

# WOMEN IN BUSINESS

**ADVOCATES. CHALLENGERS. INNOVATORS.**

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We inspire and embolden women to become challengers and innovators in every space they occupy.

Women in Business at Carey Business School is dedicated to unlocking the leadership potential and authenticity in our members through transformative conversations, community building, and meaningful social impact.



# A LETTER FROM LEADERSHIP

Due to the Coronavirus (COVID-19) outbreak, our organization is taking extra precautions with the care of every member in mind. All events and meetings will take place in a hybrid format, offering both online and in-person opportunities, for the 2021-2022 academic year. However, if the outbreak worsens we may return to an online only format.

As Carey takes steps to welcome us back in-person or online this Fall, we hope to shine a light on important issues that have risen due to the nature of pandemic, like mental health, diversity, accessibility, and so much more. As we continue to grow, and build upon the solid foundation presented to us at the start of Fall 2021, we welcome all ideas, partnerships, engagements, conversations, and opportunities to further grow and elevate women in business. How we choose to “woman up” during these challenging times will shape the years to come.

Lastly, Women in Business is dedicated to diversity, equity, inclusion, and belonging. As such, we invite all Carey women and the LGBTQIA+ community to apply for any available leadership roles regardless of current location, ethnicity, race, or religion. We are committed to honesty, openness, and transparency with our members. We hope we are a resource that inspires and edifies the woman in business within you.

Cheers!  
Your Co-presidents

Angela Carroll, *Co-president of Community Empowerment & Action*  
Iman Carr, *Co-president of Diversity, Equity, Inclusion & Belonging*  
Lindsey Moskowitz, *Co-president of Social Design & Impact*

# OUR VISION

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## SERVICE IN LEADERSHIP

Create an inclusive space that promotes equity, diversity, and innovation.

Empower young women and JHU Carey students to become distinguished leaders in our community.



## MEANINGFUL CONNECTIONS

Cultivate relationships and grow a woman-led network that benefits JHU and our members.

Create sustainable connections that give rise to professional opportunities and mentorship.



## BUILDING CAPACITY

Provide opportunities for our members to learn valuable skills to become effective and impactful leaders.

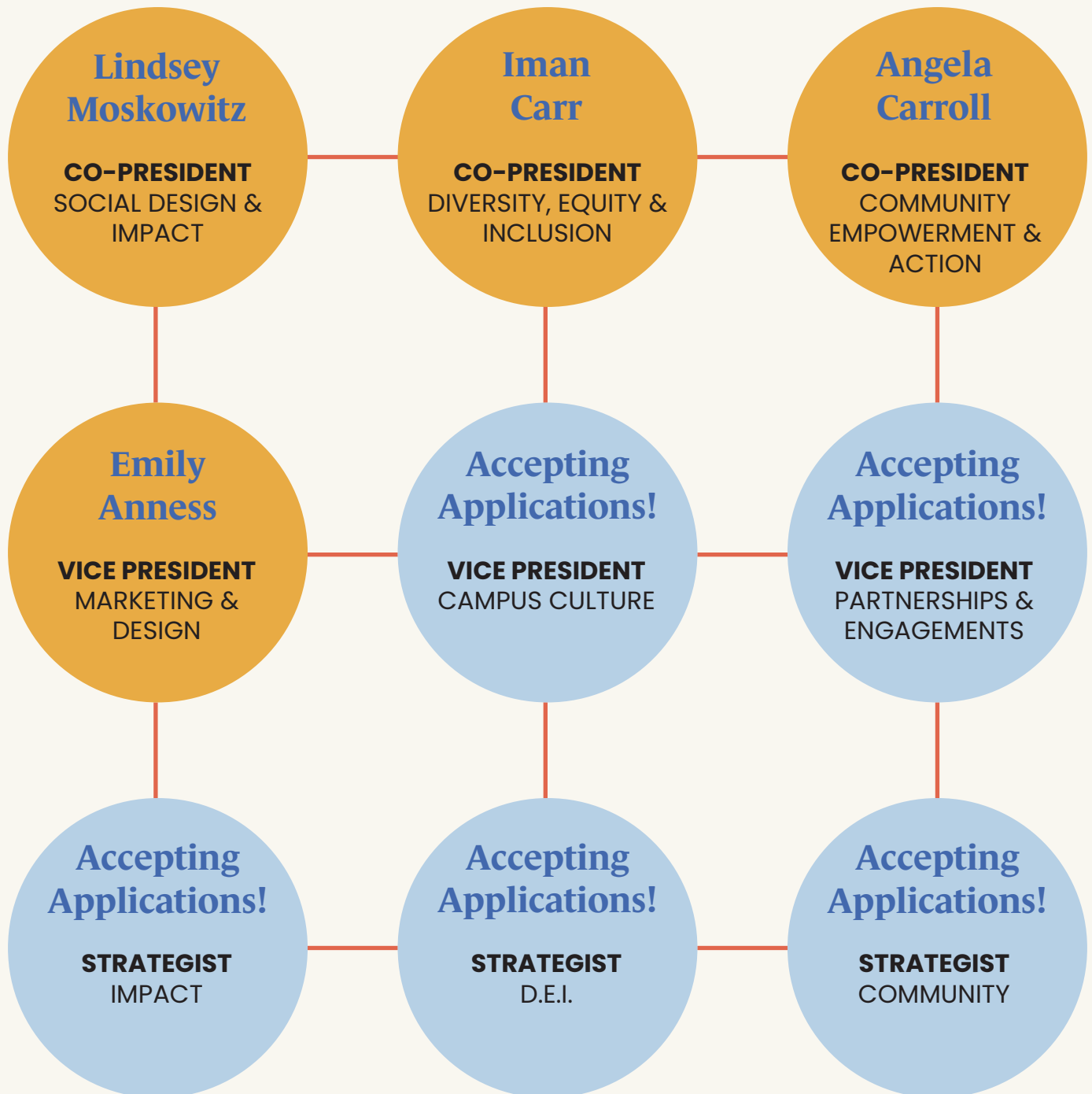
Raise awareness for issues surrounding women in business.

