some changes.

2 Practice Time Management & Prioritization: Use Google Calendar or a planner and keep track of important dates. Create a schedule for yourself to keep track of your school work and stay ahead. But remember, no matter how much planning you do, *life happens!* If you aren't on schedule, don't get down on yourself. Prioritize what you can get done that day, or week and make adjustments.

3 Actively Participate: In a virtual educational world, you may feel or believe that you don't have to participate in online classes, but this will only hurt you in the long run. Email your professor questions, ask questions during synchronous classes, and attend virtual office hours if you can. The bottom line is stay engaged and active or you are apt to lose interest and momentum

Got some tricks of your own? Head over to our **"Tips for Online School"** post on Instagram and share your tips in the comments!

STUDENT AMBASSADOR APPLICATIONS

ARE OPEN!

We are looking for applicants who will be able to fluidly moderate a panel or workshop discussion, lead our Tech Support help desk, and be general support for the team and the attendees. To enhance your experience as a Student Ambassador, it is essential to be open-minded, adaptable, and eager to learn along the way.

Visit our website to see the role description and access to the application, due 11:59PM on October 7th, 2020.

DUE 10/7/20



TEAM THOUGHTS

ADAPTABILITY WITH JENNA

Like many other students, my Summer 2020 internship was cancelled and I had no idea what to do next. When my friend's mom offered me a job delivering Meals on Wheels, I jumped at the opportunity—mostly so I could get out of my house! Although it wasn't what I expected to do this summer, I am so grateful for the chance to meet new people, help the company transition to Covid-friendly practices, and improve my empathy and communication skills! I learned that meaningful opportunities and experiences don't always come in the form of a traditional internship and I encourage everyone to begin looking for those worthwhile opportunities!





We hope you enjoyed the first issue of the Women of Isenberg newsletter! Our newsletter can be found on our website, LinkedIn, and in our Instagram bio. Message us on social media to be added to our email list! We look forward to sharing future updates with you regarding our content, speaker/sponsor announcements, Q&A sessions with other UMass clubs, and more.



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