

Women's Leadership Center

Annual Report 2009 – 2010



- Equity in opportunity to learn and to lead
- Accountability in action
- Commitment to purpose

A Message from the Director

Friends,

When I joined Alfred University in January of 2009, I wrote in my self-introduction statement that I was honored and privileged to serve as the director for the Women's Leadership Center. I felt fortunate to inherit the first-rate work begun by my predecessor Amy Jacobson, and was excited to see what our next level of excellence could be. Those sentiments remain today.

The Women's Leadership Center extends the work begun by so many forward-thinking leaders in Alfred University's history. And we are always aware that beyond teaching about leadership (which we do, in a scholarly way), we are developing a new generation of leaders—women and men—who will use their skills, talents and ambitions toward creating a new paradigm of leadership.

This past year witnessed the WLC expand its footprint into the community, partner with a variety of on-campus collaborators for our programming, enrich the Women's Leadership Academy experience, and lay the foundation for a research agenda. We have proof of what we intuitively knew: that the WLC builds confidence, teaches pre-professional skills, and fosters a sense of leadership capacity among AU students.

We make a difference.

Of course, we couldn't do this without the generous support of our donors, the unwavering energy and talents of our program presenters, the dedication of AU administration, and the students who make us want to do our best. The WLC is the grateful recipient of gifts from several donors over the past year, and without this type of support, our impact would be diminished.

In this Annual Report, you will find a great deal of information about what we've been doing since January 2009, and I hope you'll be able to forecast where we're headed. These are challenging times for AU, and for the WLC, but together we can and will move forward. I remain honored and privileged, and I am optimistic, too. The Women's Leadership Center at Alfred University is meeting its mission. We are developing new leaders and new ways of leading. There is still much work to do, but with friends like you, it is happy work.

Most cordially,

Julia Overton-Healy, Ed. D.
Director of the Women's Leadership Center
Alfred University



Our Mission

Building on Alfred University's heritage as the first truly co-educational institution in the nation, the Women's Leadership Center provides opportunities for Alfred University's women to explore, develop and fulfill their potential as leaders personally, professionally, and in their communities as they meet the challenges of a complex world.

Advisory Board The Women's Leadership Center Advisory Board performs in an advisory capacity to the Director of the AU Women's Leadership Center.

Pamela Bernstein '71	Christa Nyman Christakis '01	Jessica Gottlieb Empestan '98
Virginia Simms George	Suzanne Harwood '69	Laura Greyson
Kerry Kautzman	Teri Knopf '88	Elizabeth Judson '82
Christine Kulp '71	Mark McFadden '99	Marsha Oliver
Susan Rogers '75	Nannette Stangle-Castor '94	Sherry C. Walton '80
Lori Wellman	Carrie Whitwood	Kathy Woughter '93
Peggy Wozniak '72		

It seems like yesterday that I sat down with a great group of women to brainstorm what a Women's Leadership Center might look like. Now, as we approach our five-year anniversary of the WLC, I am in awe of how the collective wisdom and vision of that group of alumnae has been realized under the direction of first Amy and now Julia. The WLC has helped Alfred University honor and continue our history of inclusivity and advocacy into the 21st century in ways that I think would have made our founders proud. Between our Women's Leadership Academy, our endowed undergraduate research program, the Bernstein leadership awards that fund internships, our Captains' Council collaboration with athletics, and of course our phenomenal women student leaders, I have plenty to brag about when I'm with my colleagues at other institutions. Go WLC!

Kathy Woughter
VP for Student Affairs
Alfred University



WLC Scope of Operations

Administratively organized under the Division of Student Affairs, the Women's Leadership Center serves the entire AU campus community and the surrounding region. Our work encompasses many activities, but all are focused on creating a culture of ethical and change-based leadership.

We reflect the Social Change Model of Leadership, a theory which develops self awareness, group performance and community/societal improvement. The Social Change Model emphasizes the core values: Consciousness of Self, Congruence of Actions, Commitment, Collaboration, Common Purpose, Controversy with Civility, and Citizenship. Taken together, these values support vision-based and strategic leadership.

