

Prospectus

INCLUSIVE LEADERSHIP SUMMIT



Hosted by Isenberg's Office of Diversity & Inclusion

Contact: Alaina Macaulay, Executive Director of Diversity & Inclusion
amacaulay@isenberg.umass.edu

UMassAmherst

Isenberg School
of Management

ISENBERG INCLUSION

Here at Isenberg, we value the unique experiences, identities, and perspectives that each of our community members bring to the table. We understand that in order to be a true hub of innovation, we must value diversity. We must seek diverse ways of looking at problems, and we must provide an environment where even the most underrepresented of views are heard.

The people of our community are our most valuable asset. We cherish our students, faculty and staff, alumni, and local community members. In order to realize the value of their diversity we work tirelessly to cultivate an environment that acknowledges differences, respects diverse perspectives, and seeks the voice of all members of our community. This culture of inclusion that we seek is the active and continuous process of providing a space where everyone feels comfortable bringing their complete and authentic selves to Isenberg while upholding the Isenberg values of respect and dignity. Here in Isenberg, we celebrate diversity and cultivate inclusion in our march towards innovation and the workplace of the future.

The Inclusive Leadership Virtual Series (ILVS) is the nexus of our diversity and inclusion efforts. The ILVS brings industry partners, alumni, students, faculty, staff, and community leaders together to share best practices, industry trends, and concerns related to diversity and inclusion in business.

MISSION

We are driven. We understand that to be successful in today's business environment, our driven students need to possess the skills of inclusive leadership. The global marketplace is only becoming more connected, and cultural competency is an essential skill for even the most local of workplaces. Innovation is imperative, and we know from research that innovation thrives in inclusive environments that support the engagement of diverse people and perspectives. Therefore, our goal with this conference is to provide our students with the tools, content, and networking opportunities to better understand the importance of diversity, and to help them learn the skills and capabilities of inclusive leadership.

AUDIENCE

The audience will be a combination of undergraduate and graduate students from Isenberg and beyond. Students will attend panel presentations, keynote speaker presentations, and workshops administered by professional thought leaders on inclusion, moderated by faculty and staff. We are also opening up the program virtually for alumni to attend the panel discussions.

"Diversity is a measure. Inclusion is a skill" - Geraldine Huse,
CEO & Chairman of the Board, P&G Central Europe

"Diversity is being invited to the party. Inclusion is being asked
to dance." –Verna Myers, VP of Inclusion Strategy, Netflix

ISENBERG QUICK FACTS

Undergraduate students: 3,700

Master's students: 1,700

Alumni: 48,000

U.S. News & World Report, 2021

#1 Public Business School in the Northeast
for our:

Undergraduate Program

Online MBA Program

Full Time MBA Program

Part Time MBA Program

Departments:

Accounting

Finance

Hospitality & Tourism Management

Management

Marketing

Operations & Information Management

Sport Management

Degrees Offered:

Bachelor of Business Administration

Bachelor of Science

Master of Business Administration

Master of Finance in Alternative Investments

Master of Science in Accounting

Master of Science in Business & Analytics

Master of Science in Sport Management

Doctoral

Certificates

AACSB Accredited

Centers:

Berthiaume Center for Entrepreneurship

Center for Business & Professional Communication

Center for International Securities
and Derivatives Markets

Chase Career Center

McCormack Center for Sport Research

Virtual Center for Supernetworks

EVENT STRUCTURE

HYBRID HOSTING

- **In-person with live stream:** Keynote and all panels
- **Virtual:** Workshops, Case Study-Individual Part, Breakout Room/Post-Panel Discussions
- **In-person:** Case Study-Group Participation, Breakout Room/Post-Panel Discussions
- **Company choice (in-person or virtual):** Company Meet and Greet/Tabling

KEYNOTE EVENT

Premier Sponsor hosts a keynote speech on the importance of conversations on diversity, equity, and inclusion, especially given the context of the world today.

CASE COMPETITION

- One case study for in-person group work and one case study for online, individual participants (shorter)
- Provided by Premier Sponsor – provided online before the keynote event
- Interested students can use information learned from the presentations and panels they will attend during the ILS

COMPANY MEET & GREET/TABLING

This will be hosted by companies that qualify based on their sponsorship level. Each company will be provided a table (if in-person) or a zoom link (virtual) and follow UMass COVID safety guidelines. Students will indicate interest during registration and submit a resume in advance.

ILS CERTIFICATE OF COMPLETION

This certificate will be awarded to students who attend/participate in the following events:

- Keynote Event
- 2+ Panels
- 2+ Workshops
- Case Competition
- Company Meet & Greet

ILS SCHOLARSHIP

This scholarship is open for application from on-campus UMass students who qualify to receive the ILS Certificate of Completion. The number of scholarships that will be awarded will be determined by the final number of sponsors at each level.

Interested students will submit a 250-500 word essay that answers a set prompt related to diversity and inclusion.

AGENDA

PANELS

Leadership At All Levels

Leading as an entry-level employee, tools for advocating for DEI during your early career when you do not have formal power. Much of the time, discussions around diversity initiatives in the business world are focused on those with high-level decision-making power. But as we know, advocating for social justice and change requires action and commitment from all levels of an organization. What are the tools and techniques that each of us as individuals can bring to work in advocating for greater equity? Specific to different roles within an organization, what are the unique capabilities and responsibilities of those advocating for DEI? How is your role uniquely positioned to further social change?