# THE WIB 2021 - 2022 GOALS

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- 1** Develop virtual and in-person events that cater to the needs of aspiring female business professionals.
- 2** Take a firm stand in the Black Lives Matter movement and promote student body diversity in Carey Business School.
- 3** Acknowledge the rise in aggression and attacks to the AAPI community since COVID-19, take an active stance to Stop AAPI Hate.
- 4** Work to end the increase in antisemitic attacks, especially on university campuses.
- 5** Continue the legacy of (3) WIB Signature events: Girls Empowerment Summit, Stoop Storytelling, and Women and Girls in STEM.
- 6** Establish a consistent WIB experience for Carey students across both campuses.
- 7** Grow our network with female business owners and social entrepreneurs in the Baltimore and DC area.
- 8** Increase and recruit members for design teams and leadership positions.
- 9** Create lasting partnerships with other internal and external organizations.

# OUR NEW LEADERSHIP STRUCTURE



**Ready to lead on our team?  
VP and Strategist roles are open.**

**APPLY HERE!**

# CO-PRESIDENTS

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## SOCIAL DESIGN & IMPACT

Applies design methodologies to W.I.B efforts to improve performance and impact.

Keeps the organization mindful of the responsibility we have to our local communities and inspires the organization to build capacity for social innovation.

Creates and gives approval on design of social media, newsletter, info-graphic & event material.

## DIVERSITY, EQUITY, INCLUSION & BELONGING

Applies diversity, equity, inclusion and belonging principles to the W.I.B organization to promote valuable content and an inclusive campus culture and experience.

Ensures the organization offers a platform for culturally responsive topics and speakers, that amplifies the voices of diverse populations addressing diversity, equity, inclusion and belonging.

Reviews all efforts to ensure consistent W.I.B experiences across both campuses.

## COMMUNITY EMPOWERMENT & ACTION

Provides internship and volunteer opportunities for members to grow and develop in their career.

Fosters and expands powerful connections with Carey and the community while overseeing community outreach opportunities.

Actively engages both old and new members while sharing member benefit information.

# VICE PRESIDENTS

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## MARKETING & DESIGN

Aims to elevate social issues and promote social awareness and change through content marketing and impactful designs.

Ensures cohesive design across our social media channels, newsletters, info-graphics, and email blasts.

Responsible for delivery of relevant content on our internal and external facing platforms.

## CAMPUS CULTURE

Consults across the organization on matters of reinforcing culture, developing diverse programs and strategic objectives.

Builds and executes pathways and programs to ensure W.I.B events have a dual presence at both Carey campuses for cohesive and consistent student experiences.

Ensures W.I.B leadership, membership, and programs exist across both Carey campuses.