The Women's Leadership Center scope of operations include:

- Leadership Development Programming
 - Learn-to-Lead Skills workshops
 - Leadership Assessments and Inventories
 - Student Conferences
 - Seminars and Panel Discussions
 - Community-building Opportunities
- Women of Influence Speaker Series
- Women's Leadership Academy
- Women's Leadership Research Award
- Leadership Internships and Conference Opportunities

This Annual Report provides you with highlights of each.

Strategic Goals 2009-14

- Through innovative and varied programming, the WLC will contribute to the **creation of a leadership development culture** within the Alfred University community, and particularly for women students.
- The WLC will enrich, expand and sustain the **Women's Leadership Academy experience**, a signature program of the WLC.
- The WLC will provide opportunities for AU's women (students, employees and alumnae) to **develop positive relationships** through networking.
- The WLC's reputation as a **resource for leadership education** and particularly for women's leadership will be established as one of regional (if not national) recognition.
- The WLC will deepen existing campus collaborations and develop new **partnerships on and off campus**
- The WLC will be a partner in **resource development** for Alfred University.

Become Involved

Discover how you can become a part of the WLC community. For more information please contact Dr. Julia Overton-Healy, Director of the WLC, by phone at 607.871.2971 or by email at wlc@alfred.edu.

Annual Goals 2009-10

Leadership skills workshops will be expanded to a target of three workshops per academic semester. Workshops will reflect collaboration with various campus entities. Evaluations of workshops will show a positive impact on confidence, communication skills, understanding of leadership, tolerance/interpersonal skills, and achievement toward personal goals. *Achieved.*

The Women of Influence speaker series will bring high-profile speakers to attract audience members from the community and region. Two speakers per semester will be expected, and co-sponsorship with the various academic schools and colleges will be evident. *Achieved.*

Establish “Conversations” as a new programming event. As a panel discussion forum, Conversations will bring together panelists from varied careers to discuss commonalities related to women’s leadership, career success and life-work balance. *Achieved.*

Enrich the Women’s Leadership Academy experience through structured mentoring, field trips, conferences and internships. Each Academy member will have at least one official mentor; there will be a variety of experiential opportunities to enhance the Academy experience. Assessment of the Academy will show positive impact on understanding of women’s issues/feminist perspective, understanding of leadership theory and practice, personal growth toward goals, communication, relationships with others, and confidence. *Achieved.*

Identify additional potential financial sponsorships for the WLC. In partnership with University Relations, cultivation and stewardship of new financial support will be pursued, including identification of at least two potential corporate-level sponsors. *In progress.*

Annual Goals 2010-2011

Provide regular opportunities which promote community-building for the campus.

Building community is an essential element in developing networks and affiliations for our students, employees, alumni and community members.

In collaboration with the School of Engineering and with College of Liberal Arts and Sciences, provide leadership training for women students enrolled in Science, Technology, Engineering and Mathematics (STEM) fields. This may be realized through a mini-conference, structured mentoring, or a series of leadership competency workshops.

Sustain the established excellence in our programming i.e. leadership and pre-professional workshops, Women of Influence speaker series, and special events. Assessments will continue to be based on learning outcomes, with a goal of attaining a 3.50/4.00 satisfaction rating on evaluated events.

Host a retreat for directors affiliated with Women's Leadership Centers/Institutes from across the country. A retreat will gather like-minded women's leadership professionals to share information, strategies and resources. It may foster the development of a professional association, located at AU as its headquarters.

Prepare for the 5th Anniversary of the WLC, to be celebrated during Reunion of 2011. This may include a reunion of all Women of Influence speakers, Academy alumnae, workshop presenters, etc. A retrospective of WLC events via photographs, posters and other artifacts will be created. A special exhibit on the impact of AU sorority leadership through the years will also be included.

Increased facility use. The building which houses the WLC must be used more frequently by students, AU employees and community members. This will support the improved name-recognition of the WLC, and encourage more community and network-building for the Alfred community.

Women of Influence Speakers

This program brings powerful female role models to campus, providing inspiration and guidance to our current students through lectures and small group discussions.



