



INSTITUTE FOR WOMEN'S LEADERSHIP
MARQUETTE UNIVERSITY

2024 ANNUAL REPORT



LETTER FROM THE DIRECTOR

Dear Friend of IWL,

It is with great excitement that we share our annual report for 2023-2024. This past year was one of growth and continued success for IWL. We welcomed a new Leadership Development Coordinator who has continued to mentor our vibrant Student Advisory Board. We also supported over 25 faculty, staff, and student researchers across the university from diverse disciplines and fields. Our community collaborations and innovative programming brought together individuals with a shared commitment to advancing women's leadership. I joined IWL as the Director in January and have thoroughly enjoyed getting to know the people and work of this institute. My colleagues and I look forward to another year of working together to achieve IWL's vision of gender equity and inclusivity.

Best,

Lisa M. Edwards

Lisa M. Edwards, PhD
IWL Director

ABOUT IWL

The Institute for Women's Leadership (IWL) builds upon the university's historic role as the first Catholic university in the world to co-educate undergraduate women beginning in 1909. In January 2019 during his fifth presidential address, President Lovell announced the creation of the IWL, made possible through a generous \$5 million endowment by the Thomas J. Rolfs Family Foundation. The support for IWL and the Women's Innovation Network (WIN) pilot project was facilitated by the advocacy of Marquette alumna Claire Rolfs in partnership with University VP of Research and Innovation, Dr. Jeanne Hossenlopp.

MISSION

The mission of the IWL at Marquette University is to advance women's leadership locally and globally through pioneering research, innovative programming, and collaborative engagement.

VISION

The vision of the IWL is one of intersectional inclusivity and gender equity. As advocates for justice, we will engage, inspire, and transform students, faculty, staff, and community leaders.

IWL LEADERSHIP TEAM

The IWL team is comprised of faculty and staff whose expertise and skills complement each other while bringing our mission and vision to life. Lisa M. Edwards, PhD, Professor & Director of Training in Counseling Psychology, serves as IWL Director; Sarah Camp, MCE, (left) serves as IWL Coordinator, and X'Zandria Weil, BSc, (right) serves as IWL Leadership Development Coordinator.



RESEARCH ENVIRONMENT

Over the 2023-2024 year, IWL supported innovative research across multiple disciplines as well as programming that highlighted gender and leadership-related research topics. IWL funded eight small grants that provided researchers with seed funding to pilot, kick-start, or support projects through its Mini-Grant program, as well as larger grants. The 2023 IWL Interdisciplinary Summer Grants provided an opportunity for teams of scholars to collaborate on a gender-related project, which they then presented during a Fall 2023 IWL Research Social.

IWL'S SUMMER 2023 INTERDISCIPLINARY GRANTEES



Exploring Women-Centered Refugee Resettlement

Principal Investigator: Louise Cainkar, PhD, Social & Cultural Sciences



The Role of Obstetric Racism in Perinatal Mental Health, Birth Outcomes, and Stress Biology in Latinx Mothers

PI Team: Kimberly D'Anna-Hernandez, PhD, Psychology; Lisa M. Edwards, PhD, Counseling Psychology; Kavitha Venkateswaran, PhD, Counseling Psychology; and Karen Robinson, PhD, Nursing



British Law and Literature, 1789-1901: Texts and Contexts

Principal Investigator: Melissa Ganz, PhD, English



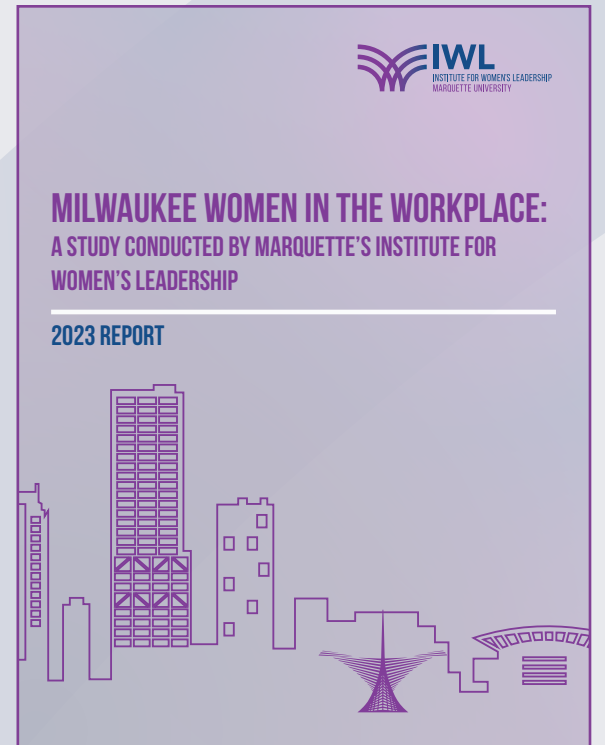
Cultural Clothing and Women's Activism in Palestinian Territories and Diaspora

