



## **Women's Leadership Conference Committee End of Year**

### **Report**

**Submitted by Morgan Sprehe; Chair of the 2021 Women's Leadership Conference Committee**

“This year's conference was focused on creating a more inclusive community among Truman's women on campus by opening dialogue about intersectionality, providing financial literacy resources, creating a space to talk about mental health issues participants were facing and much more.”

#### **Committee Members:**

Kavya Singh

Fatoumata M. Coulibaly

Alix Medler

Mike Owsley

Caroline Wright

Allison Strauss

Katie Alexander

## General Conference Information:

### 4th Annual Women's Leadership Conference

**Date & Time:** 03/20/21 12pm to 6:30pm

**Location:** SUB Georgian Rooms

#### Schedule:

12:00-12:45 -- Financial Planning Workshop with Enactus.

12:50-1:40 -- Career Panel

2:00-2:30 -- Virtual Networking Workshop with the Career Center

2:35-3:35 -- Women of Color Panel

4:00-4:30 -- Bullet Journaling Workshop

4:35-5:05 -- Mental Health Breakout Session

5:30-6:30 -- Keynote with State Auditor Nicole Galloway

#### Attendance:

- 84 Multiple Event Attendees
- 47 Unique Event Attendees

#### Budget:

**Total Allotted: \$2000**

<b>Women's Leadership Conference Budget Overview</b>		
Item	Price	
Stickers	\$102.00	
Stugov Pens	\$130.00	(out of the exec budget)
Artist Contribution x 4	\$400.00	
Balloons	\$26.00	
Card Stock	\$5.38	
Mural Supplies	\$262.82	

Catering from Sodexo	\$372.24	(paid for by the Career Center)
Total	1,298.44	
Total out of the WLC Budget	\$796.20	

**Conference Outline:**

**Panels:**

**Our Alumnae’s Stories Panel**

With the help of Bertha Thomas and Jayla Simms, we opened insightful dialogue for some of our amazing alumnae of color to speak on their experiences at Truman, how Truman helped them prepare for their careers, their struggles and accomplishments as women of color in their respective fields, their outlooks on the current climate surrounding racial injustice and their advice to participants about what future leaders can do to make this world more equitable not only here on campus but around the world.

**Career Panel**

We had a fantastic conversation with women, mostly alumnae, from a variety of different career fields about their experiences at Truman, the college to career transition, and the struggles women face in the workplace from the gender pay gap to our country’s detrimental outlook on maternity leave. This space was meant for networking but turned into an amazing example of how much we can accomplish together when we offer our wisdom and advice to each other as women.

**Mental Health Discussion**

Our Health, Wellness and Safety Co-Chair, Tori Woods, helped to facilitate a mental health discussion among participants about anything they wanted to let off their chest like their hardships of the past year, their struggles as students here at Truman and much more.

**Workshops:**

### **Financial Literacy with Enactus**

We partnered with Enactus to teach participants how to begin saving and budgeting their money as college students in an effort to make students more aware of how best to handle their money moving forward in life so that they can decrease the burdens of their student loans and other possible expenses.

### **Digital Networking with the Career Center**

The Career Center worked with us to teach participants about digital networking and job interviews in lieu of our current situation in the midst of a pandemic which has forced us to adapt to virtual communication.

### **Bullet Journaling Workshop**

For a fun exercise, we enlisted the help of some fellow students and a Truman alumnae to show participants how to keep their schedules and thoughts organized in a creative, stress relieving way.

### **Keynote Speaker:**

#### **State Auditor Nicole Galloway**

We were honored to have Nicole Galloway as our guest speaker. Auditor Galloway talked about her experience as a young democrat woman in the world of Missouri's state government and her passion for bettering Missouri by using her role as auditor to catch corrupt state politicians illegally profiting off of their elected positions. She encouraged our generation of leaders to be the fighting force against inequity and corruption in state, local and federal government.

### **Decorations and Food:**

#### **Mural Statement**

The most expensive thing to come out of our budget was the mural I commissioned 4 painting students here at Truman to create. I wanted to capture the essence of what feminism should look like here on

Truman's campus especially since we are a predominantly white university. I want this mural to stand as a message to future members of Student Government specifically WLC chairs and committee members that we are not to wait around for university policy to become more equitable but take it upon ourselves as representative of the student body to begin creating true inclusion and equity on campus. The only way to ethically hold the power that we possess is to constantly reframe our mindset to ensure that every decision we make is made in the interest of equity and inclusion for all of Truman's students.