Ms. Kitty Van Bortel

Ms. Van Bortel, President and founder of Van Bortel Subaru, shared her powerful story about building her business to become the nation's second-largest Subaru dealership while setting new standards in customer care and ethical business leadership. Co-sponsored by the College of Business.

Dr. Judith Touchton

Author, advocate, educator, and founder of WomenLeadersMove.com, Dr. Touchton presented her views of gender in higher education, and the crucial role that women in academic leadership positions must play to equalize gender disparity.



Dr. Lowery Stokes-Sims

Dr. Stokes-Sims, the Bronfman curator at the Museum of Art and Design in NYC, discussed her perspectives on art, creativity, serendipity and old-fashioned hard work as a formula for achieving professional success for women in the arts. Co-sponsored by the School of Art and Design.



Dr. Holly Shulman

Dr. Shulman (AU '87), as founder and President of Ceralink, Inc., offered her insight about building confidence in women who pursue careers in male-dominated fields. Dr. Shulman also emphasized the value of mentoring for young women. Co-sponsored by the Inamori School of Engineering.

**Dr. Lori Quigley**

As a member of the Seneca Nation (Wolf Clan), Dr. Quigley spoke on the unique dimensions of power, influence and leadership as practiced by women in Native cultures. Her presentation was part of AU's Women's History Month celebration.

Dr. Teresa Joyce

As Associate Provost at Kennesaw State University, Dr. Joyce developed a Leadership Laboratory for MBA students. Her Women of Influence presentation discussed the architecture of that initiative, and emphasized the need for focused and sustained scholarship into women's leadership.

**Dr. Anne Marie Murray**

Dr. Murray, President of Herkimer Community College, concentrated her remarks on the importance of skillful communication, relationship building and being comfortable with uncertainty as hallmarks of strong leadership.

Workshops, Events, Conferences...

Conversations: Women, Entrepreneurship and Risk

Ms. Naomi Silver, CEO of Rochester NY Community Baseball, Ms. Marsha Oliver, President of O. Communications, and Dr. Amy Rummel of AU College of Business discussed their perspectives on being women in business, in the limelight and in the front.



Good Sense Gourmet

Bringing together students, staff and faculty for an evening of nutritional information, etiquette and camaraderie. Our partners for this were AVI Dining Services, and the Wellness Center.

Car Care with Lauren “The Car Coach” Fix

Ms. Fix presented tips and tactics for how to buy and maintain a vehicle, complete with hands-on demonstrations on an actual car situated on the stage at Harder Hall.



Leadership Skills Workshop Series:

- Fight Fair: Learning to Work Through Conflict
- Time Management for Impossibly Busy People
- Meeting Management Strategies
- Public Presentation Tips
- \$tart\$mart Wage Negotiation
- Real World/Real Money Management

Body Work for Women Series

Personal trainer Brian Dunham presented sessions on strength training, flexibility, workout strategies, nutrition and life-style makeovers.



Leadership Conference

Elaine Penn, a nationally-recognized leadership educator visited AU to facilitate a full day of leadership training for resident assistants, athletes, women, and club officers. Co-sponsored with Residence Life, Saxon Athletics and the Center for Student Involvement.

Self-Defense Workshop

Sensei Elise Flynn of Alfred Martial Arts presented the basic elements of self-defense for women. After instruction, the students practiced their techniques on the padded “Red Man” and came away with a renewed sense of confidence.



Captains' Council Leadership Conference



With a grant from the NCAA, the WLC and Saxon Athletics provided a leadership night for captains of all athletic teams. Elizabeth Mott Rothwell ('90) was our keynote speaker and breakout sessions included *The Art of the Difficult Conversation*, *Marketing Your Athletic Experience in Your Job Search*, and *The Heart of Leadership: Core Competencies*.

Workshops, Events, Conferences ...

Image Management with Virginia Simms George

As a senior human resources professional with Raytheon, Virginia Simms George brought her wealth of experience to a highly interactive session where students learned how to introduce themselves, write an 'elevator' speech, carry on polite conversation, and gained advice on personal grooming and style tips.



Basic Professional Etiquette

Co-presented with Nancy Williams of the Career Development Center, this session provided students with experience in a 'mock' business social setting, where they learned how to enter and exit conversations properly, manage introductions of others, and how to avoid etiquette blunders.

