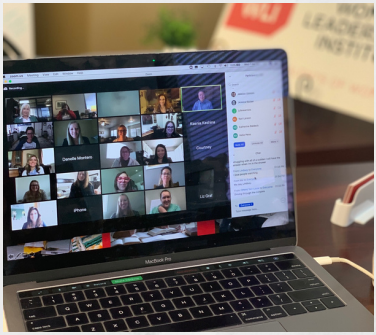


WLI

WOMEN'S LEADERSHIP INSTITUTE

2020 ANNUAL REPORT

ELEVATING THE TALENTS OF WOMEN

MISSION

Our mission is to **elevate the stature of women's leadership in Utah** by improving society's understanding of the value of diversity in leadership roles, training women in leadership skills, and conveying the positive impact female leaders have on economic development, vitality, and the overall health of the state.

This year, 2020, marks the completion of the sixth year for the Women's Leadership Institute milestone. Through the efforts of key visionary business leaders, the Women's Leadership Institute, a 501(c)3 organization, has become an important resource for developing one of Utah's most important resources — its women. Utah's economy and quality of life remain vibrant and promising. But the persistent perception of Utah as a challenging place for women to thrive and advance deters the state's efforts to attract and retain talent here.

WLI offers specific strategies and programs to help organizations understand the value of gender diversity and how to cultivate it. The cornerstone of WLI, the successful ElevateHER Challenge, is an important template in providing best practices and goals for companies to embed within their own company culture. The Career Development Series and the Political Development Series also contribute to developing the stature of women in the state. We thank our many sponsors for helping put the vision into practice. We also thank our male allies and advocates for their passionate commitment to gender diversity!

Patricia Jones, CEO

IMPACT REVIEW

The cornerstone program for the Women's Leadership Institute, a 501(c)3 organization, is the **ElevateHER™ Challenge** which encourages organizations to accept and imbed the following six research-based areas of focus:

- Increase the percentage of women in senior leadership positions.
- Increase the retention rate of women at all levels.
- Increase the number of women on your board of directors.
- Monitor pay by gender and close identified gaps.
- Establish a leadership development, mentoring and/or sponsorship programs for women.
- Recruit women to run for public office.

Unfortunately, due to the 2020 global Coronavirus pandemic, the annual luncheon for ElevateHER™ Challenge companies was cancelled.

ELEVATE HER™ CHALLENGE

TOTAL COMPANIES HAVE COMMITTED TO THE ELEVATEHER™ CHALLENGE

NEW IN 2020

- Alphagraphics - South Ogden
- Alzheimers Association
- Anaylitic Orange
- Cache Valley Bank
- City of Logan
- DPS Skis
- Elase Spas
- FUEL Marketing
- Hippie Skin
- HireVue
- Intermountain Precision Genomics
- Laura MIlliken Gray, P.C.
- Leavitt Partners
- National Institute of Medical Aesthetics
- Parr Brown Gee & Loveless
- PepsiCo
- Service Robotics Technologies
- SirsiDynix
- SnugZ USA
- The Community Foundation of Utah
- UWM Men's Club
- Villa Leadership Group
- Vivint
- Walker Edison
- Wealth Management CPAs

CAREER DEVELOPMENT SERIES

WLI conducts an 8-month **Career Development Series** for mid to senior level women. The CDS has proven to be a game-changer for those who are looking to elevate their careers.

99
WOMEN IN THE 2020 COHORT

60
COMPANIES WHO SPONSORED PARTICIPANTS

175
CDS GRADUATES TO DATE

2020 CDS Sponsor Companies:
Instructure | Utah Valley University | FranklinCovey | Adobe
Gomez Financial | Summit Vista Senior Living | Workfront

"The Career Development Series was like an executive leadership course designed especially for women. It included valuable skills training along with balanced but factual information about the career landscape for women in Utah. This is a 'must' series for those seeking to improve in their careers."

Shelley Goodell,
Vice President of E-Commerce and Guest Services, Megaplex Theatres

POLITICAL DEVELOPMENT SERIES

An important part of the WLI mission is to encourage and train women to run for political office. Fulfilling that mission, WLI offers a 6-month bi-partisan **Political Development Series** for those interested in the political process.

48
WOMEN IN THE 2020-21 COHORT

256
PDS PARTICIPANTS TO DATE

56
PARTICIPANTS WHO RAN

41%
WHO RUN, WIN

"WLI is hands down the best money you'll ever spend on running a campaign in Utah, or supporting another woman who runs. The connections, guidance and peer community Pat Jones provides make all the difference in the world. Take the class, tell five friends about it and get the behind-the-scenes info you need to get women elected in Utah."

Angel Castillo
Ogden Mayoral Candidate 2019

STAFF

Patricia Jones, Chief Executive Officer
Nicole Carpenter, Operations & Communications Manager
Emily Johansen, Spring Intern courtesy of David Eccles School of Business
Molly Gallagher, Fall Intern courtesy of David Eccles School of Business

PARTNERSHIPS

SALT LAKE EST. 1887 CHAMBER
UTAH'S BUSINESS LEADER

ST. GEORGE
Chamber of Commerce

SYMETRA TOUR
ROAD TO THE LPGA

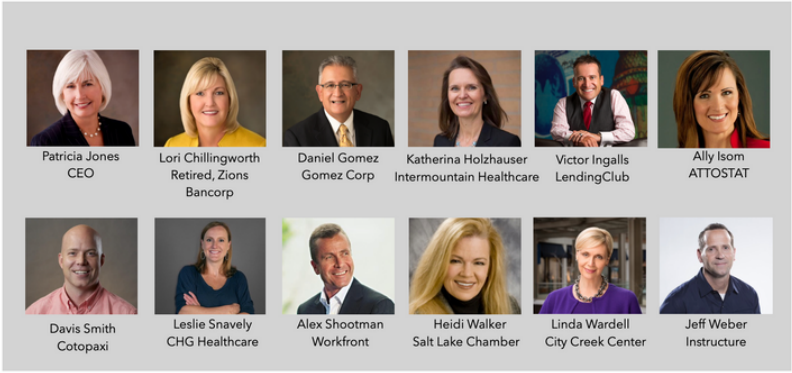
LPGA

OUTREACH & COMMUNICATION

Over the past six years, Patricia Jones has presented to hundreds of companies and organizations about the urgency of women's leadership. **COVID19 posed unique challenges** but WLI was still able to influence organizations and provide valuable programing.

- THE WOMEN'S LEADERSHIP INSTITUTE WAS NAMED THE OFFICIAL NONPROFIT PARTNER FOR THE LPGA SYMETRA TOUR FOR THE NEXT THREE YEARS.
- OUTREACH PRESENTATIONS CONTINUED THANKS TO ONLINE MEETING OPTIONS AND OUTDOOR VENUES.
- WITH LITTLE NOTICE, WLI ADAPTED ALL IN-PERSON COHORT EVENTS TO ONLINE-ONLY VERSIONS, WHILE STILL INCREASING VALUE.
- FRESH NEW WEBSITE WAS LAUNCHED IN NOVEMBER, INCLUDING A COMMUNITY PAGE FEATURING JOBS LOOKING FOR DIVERSE CANDIDATES.

LEADERSHIP



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