Anti-Racism and Social Justice @ Work

The United States continues to reckon with its deeply rooted history of racism and injustice. #BlackLivesMatter first originated in 2015, but the movement has again picked up traction as the nation calls for reconciliation and action against forms of systemic racism and injustice. Additionally, heightened violence against Asians, Asian Americans and Pacific Islanders has only continued to amplify the need for reform. This panel will discuss ways organizations are shifting from a model that centers diversity and inclusion to one that prioritizes social justice and anti-racism.

(Dis)ability and Neurodiversity in the Workplace

A strong and inclusive workforce is one that includes all people. Disabled and neurodiverse employees often face unique challenges and needs in the workplace. Inclusive leaders are ones who provide safe, accessible and accommodating environments where employees can fully bring themselves to work. Learn more about how leaders and organizations can advocate for accommodating and welcoming workplaces for those in the disability and neurodivergent community.

Social Justice & Self-Care *followed by small group discussion*

"Caring for myself is not self-indulgence, it is self-preservation, and that is an act of political warfare."
—Audre Lorde

Sleep deprivation, work life imbalance, high stress and limited "down times" contribute to employee burnout. For those holding marginalized identities, advocating for social justice, at work and throughout life, can exacerbate these feelings as they experience routine microaggressions and battle fatigue. Join us for a discussion of how you can prioritize yourself and your well-being so that you can continue to do the meaningful work of building greater equity and championing diversity. Learn how to be an ally and support your colleagues, friends, communities in doing the same for themselves.

Trans Inclusion @ Work

Cultures of inclusion are created and reinforced by hundreds and thousands of individual interactions: The language we use, HR policies and practices, and the expectations we have can underscore or hinder our goals to make workplaces more inclusive. In 2021, over 30 states have introduced more than 100 bills that aim to suppress the rights of transgender people across the country. What steps are companies taking to ensure their trans employees are supported, included and valued? What can corporate America do to challenge this type of discrimination? This session hopes to dive into these questions further.

AGENDA

PANELS CON'T

Pioneering Social & Economic Justice

Economic justice focuses on ensuring everyone has access to resources that create opportunities. In our current social climate, inequalities embedded in global systems that disproportionately impact vulnerable communities have been exposed. In response, many organizations are evaluating their social responsibility strategies and preparing to take meaningful action. This session will include a conversation about the ways business leaders can advocate for equitable economic development within the communities served by their organizations and society at large.

COVID-19 Pandemic — Inequality and Change Management

Leaders in organizations are tasked with many duties and responsibilities to serve both their organizations and their teams; the pandemic has required increased ability to pivot, to support employees with a broad range of differing needs, and to operate without a clear understanding of what our future will look like. Learn about how leaders prioritize this important work and navigate the challenges they have faced in practicing inclusive leadership.

Intersectional Allyship

Intentional and active allyship plays a critical role in creating a more equitable society. Our demographic, social, and cultural identities are complex, and each of us experiences moments in our professional lives where we feel as though we are a member of the dominant group. What can allyship look like for each of us and how can we manage and improve our workplace cultures when we are great allies?

WORKSHOP TOPICS

Case Competition Specific

Information Session on Case Competition: What even is a case competition?

Must attend to participate in Case Competition, but open to all students.

Case Competition Workshop

The Pitch – giving an effective presentation, public speaking as a team, building a powerful slide deck, and tricks to stay on time.

All Other Workshops

Implicit Bias – what is it and what do we do about it?

Encourage attendees to take the IAT before the workshop .

Self-Awareness as a Critical Tool

Personal development (how does social location and identity impact how we show up at and navigate the workplace & school). How do our identities inform negotiating bringing your full self to work? Focused on tools, trainings, experiences that can help all of us show up to work and our communities more attuned to how we impact those around us and can advocate for ourselves and others.

SPONSORSHIP TIERS

	Premier \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Named Event Sponsor	✓			
Case Competition Sponsor	✓			
Keynote Event Sponsor	✓			
Panel Participant	All, as co-sponsor	All, as co-sponsor	2	1
Company-Named Student Scholarships	3 scholarships, \$2000 each	3 scholarships, \$1000 each	1 scholarship, \$1000	
Ad in Program Guide	1 full-page	1 full-page	1 half-page	1 quarter-page
Company Meet and Greet/Tabling	✓	✓	✓	✓
Access to Student Resume Book	✓	✓	✓	✓
Company Name & Logo on All Email Blasts	✓			
Company Name & Logo on Isenberg Website	✓	✓	✓	✓
Company Name & Logo on Isenberg Social Media	✓	✓	✓	✓
Company Logo on Event Signage & Newsletter	Premium placement	Prominent placement	✓	✓

Other Opportunities

Please consider a tax-deductible donation to help fund the Summit and support future inclusive leaders:

Ad in Program Guide, Full-Page	\$1,500
Half-Page	\$1,250
Quarter-Page	\$1,000
Company-Named Student Scholarship	\$1,000

If you are interested in sponsoring, please contact Erin Messier at Erin.Messier@umass.edu.