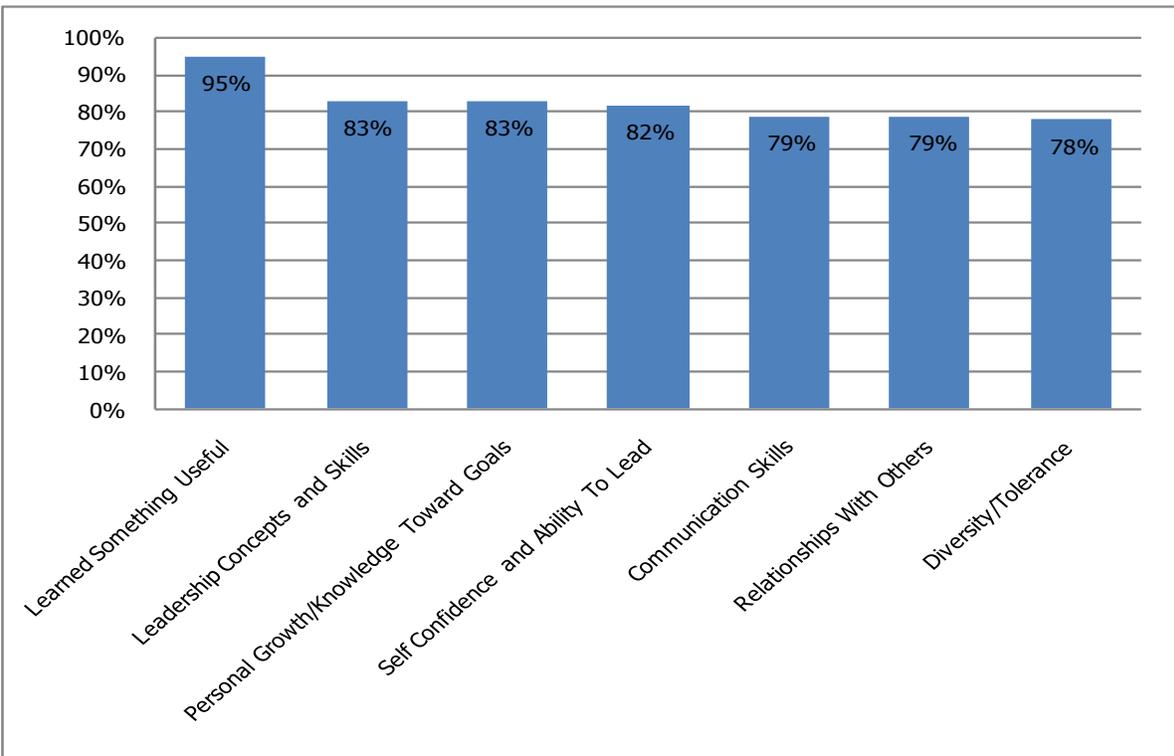
Find Your Voice, Find Your Passion

Dr. Judith Colla facilitated a workshop on identifying the authentic voice within, learning to trust your instincts, and following your true calling. Having confidence in one's own decision making abilities was emphasized.