## PARTNERSHIPS & ENGAGEMENTS

Manages a network of partnerships with women entrepreneurs, business leaders, organizations, alumni and mentors in the Baltimore and DC regions.

Creates and structures content to boldly showcase the Carey community while working with the VP of Marketing & Design.

Oversee, organize and control a large database of Women in Business external connections.

# STRATEGISTS (ALL OPEN)

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## IMPACT

Discovers ways for W.I.B to create deeper engagements and how we as women in business can increase human well-being in our communities.

Conducts research, develops insights, finds the "why" for W.I.B, and designs W.I.B branded info-graphics.

Captures and uploads photos to the drive for respective pillar-targeted events and aids the VP of Marketing & Design in circulating content.

## D.E.I.

Creates meaningful content that elevates diverse stories and experiences.

Implements strategic objectives that amplify D.E.I.B across the Carey campus.

Documents respective pillar-targeted events, and hands-off content to the VP of Marketing and Design to disseminate.

## COMMUNITY

Creates mutually beneficial pathways for external organizations to partner and participate in events with WIB members.

Strategizes unique retention and growth methods for our partner and membership base while promoting engagement opportunities to members.

Oversees and participates in photography and videography shoots for WIB events.

# THE WIB SIGNATURE EVENTS



## GIRLS EMPOWERMENT SUMMIT

*IN PARTNERSHIP WITH  
LIVING CLASSROOMS*

**FALL SEMESTER**

As women in business, it is our duty to inspire and embolden the next generation of women leaders, so they may become advocates, challengers, and innovators in every space they occupy.

The Girls' Empowerment Summit focuses on a series of round-tables and workshops facilitated by Baltimore female leaders of their professions. Topics range from career planning to personal branding to entrepreneurship, with a workshop on Youth-Led Advocacy to close out the event. This summit provides an intentional opportunity to extend WIB's support to the Baltimore community and engage with the young girls in the city.



## STOOP STORYTELLING

*IN PARTNERSHIP WITH  
STOOP STORYTELLING*

**SPRING SEMESTER**

Everyone has a story. Women in Business, in partnership with Stoop Storytelling, hosts an evening featuring "ordinary" people sharing the extraordinary, true tales of their lives. Stoop stories are not memorized, performed, or read. They're shared. The stories are intimate, yet surprising; wonderful and weird; hilarious and also heartbreaking.

Stoop is a Baltimore-based live show and podcast with the mission to build community through the sharing of personal stories. Their platform has showcased tales of more than 2,500 people onstage — including notable citizens such as Congressman Elijah Cummings, "Wire" creator David Simon, activist DeRay Mckesson, and Senator Barbara Mikulski.



## WOMEN AND GIRLS IN STEM

*WITH CODE IN SCHOOLS,  
SPONSORED BY AT&T*

**SPRING SEMESTER**

The Girls in CS Summit aims to uncover middle and high school aged young women who have not traditionally had access to computer science education through a dynamic day of workshops, panels, and networking with leading industry professionals.

Bringing together nearly 100 girls from Baltimore City, Women in Business and Baltimore-based, Code in Schools will host and plan the event to catalyze participants' interest in computer science and STEM. In 2020, AT&T joined efforts and provided sponsorship, expanding the event's reach and capacity for more girls to attend. Here's a feature article on our event from [Technical.ly](#) and [AT&T](#).



# HOW INVOLVED DO YOU WANT TO BE?

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## EXECUTIVE COMMITTEE

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### COMMITMENT:

Up to 5 hours a week, weekly meetings, event leadership

**Ready to lead on our team?  
VP and Strategist roles  
are open.**



- Take the lead on WIB initiatives related to our core pillars
- Collaborate with other WIB executives resulting in new initiatives, insights, infographics, and content for both our internal and external community
- Engage in WIB events, programs, and passion projects of interest to YOU!
- Attend and actively participate in bi-weekly executive team meetings
- Serve as leadership for design teams for our signature events
- Build your resume, portfolio, and professional network

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## WIB MEMBERS

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### COMMITMENT:

Event attendance

**Interested in becoming a  
WIB member?**



- Access to apply for WIB signature event design teams
- Participate in WIB events and partner events
- Exclusive access to WIB Newsletter content and promotions, Alumni network, and local partnerships of Baltimore and DC
- Help to shape WIB programming with constructive feedback and share new ideas to enhance member engagement

# WOMEN IN BUSINESS

**ADVOCATES. CHALLENGERS. INNOVATORS.**

## **Contact Us:**

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