Principal Investigator: Enaya Othman, PhD, Languages, Literatures, & Cultures

In November 2023, Jennica Webster, PhD, completed her work, "Milwaukee Women in the Workplace—2023 Report," and presented it to the community via a Tempo Talks event. This paper reviews findings from her study of workers in the Milwaukee metropolitan area and provides recommendations on how the Milwaukee community can continue to make equitable advancements towards an even better community.



Launching a new community research partnership, this past year IWL collaborated with Milwaukee Women inc (MWi) on a project related to MWi's annual report about the number of women on corporate boards: <https://www.milwaukeeewomeninc.org/research/>. IWL and MWi will partner again in 2024 on this important initiative.



Finally, IWL led two cohorts of IWL Faculty Fellows. These fellows participated in a research community over the course of a semester, meeting regularly and providing support to one another on their individual projects. An IWL white paper, "Research and Storytelling as Gendered Resistance," was published from the work of the Fall 2023 cohort.

FALL 2023 IWL FACULTY FELLOWS:



HEATHER R. HLAVKA, PHD
Professor of Criminology and Law Studies

JENNIFER VANDERHEYDEN, PHD

Associate Professor of French and Gender Studies



JESSICA ZEMLAK, RN, MSN, PHD
Assistant Professor of Public Health & Advanced Practice Nursing

SPRING 2024 IWL FACULTY FELLOWS:

DANIEL COLLETTE, PHD

Teaching Assistant Professor of Philosophy



ALEXANDRA KRIOFSKE MAINELLA, PHD, CRC, LPC-IT

Assistant Professor of Counselor Education and Counseling Psychology



SABIRAT RUBYA, PHD

Assistant Professor of Computer Science



RESEARCH HIGHLIGHTS

3 research socials, featuring **10** IWL-supported research projects

8 IWL Research Mini-Grants awarded

Funded **4** Summer 2023 IWL Interdisciplinary Grants

Published **2** IWL white papers

Milwaukee Women inc (MWi) partnered for the **1st** time with IWL for research support

LEADERSHIP DEVELOPMENT PROGRAMMING

IWL's leadership development programming focused on three main areas: skills workshops, expansion of the IWL Student Advisory Board, and fostering career development through paid internships.

Over the 2023-2024 academic year, IWL offered a variety of engaging and insightful events tailored to enhance women's leadership skills. Highlights included the following:

- **Connect with Confidence: Networking for Introverts Workshop**, presented by Jazmynn Appleton
- **WISDOM Brunch featuring Engineering & Non-Profits**, where women in these sectors shared successful strategies in male-leadership dominated fields, planned by IWL's Student Advisory Board—IWL's **WISDOM Series**, or **Women In STEM/SBE Departments Of Marquette**, is an ongoing rotation of gatherings that focus on different disciplines and areas of interest in STEM and SBE science fields.
- **TEMPO Talks** presentation that featured findings from the "Milwaukee Women in the Workplace" study led by former IWL Director Jennica Webster, PhD
- **"What's Empowerment?" Discussion** with Marquette's Zeta Phi Beta Sorority, Inc., and Omicron Gamma chapter of Sigma Lambda Gamma National Sorority, Inc.
- **Negotiation Workshop with Kristie Rogers, PhD**, co-hosted with Marquette University's *Women in Business* student organization

These programs collectively drew over 180 participants who left with new skills and perspectives ready to be applied in their leadership journeys.



In its second year, the **IWL Student Advisory Board (IWL SAB)** continued to grow with the mentorship of IWL's new Leadership Development Coordinator X'Zandria Weil. Expanding into the Milwaukee community, the IWL SAB volunteered at PEARLS for Teen Girls' Inspired to Lead 2024, supporting PEARLS' intersectional efforts to advance leadership development and opportunities in youth and expanding IWL's reach and community connections. With seasoned student advisory board members welcoming new students, the energy of this year's IWL Student Advisory Board enhanced IWL's work toward its mission to empower and support women leaders.

