

JANUARY 2022

# WOMEN OF ISENBURG NEWSLETTER

We hope everyone had a happy and healthy winter break! As we enter the start of a new semester, the Women of Isenberg (Wol) Planning Committee is excited to share the January issue of our monthly newsletter.

This newsletter features:

- Conference Update
- Keynote Speaker Update
- Day-Of Schedule
- 2022 Wol Conference Panels
- Marketing Campaign
- Sponsorship

## WOI MISSION

Since 2014 and in 2022, our conference mission has and will continue to be to connect current UMass Amherst students with alumni, faculty, and corporate sponsors in a full-day professional development event. The Wol Conference creates a welcoming community for attendees from diverse backgrounds and industries to share experiences, foster confidence, and discuss the challenges we face as students in the classroom and women in the workplace.

## CONFERENCE UPDATE



The image shows a screenshot of a web browser window. The address bar displays 'womenofisenberg.com'. The main content area features the text '2022 WOMEN OF ISENBURG VIRTUAL CONFERENCE' in large, bold, white letters on a dark background. Below this, there is a paragraph of text explaining the decision to move the conference online.

# 2022 WOMEN OF ISENBURG VIRTUAL CONFERENCE

For the health and safety of our speakers, sponsors, attendees and team, we have decided to change our in-person 2022 Women of Isenberg Conference, to a Virtual Conference. Our entire programming will officially be moved online to Zoom.

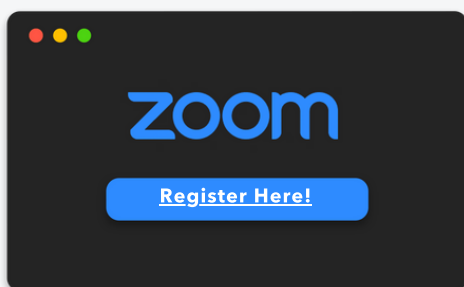
The Women of Isenberg mission has always been to provide informative and inspiring content, as well as foster connections in a community of alumni, students, sponsors and faculty. This goal will still be achieved in a virtual setting and we truly believe that the safest way to stay true to this goal is by transitioning to an online environment and therefore mitigating all potential Covid risk.

We want to be clear that this decision is on behalf of the Women of Isenberg Planning Committee (students and Advisors), and it is not indicative of the University's policies. We are thrilled to be heading back to in-person classes where masks can be worn and vaccination statuses confirmed. Our usual in-person conference is a robust event, with so many attendees traveling from in and out of state, as well as multiple meals and refreshments (enjoyed unmasked). Therefore, we believe that this is the safest decision for our community.

## REGISTRATION

This virtual event will still take place on Saturday, February 26th, 2022, and will now be accessible from any location. We understand that this is somewhat disappointing news, but the planning team guarantees that the 2022 WoI Conference will still be exciting, informative, and include plenty of opportunities to network, connect and learn.

Please follow this [link](#) to register for the 2022 Virtual Women of Isenberg Conference.



## TABLING

During the months prior to the 2022 Women of Isenberg Conference, the WoI members will be tabling in the Isenberg Hub. Stop by to learn more about Women of Isenberg opportunities and events, information about the Conference, and ask any questions you may have. Registration will also be available during the tabling on Mondays, Tuesdays, Wednesdays, and Thursdays from 9AM to 3PM.

Today

Notifications

## WHAT HAPPENS IF I ALREADY REGISTERED?

Will I get my money back?

Yes! You will be refunded. The process will take a few days but if you purchased a ticket you will be refunded the full amount.

Do I have to register for the virtual conference too?

No. If you have already registered for the WoI Conference, you will be automatically registered for the Virtual Conference.

What date is the virtual conference?

The virtual conference will remain on the same day as the initial in-person event: **February 26, 2022.**

How do I keep up to date with changes?

Follow us on social media!  
Instagram [@woiconference](#)  
LinkedIn [@Women of Isenberg Conference](#)  
Website [Womenofisenberg.com](#)

Who do I email if I have any questions or haven't received my refund?

[womenofisenberg@isenberg.umass.edu](mailto:womenofisenberg@isenberg.umass.edu)

# SHANTEL PALACIO

# 2022 KEY NOTE

We are thrilled to announce our keynote speaker for the 2022 WoI Conference: Shantel Palacio! In past WoI Conferences, Shantel has joined us as a panelist speaker, and we are incredibly excited to have her kick off the conference this year as keynote!

Shantel is the Principal Advisor at Urbane University and a consulting partner at the Perception Institute. She has served as both a project manager and chief advisor to governmental leaders and spent nearly ten years executing both mayoral and chancellor's initiatives at NYC's Department of Education. Additionally, she consults public and private entities on implementing diversity, equity, and inclusion initiatives.

Palacio co-authored her first publication, *The Economic Impact of Investment in Public Higher Education* in Massachusetts, in 2012 as a grad student. It has since received several citations, including Harvard's IOP. Recently, she co-authored *Falsifying Teacher Absences*, published in West's Education Law Reporter.

Shantel is also passionate about combating low expectation stereotypes in her hometown of Brownsville, NY and founded Brownsvillain LLC. Her work was featured on NPR's All Things Considered in 2018. She was awarded the Independent Film Project's 2019 Documentary Fellowship for co-producing Million Dollar Block, which examines the institutions of public housing, public education, and the criminal justice system through the eyes of its residents. Last October, she was invited by GQ Japan to publish an article about her community in its first-ever Global Edition.

