Impact Report
Women’s Business Leadership Center
IMPACT REPORT: WOMEN’S BUSINESS LEADERSHIP CENTER

Mission & Commitments

The Women’s Business Leadership Center is committed to cultivating confident and capable young girls and women committed to setting and achieving high goals on their paths to college and careers.

The WBLC is committed to:

• education and achievement
• mentorship and caring
• partnering and collaboration

Symbol

A cairn is a human-made pile of stones used as trail markers in many parts of the world. It’s intended to guide others that follow, and to make sure they are led in the right direction.

This symbol represents the guidance and belief provided by mentors, who support our leadership interns on their path to reach high goals for their professional and personal lives. The cairn is a constant reminder to practice our initiative to “Step Up and Reach Back.”

WBLC: By the Numbers

40+ hours of direct mentoring for each leadership intern

$500,000 pledged between the Founder’s Circle & Center Champions

WBLC mission has reached 1,000+ students through the Leadership Program, FBLA, STEM, FYE & other conferences

31 women pledged as Founder’s Circle members

34 students completed the semester as founding leadership interns

25+ speakers during the spring semester

4 company visits | scholarships awarded 9

Record number of 625 attendees at the Women’s Business Leadership Conference

3 Service projects coordinated and completed by leadership interns
Executive Overview 2016-17

The inaugural semester of operation for the Women’s Business Leadership Center established the foundation of mentorships involving students, alumni, community members and businesses across the state. Among the accomplishments and involvements:

• Hosted the Women’s Business Leadership Center Grand Opening “Lunch to Launch” with a keynote address from Arkansas’ First Lady, Susan Hutchinson

• Became an institutional member of the International Mentoring Association

• Established a strong reputation on campus; created a sense of community for our students

• Presented speakers and training from business professionals from the region and nation

• Continued cultivation of organizations, businesses and individuals for future collaborations and support

Looking forward to the fall semester, the WBLC will continue to expand the program by recruiting a new junior class of leadership interns, in addition to initiating a relationship with incoming freshmen.
Speakers & Training

Susan Hutchinson, First Lady of Arkansas, attended as a keynote speaker for the WBLC Grand Opening “Lunch to Launch.” She shared her support for the WBLC mission and how Arkansas appreciates the Center’s efforts.

Dr. Laura Lunsford, an expert in mentoring, coaching and leadership development and author of *Handbook of Managing Mentoring Programs*, led a mentee and mentor training session to kick off the semester and leadership program.

Kim Worlow and Tera Payne, led a discussion on defining success and the value of setting goals, and provided a workshop designed to enhance leadership skills, COR.ELeadership Dynamics.

Cindy Boyle and Marty Floyd, presented an informational session about the Predictive Index (PI) after leadership interns took the PI personality assessment provided by BKD, LLP.

Mary Catherine Way, spoke about her career journey to become an attorney in Little Rock.

Jodie Cherry, provided job search tips and other great advice for new graduates and those who may be changing careers.

Dr. H. Steve Leslie, led a presentation on professional dress.

Dr. Karen McDaniel, led an interactive session on dining etiquette.
Speakers & Training, continued

Nancy Elphingstone, presented an overview of the legislation process, and shared the importance of establishing a connection with local Representatives.

Cari White, introduced the Jonesboro Chamber of Commerce and how it can benefit the students regarding networking and community development.

Deana Osment and other professionals at Centennial Bank, shared their career journeys and what their current responsibilities are.

Nancy Everitt, Rebecca Abrahams and Danielle O’Rourke, led a panel discussion regarding women in business and entrepreneurship and an open Q & A. Everitt also led a workshop on LinkedIn and teambuilding exercises.

Beverly Nix Stone, Marilyn Hummelstein and other leaders at SHARP, St. Bernards Foundation, and St. Bernards Medical Center, informed the group of employment opportunities in healthcare, and the services St. Bernards provides for the community.