IWL MISSION & VISION IN ACTION — MAKING CONNECTIONS COUNT:

"...WHAT BETTER WAY TO MAKE YOUR MARK ON MARQUETTE CAMPUS BY JOINING IWL AND HELPING WOMEN COME TOGETHER TO EMPOWER OTHER WOMEN."

– **Sherlean Roberts, BSc (MU '24)**
2023-2024 IWL Student Advisory Board Member

IWL MISSION & VISION IN ACTION — ENGAGE. INSPIRE. TRANSFORM:

"THIS EXPERIENCE HAS BEEN TRANSFORMATIVE FOR ME, ALLOWING ME TO EXPLORE AND DEVELOP MY CREATIVE ABILITIES THROUGH VARIOUS PROJECTS, INCLUDING SOCIAL MEDIA CAMPAIGNS AND WEBSITE REDESIGN."

– **Kayley Reith (MU '25)**
2023-2024 IWL Intern

"FROM DAY ONE AS AN IWL INTERN, I WAS WELCOMED INTO A CULTURE OF INNOVATION, COLLABORATION, AND DRIVE. ALL MY TEAM MEMBERS ARE VERY PASSIONATE ABOUT WOMEN'S LEADERSHIP AND HAVE PUSHED ME TO BE MY VERY BEST."

– **Megan Townsend, BSc (MU '24)**
2023-2024 IWL Intern

Led by IWL Coordinator Sarah Camp, **IWL's student internship program** fosters leadership development in addition to experiential education opportunities. All IWL internships are paid positions that offer the possibility to earn degree credits if allowed by the student's program.

For the 2023-2024 academic year and the fifth year of the program, IWL supported two internship positions that focused on assisting with IWL events, marketing, and various administrative elements. Not only did these opportunities provide leadership training, but interns also directly contributed to the success of IWL. This program continues to empower students with invaluable skills and experiences, reinforcing IWL's commitment to nurturing the next generation of leaders.

TEAM GROWTH

In addition to welcoming X'Zandria Weil as IWL's new Leadership Development Coordinator, IWL also welcomed new faculty leadership with Lisa Edwards stepping into the IWL Director role this year, who rounded out this team with long-time IWL Coordinator Sarah Camp. Working with Dr. Jeanne Hossenlopp, Vice President for Research and Innovation, IWL's team also comprises community members, staff, faculty, administrators and staff who work alongside this leadership team toward advancing the IWL mission and vision:

2 IWL Interns supported IWL's work through event planning, website design and maintenance, marketing, and social media

6 IWL Faculty Fellows conducted research about gender and intersectionality

21 IWL Advisory Council members contributed their expertise to support IWL's mission

37 IWL Faculty Advisory Council (FAC) members represented 9 schools/colleges/centers

10 IWL Student Advisory Board undergraduate and graduate members worked to develop innovative programming

2023-2024 IWL ADVISORY COUNCIL



Mayra Alaniz, MBA
District Manager
Aldi



Griselda Aldrete, JD
Founder and CEO
Aldrete Law and Consulting Firm



Tammy Belton-Davis
Founder & CEO
Athena Communications



Aliah Berman, JD
Chief Diversity Officer
TBWA\North America



Krista Brookman, Chair
Senior Director, Diversity & Inclusion
Northwestern Mutual



Patty Cadarin
Retired Vice President & Senior
Advisor, BMO Harris Bank

2023-2024 IWL ADVISORY COUNCIL (CONTINUED)



Kareeda Chones Aguam
Senior Vice President of Partner Strategy
& Management, Milwaukee Bucks



Jennifer Dirks
President & CEO
TEMPO



Isabelle Faust, JD
Associate Attorney
Amundsen Davis, LLC



Jasmine M. Johnson, MSM
Area Vice President of Donor Services
Versiti Inc.



