



# Graduate School of Banking

at the University of Wisconsin – Madison

## **Enhance Experience for Women / Engage Alumni**

Team members: Julie Redfern (Chair), Kirby Drey, Matthew Little, Tammy Kelley, Tom Hershberger, Mike Bresnahan, Michelle Gross, Anthony Conder; Staff: Katie

Working group discussions identified a need to increase women engagement and enrollment as well as leverage and engage alumni.

### **General Ideas Shared:**

- Women's panel week 1
- Women's networking event
- Set up mentorships with SR/FR or JR/FR
- Leverage BAB & recent grads
- Consider a service project during session (middle weekend?)
- Food Truck Festival—first Monday evening?
- Cross Mattress Covers – sponsor
- Sponsor for portable power banks (eliminate cords in the classrooms)
- Lapel pin
- DSS – Eliminate the first one. Consider a bigger name for the second Monday?
- Pop-ups shops - t-shirts, swag

### **Progress:**

- Women's Luncheon: women's luncheon first Wednesday of school for SR class women at Fluno Skyview room, buffet, C-Suite panel of women alumni with close regional proximity. Use the scheduled lunch hour time slot. Cost for food and rental have been secured. Next is to identify panel members.
- Women's networking event: Second week of school for FR/JR. This will depend on the build out of improvements to the freshman orientation process and if determined as a value add. Different topic/speaker with goal of early networking for the women.
- Food truck event: lots of interest in this. UW has been asked for details on "the how and if possible". Many local food trucks we can tap to provide a networking experience for students early in the school year. Perhaps first Monday evening.
- Portable Power Packs: researching cost, logo, and sponsorship. The thought is to provide to Freshman, and they can use all 3 years to enhance the student experience by alleviating some stress with cord and power management.
- Alumni engagement at school: how can we get local alumni back to participate/be present/facilitate in some created capacities? Perhaps some coaching/mentoring opportunities set up for some students? More ideas needed.
- Distinguished Speaker Series: – 2<sup>nd</sup> Monday only. A few names have been submitted for consideration. Would like to have an agreement in place by mid/late February.
- Pop-up shops/swag: haven't pursued at this time given the time needed to coordinate other ideas.

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