Assessment

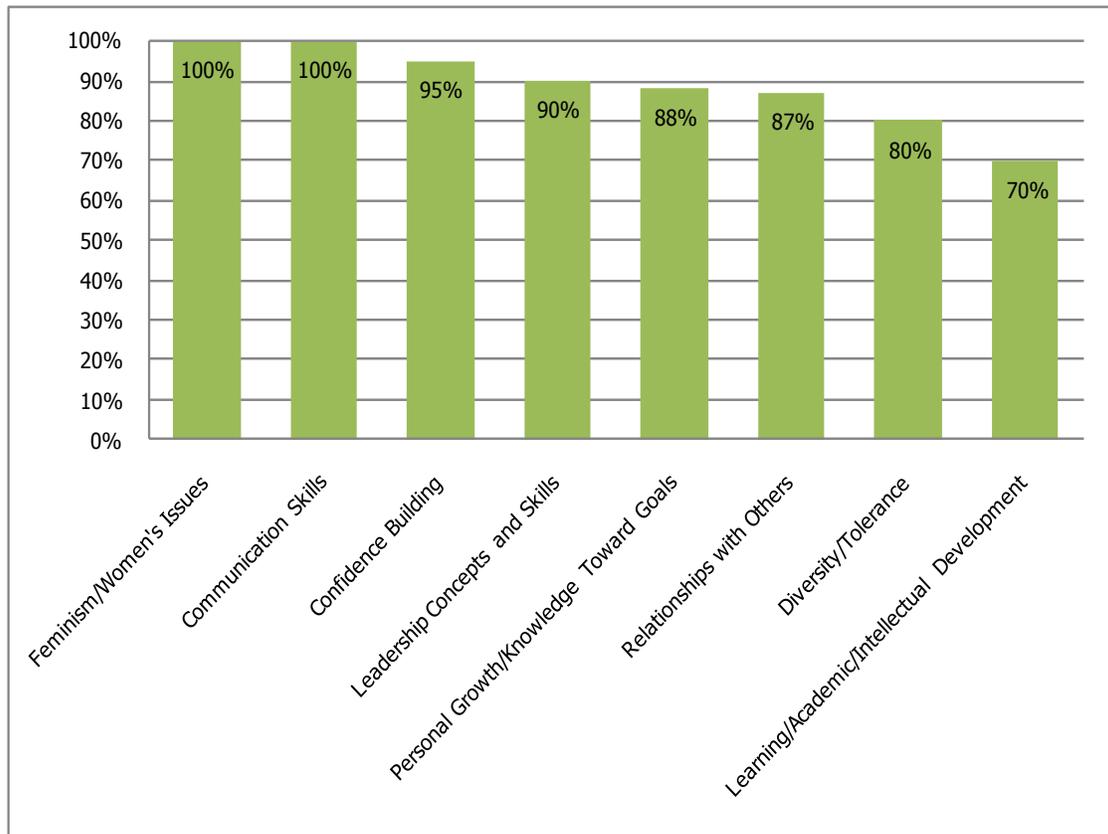
Our programming is designed to enhance academic learning, deepen understanding of leadership theory and skills, support movement toward personal goals, build self confidence, improve communication skills, strengthen interpersonal relationships, and encourage inclusivity. This graphic shows the percentages of respondents who reported 'strongly agree/agree' on how well our events and services met those outcomes.



Women's Leadership Academy

A signature program of the WLC, the *Women's Leadership Academy* continued with two cohorts during the academic year. The Academy is an academic and experientially intensive leadership and pre-professional development option for selected Alfred University students. Academy members interacted with guest speakers and leadership coaches on topics such as professional etiquette, finding your passion, stress management, networking, and careers in non-traditional fields. Academy women presented a Women's Studies Roundtable, organized a Pay Equity Day Awareness event, mentored incoming first-year women students, and had fun at pizza parties, game nights and a golf outing. The Academy members reported increased levels in confidence, intellectual abilities, understanding of women's issues and feminist theory, communication skills and overall capacity to lead. Academy women were matched with mentors who provided guidance on personal and academic issues throughout the year. Mentors were selected from AU faculty and staff, the WLC Advisory Board, and AU alumnae.





Each year, Academy members are surveyed to identify the impact their experience in the Women's Leadership Academy has had on various personal development and academic learning outcomes. This chart shows the level at which Academy members felt their experience effected their overall development as emerging leaders.

Quote from an Academy member... *"The WLA is, to me, an academic sorority. We learn, we challenge, we develop as leaders. My AU experience was richer because of the WLA... I am a better student, leader, and woman, because of it."*

Student Leadership Opportunities

In 2009-2010, the WLC, with the support of the Mrs. Pamela and Dr. Gene Bernstein Award, coordinated internships for Amanda Fazzino ('10) at the Connecticut Children's Medical Center, Emily Merkert ('10) at the Dartmouth-Hershey Medical Center, Olivia Meier ('10) at the Strong Children's Research Center Summer Scholars Program, Ashley Fantigrossi ('10) at Dixon-Schwabl Marketing Firm, and Jessica Marble ('11) at Buzztone Marketing/University of Dreams in Los Angeles.