Margo Loebel
Board Director & Retired Global
Executive



Kim Marotta
Global Vice President,
Environmental Sustainability, Beam Suntory



Francesca Mayca Wegner, MBA
President & Chief Possibilities
Officer, HPGM & Poderosa Collective



Mark Naidicz
Retired Human Resources Executive
AbbVie; Abbott; & S.C. Johnson



Emily R. Phillips
Financial Advisor
Phillips Ristau Group | Baird



Claire Rolfs
President
Thomas J. Rolfs Foundation



Ted Rolfs
Red Top Capital Investments



Thelma A. Sias, LHD
Founder & President
The Sias Group



Carla Skogland
CFO, eCommerce Foundation &
Technology, Sono Bello



Mary Alice Tierney
Executive Coach and Founder MATierney
Leadership Development LLC



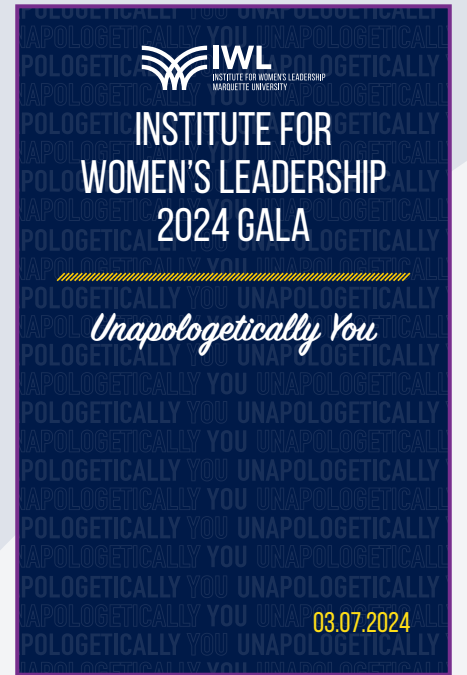
Yi Sherry Zhang, PhD
Founder
GenoPalate



EVENT SPOTLIGHT: 3RD ANNUAL IWL GALA

The 3rd annual IWL Gala brought together approximately 340 people from the IWL, Marquette University, and greater Milwaukee communities to celebrate “leading with your best self and unapologetically operating in your power.” The evening highlighted intersectional, gender-based research and women’s leadership. The evening was a resounding success thanks to...

- 29 community sponsors and teams of IWL supporters
- A beautiful, restorative invocation from MU Director of Public Affairs & Special Assistant for Native American Affairs Jacqueline Schram, PhD
- Honoring transformational leaders with IWL’s 2nd annual leadership awards:
 - **Hope Moses**, *IWL Engage Award for Transformational Student Leadership* recipient
 - **Jacqueline Black, PhD**, *IWL Inspire Award for Transformational Campus Leadership* recipient
 - **Wendy K. Baumann**, *IWL Transform Award for Transformational Community Leadership* recipient
- Keynote speaker Denise Thomas presenting her inspiring and motivational address
- Each of these partnerships broadened IWL’s reach while also deepening the institute’s community connections, drawing hundreds of participants who gained invaluable insights and tools for advancing equitable leadership.