Lean In for Graduates by Sheryl Sandberg, small group discussions were composed regarding topics from the book, including confidence, support systems, assertiveness and more.
Arkansas State hosted the second annual Women’s Business Leadership Conference with a record attendance at Centennial Hall (above). Bringing together women at every stage of their business careers, the conference is the primary outreach service of the WBLC. Along with networking for aspiring career women and mentoring opportunities for executives to give back, the participants heard from a roster of inspirational and informative presenters. The 2017 conference speakers were:

- **Nancy Everitt**, PMP, President/CEO of HEOPS, Inc.
- **Fawn Lopez**, Publisher & VP of *Modern Healthcare*
- **Cindy Boyle**, partner, BKD, LLP
- **Stacy Navarro**, Human Resources Consultant
- **Kim Hester**, Ph.D. Industrial Relations, Human Resources Management
- **Faye Cocchiara**, Ph.D. Management, Organizational Behavior
- **Charlotte Razer**, owner of Razer & Associates, CPAs
- **Kim Worlow**, Leadership Development Coach with InspireMe
- **Tera Payne**, Leadership Development Coach with InspireMe
- **Cassandra Williams**, Sr. VP of Community and Economic Development for Hope Enterprise Corporation
- **Lenia Rowe**, Branch Service Manager at Southern Bank

The date for next year’s event is March 29, 2018.
Corporate Visits 2016-17

The leadership interns were given the opportunity to tour and visit several Founder’s Circle companies and businesses. These visits gave the interns insight to the working world and broadened their options regarding career paths. They also were able to interact with professionals, and listen to speakers who covered topics including confidence, networking, job search, work-life balance and how to overcome difficulties within the workplace.

**Montessori School of Jonesboro**
Host: Dianna Way

**HEOPS**
Nashville, Tenn.
Host: Nancy Everitt

**Centennial Bank**
Jonesboro, Ark.
Host: Deanna Osment

**St. Bernards Medical Center**
Jonesboro, Ark.
Host: Beverly Nix Stone and Marilyn Hummelstein
Intern Testimonials

“It’s been nice to learn and know that we all need to support each other and lift each other up together.” – Laci Solis

“I’ve found myself becoming more confident after every Monday that we met.” – Addie Chaloupka

“The Founder’s Circle are so supportive. I don’t even know if they know how much we appreciate them taking the time out for us.” – Shamsa Al-Zadjali

How several leadership interns have benefited from the WBLC:

• Gained confidence while speaking and interacting in groups
• Grown to be a better communicator
• Increased positivity
• Gained friends and contacts
• Created a passion and urgency to support others
• Scholarships lessened the financial burden
• Enhanced problem-solving skills
• Increased well-being and happiness
• Broadened career options and interests
Center Goals 2017-18

- Launch Women’s Leadership Alliance initiative in Little Rock
- Increase fundraising by 20 percent
- Increase scholarships awarded by 20 percent for the 2018 academic year
- Establish and coordinate programs with partners for middle school girls
- Form an A-State chapter of the National Association of Women MBAs
- Expand the profile of the WBLC nationwide
- Collaborate with Teen Girls Go to College, Rural STEM, Girl Scouts and other programs to strengthen the WBLC mission
- Establish a Launch a Leader speaker series to expand our list of partners and friends and increase networking opportunities for students
- Promote opportunity for mentorship volunteers
- Complete a program-wide fundraiser to support the “Step Up and Reach Back” scholarship fund
- Recruit and gain 30 new leadership interns at A-State and ASU Mountain Home
- Establish a near peer mentorship with senior leadership interns and freshmen
- Prepare senior leadership interns for their job search by completing a professional development workbook
Contact Information

Women’s Business Leadership Center
WBLC@AState.edu
Webpage: AState.edu/WBLC
Facebook: @AStateWBLC

Dr. Kathy White Loyd, Executive Director
kloyd@AState.edu
Office: 870-972-3985
Cell: 919-923-7199