**Other Decorations:**

- WLC rectangle banner (purchased in past years)
- LED floor lights (rentable through the U&I)
- Balloons from Hyvee
- Quote Wall
  - Stock paper from walmart
  - Divider provided by the U&I
- Various Table Clothes (purchased in past years)

(We also purchased generic Student Government pens with some of the money from the executive budget. The pens were needed for the conference to use with the notebooks we had left over from last year but were bought with the intent of future use for any student government event.)

We did not decorate as much as previous years because we wanted the mural to be the focal point of the conference along with the LED color changing floor lights which gave the room life.

**Food:**

We boxed lunches for our speakers and committee members along with a variety of cookies and beverages for our participants from Sodexo all paid for courtesy of the Career Center.

**This is the itemized list of food bought:**

- The Deli Package x 15 = **\$127.35** (\$8.49 per box)

- 11 dozen cookie assortment = **\$65.89** (\$5.99 per dozen)
- Bottles of Water x 100 = **\$179.00** (\$1.79 per bottle)
- Total = \$372.24**

## **PR:**

To advertise the event we created stickers, posters, a website courtesy of Azeeza, our IT Director, and even a snapchat geofilter however the physical posters were never purchased due to miscommunication but were advertised across social media and the snapchat geofilter was not purchased after an executive decision based on expected decrease in in-person attendance.

Our committee worked alongside our PR director Alec Knight to create enticing and modern advertisements that embodied the theme of the conference.

[PR Images](#)

## **Extra Resources:**

[Truman Student and Alumni Small Business List](#)

[Mental Health Resources Documents](#)

## **Suggestions for Future Committee Chairs:**

- Delegate your committee into groups and then meet with the groups throughout the week aside from your weekly meeting to help keep things more organized and flowing.
- Even though COVID-19 restrictions may be lifted before the next conference, I would definitely suggest continuing to make zoom an option for future conferences.
- **MAKE SURE** to order everything at least 3 weeks in advance especially if the conference is right after Spring Break like it was this year.

- Reach out to other organizations to do collaborations on events. Campus/Organizational involvement is something that Student Government needs to work into all aspects of our programming. Reaching out to various organizations such as the Women's Resource Center, the Career Center, Positive Peers, Prism, the Collective, ABC, College Dems etc. can really help your event to be successful and increase student and staff participation.
- Also I suggest reaching out to professors/chairs and organizations asking them to offer extra credits/points for attending. Specifically teachers in the English, Sociology, Psychology and Women and Gender Studies Departments.
- On the same note, when finding alumni to speak at various events during the conference it is integral that you reach out to department heads and chairs of campus centers and orgs like McNair Scholars, CDI, CIS, Pershing Scholars, Harry S. Truman Scholars etc. LinkedIn is also a great tool when it comes to connecting with alumni.
- It's okay if some events stay the same throughout the years, such as networking and finance seminars because every incoming group of students can use that knowledge but try and spice up your programming from year to year so that students and faculty keep coming back.
- Shoot big for your Keynote Speaker. There are always connections that can be made and if you get someone good it will increase your turnout.
- If given the \$2000 budget we were awarded this year in future years, I would suggest investing that into a piece of equipment or decoration that can be used for various Student Government events down the road including future conferences. (definitely consult with exec on this.)
- Use one or two rooms to host all the events in. This minimizes money spent on decorations and keeps attendance steady.
- Create QR codes to track attendance.
- Attendance has been the largest problem with the past two conferences. However, this year we did not expect to have a turnout rate anything higher than 100 due to COVID, which is

responsible for lower overall event attendance rates campus wide. Increased attendance should be one of the top goals for next the conference given that restrictions have been lifted.

- I unfortunately didn't have the opportunity to do this but schedule a bonding event with your committee members at the beginning of the planning process to get to know each other and to brainstorm ideas for the conference.
- Never be afraid to ask for help from other members of the body, especially past committee members and the treasurer, whom you work the most with outside of your committee.

It was an honor to be this year's WLC chair and I couldn't have done it without my outstanding committee members and various supporters on the body.