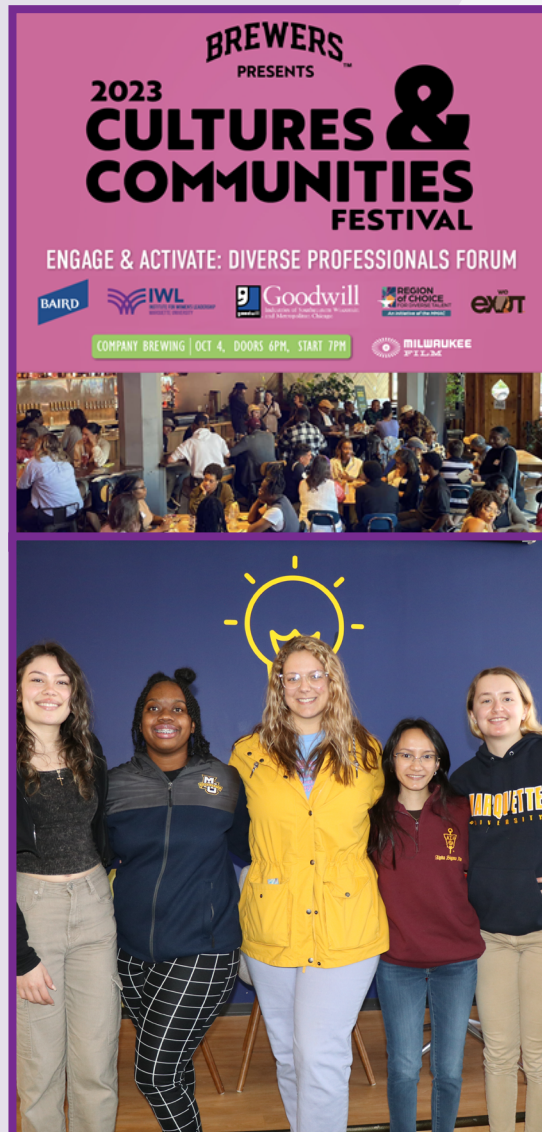


BUILDING COMMUNITY CONNECTIONS

In its fifth year, IWL continued to collaboratively build connections throughout IWL’s expansive network.

With IWL’s mission and vision as guiding principles,

- IWL supported **Milwaukee Film** as a community sponsor for their *2023 Cultures & Communities Festival*.
- IWL partnered with UWM & Marquette’s Political Science Department for the *Milwaukee Area Political Science Seminar* to continue community discussions on the intersection of gender and politics.
- IWL sponsored **TeamTeal365’s Paint the City Teal Day** during Domestic Abuse Awareness Month.
- IWL Leadership Development Coordinator X’Zandria Weil volunteered with students at the **Milwaukee Academy of Science** for their career day event.



MARKETING

During 2023-2024, IWL boosted its marketing and social media efforts in various ways to continue to strengthen IWL community connections while also expanding the IWL network.

As a result, IWL's mailing list increased to 1,926 contacts and had a 24.08% increase in traffic to IWL digital marketing sites (*i.e.*, e-newsletters, event registrations, and mailing list subscription webpage) from the 2022-2023 fiscal year.

IWL's impact in social media also grew significantly—overall IWL's audience grew to 2,709 combined followers across all four of IWL's social media platforms:

Social Media Platform	% Change in Impressions	# of Views	# of People Engaged	% Change in Engagement	Total Followers
<u>Instagram</u>	↑ 54.8%	56,798	2,202	↑ 74.9%	941
<u>LinkedIn</u>	↑ 188.0%	43,502	3,421	↑ 165.6%	1,112
<u>Facebook</u>	↑ 73.3%	26,014	1,775	↑ 48.2%	392
<u>Twitter (now X)</u>	↓ 51.5%	6,277	415	↓ 23.6%	264

OVERALL, IWL'S SOCIAL MEDIA ENGAGEMENT RATE PER IMPRESSION INCREASED BY **9.6%** TO **5.9%** PER IMPRESSION ACROSS ALL PLATFORMS.

TOP PERFORMING SOCIAL MEDIA POSTS

Institute for Women's Leadership Marquette is at Marquette University. November 2, 2023 · Milwaukee, WI

Have you registered for our Research Social yet? reserve your seat here <https://bit.ly/48GPv5W>

#IWLMarquette #ResearchSocial #WeAreMarquette

IWL Research Social Wed. | 11/29/2023 | 12 -1:30pm

IWL'S SUMMER GRANTEES 2023 presenter



KAREN ROBINSON, PH.D., DR. CNM, FACNM



KAVITRA VENKATESWARAN, PH.D.

The Role of Obstetric Racism in Perinatal Mental Health, Birth Outcomes, and Stress Biology in Latinx Mothers



LISA EDWARDS, PH.D.




KIMBERLY D'ANNA-HERNANDEZ, PH.D.

IWL Marquette

Welcome Megan Townsend to the IWL Team! A star in Technology and Events Planning, Megan is a Communication Studies and Elementary/Middle School Education Major! Get ready for an incredible journey with us as we harness tech and creativity to make unforgettable events happen!

IWL Team Leader Spotlight



MEGAN TOWNSEND
Technology and Events Planning Intern

Fun Fact: I am a director of a dance team on campus


Institute for Women's Leadership Marquette University

1,124 followers

Recap of Student Advisory Board's Wisdom Brunch

To apply to be apart of SAB next semester just click the link here: <https://bit.ly/4414wFD>

#IWLMarquette



MEMORIES FROM THE YEAR





IWL

INSTITUTE FOR WOMEN'S LEADERSHIP
MARQUETTE UNIVERSITY

ENGAGE. INSPIRE. TRANSFORM.



iwl@marquette.edu