Other students have taken advantage of the leadership training the WLC offers. Amanda Keith ('09) served as the project intern for the WLC during spring semester of 2009. Amanda supported all the major events for the year, and was instrumental in developing promotional materials and assisting with event logistics.

Michelle Applebaum ('10) was our student intern over the 2009-10 academic year. She was responsible for several projects, from data input to developing all our promotional literature and marketing pieces, to assisting with major events, and representing the WLC at Purple and Gold Days.

Members of the Captains' Council at Alfred University developed two key documents with the help of the WLC. The first, *A Statement of Responsibilities for Athletic Captains at AU*, demonstrated students' commitment and desire to develop a legacy of leadership across Saxon Athletics. The second, *Suggestions for the Selection of Athletic Team Captains*, provided recommendations to athletic coaches on the very important task of identifying and developing team leaders.

In the summer of 2010 our intern Hannah Certis ('11) collected documents and artifacts, and developed exhibits in anticipation of our 5th Anniversary for the summer of 2011. Hannah will serve as a WLC teaching assistant during the fall of 2010. This experience will help prepare her for her long-term goal of becoming a college professor.

The WLC is committed to providing substantial leadership learning experiences for Alfred students.

Supporting Student Scholarship



Professional Meetings and Conferences

The WLC helped several students attend leadership conferences in 2009-2010. Ana Devlin Gauthier ('12) and Jessica Marble ('11) participated in the Women's Leadership Conference at Georgia Institute of Technology in October of 2009. Ana also participated in the Western New York Student Leadership Conference in February of 2010.

In addition, Olivia Meier ('10) and Hannah Certis ('11) attended the Summer 2009 American Association of University Women (AAUW) College Women Student Leaders National Convention with support from the Bernstein Leadership Award, provided by Mrs. Pamela Bernstein and Dr. Gene Bernstein.

Research Efforts

Hannah Meier ('10) completed her senior honors thesis with the assistance of the Women's Leadership Center. Hannah, using qualitative data from the Multi-Institutional Survey of Leadership, identified key themes related to gender, year in college, and complexity of conceptual definitions of leadership. Her findings indicated that AU students tend to have more collaborative and sophisticated definitions of leadership at the junior and senior year, and female students expressed leadership as more relational and collaborative than male students did.

Autumn McLain ('11) served a WLC research internship for which she used data from the Multi-Institutional Survey of Leadership. Based on the results of that study, Autumn identified special student populations at AU which reported accelerated leadership development. Her research, using focus groups, interviews and surveys pinpointed seminal experiences which advanced leadership self-identity and capacity. Her results will be used to assist Student Affairs in refining its leadership development and education offerings.

Research in Women's Leadership

The Women's Leadership Center Research Award is an endowed opportunity for AU students. Established in spring of 2009 and made available to AU students beginning in the fall of 2010, this award promises students the opportunity to engage in rigorous academic research to advance the knowledge base on women's leadership.

Students from all sectors of AU will be invited to apply for the Women's Leadership Research Award. Recipients are expected to present their research at an annual Women's Leadership Research Forum.



Campus and Community Collaborations

The Women's Leadership Center proudly partnered with various campus and community groups to support women's leadership and to enhance the reputation of the WLC.

ACCORD Corporation

American Association of University Women, Alfred/Hornell Branch

AU Admissions Office/Purple and Gold Days

AU Pride Committee

AU University Relations/Vistas Weekend and Reunion

AU Women's Studies Program/Women's History Month 2010

AU Center for Student Involvement

AU Children and Youth Learning Initiative

AU College of Business

AU College of Liberal Arts and Sciences

Horowitz Service Learning Experience

AU Inamori School of Engineering

AU McComsey Career Development Center

AVI Dining Services

Leadership Allegany County

Saxon Athletics

School of Art and Design

Western New York Rural Area Health Educators Center





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To discover how you can help the Women's Leadership Center at Alfred University, please contact us. Through gifts, sponsorships, grants, volunteer mentors and speakers, we can continue to achieve our mission: to provide leadership and pre-professional development to prepare leaders for a complex society.

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Image by Catherine Aiello, School of Art and Design '08