Palacio earned a Bachelor's degree in Communication from Bryant University, a Master's in Public Policy from the University of Massachusetts Amherst, and is currently a doctoral candidate in Leadership and Policy Studies at the University of New Hampshire.



# 2022 WoI Conference Schedule

## February 26, 2022

### Saturday

Saturday, Feb 26

9:30 AM to 4PM

<https://umass-amherst.zoom.us/>

### Annual Women of Isenberg Conference 2022

The Women of Isenberg Planning Committee is excited to share the 2022 WoI Conference Virtual Day-Of Schedule! Although this schedule is subject to some minor changes, please stay updated with the most accurate schedule on our [website](#), and don't forget to add the Conference to your calendar!

9 AM

9:30 AM - 11:00 AM

#### Session #1

Keynote Speech

Inspiring a Culture of Belonging:  
How to Be an Ally Panel

10 AM

11 AM

11:15 AM - 12:30 PM

#### Session #2

Raytheon Technologies Platinum Sponsor Panel  
Panel Breakout Session A

Noon

12:30 PM - 1:30 PM

#### Lunch Break

1 PM

1:30 PM - 2:45 PM

#### Session #3

Career Reception & Sponsorship Networking Sessions  
Workshop Breakout Session

2 PM

3 PM

3:00 PM - 4:00 PM

#### Session #4

Panel Breakout Session B  
Closing Remarks

4 PM

#### Panel Breakout Session A

New Technological Landscape  
Taking on Transitions  
Gender Representation  
Corporate Confidence

#### Panel Breakout Session B

It's Okay to be Undecided  
Investing in Yourself  
Defining Success  
Embracing Obstacles

#### Workshop Breakout Session

Be Clear In Your Career  
Healthy Minds, Healthy Lives  
Becoming the Best You  
Design Thinking  
Financing Your Life After College

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5
6	7	8	9	10	11	12

# 2022 WOI CONFERENCE

---

# PANELS

Below is a selection of some of the panels and their descriptions that will be held during the 2022 Woi Virtual Conference in February! Stay updated on our social media to read about all of the panels that will take place.

## INVESTING IN YOURSELF

The key towards achieving your personal and professional goals is learning how to invest in yourself. In a world full of change and uncertainty, the one person in your life that you can count on most is yourself. Panelists will share their experiences where they have believed in themselves while it felt like everything was rooting against them. Attendees will hear about how to handle burnout, balancing work life and personal life, and taking care of your everyday mental health. The mission of this panel is to inspire attendees to courageously take risks to benefit themselves and their careers in the long run.

## TAKING ON TRANSITIONS

Panelists will discuss the various “endings” we face in our lifetime, whether they be expected or not. They will talk about the challenges leading up to these endings: including, outgrowing your surroundings, dealing with disagreement from others towards your choices, and even the fear you may have about ending a chapter in your life. Instead of letting fear hold you back, you will learn how to approach transitions positively and cultivate resilience. Panelists will teach you different practices towards building a mindset that subconsciously prepares you for any change or ending you may encounter.

## THE NEW TECHNOLOGICAL LANDSCAPE

This panel will explore how technology impacts occupations in all types of fields. Panelists will address how to leverage technology in a way that is beneficial to your career whether working with future employers, peers, managers, clients or business partners. They will discuss how it has helped them navigate through the pandemic and how it has become a permanent part of their daily routines.

## DEFINING SUCCESS

This panel will discuss aligning your career with your values, identifying your non-negotiables, and investing in strategic assets to maximize your efficiency while at work. Panelists will also share how they created their ideas of success, transitioned out of careers that no longer aligned with their goals, and worked towards reinventing themselves.

## GENDER REPRESENTATION IN THE WORKPLACE: BRINGING MORE SEATS TO THE TABLE

This panel aims at celebrating women and highlighting the importance of gender representation in the workplace. Speakers and attendees will discuss issues faced with identifying as a woman in the workplace, including the concepts of equal pay, gender bias, phrases used against women, and more. We will discuss how women can support other women in the workplace, and how others can act as allies in a multitude of settings.

# DEFINITION OF ME

2022 WOI CAMPAIGN

## **women of isenberg** *noun (1)*

### DEFINITION OF WOMEN OF ISENBERG

1) empowerment, community, and inspiration

Growth is not a linear process and the journey can leave you feeling lost. It is important for you to stay grounded in how you choose to define yourself and your life's work in order to stay on track. Experiences, positive or negative, can shape who you are as a person.

How do you define yourself? What qualities or words would be listed as your synonyms? We're asking our attendees, speakers, and sponsors to think of 3 qualities or words that are synonymous with themselves and help to build their "Definition of Me."

Wol's MarComm team worked hard to create the "Definition of Me" marketing campaign video.

[Watch it here!](#)

## **SASA** *noun (1)*

### DEFINITION OF SASA

1) culture, community, welcoming, unity, and family

## **South Asian Student Association (SASA) n.**

SASA is an organization that unifies and helps those better understand the rich cultural tradition of South Asia. We chose those synonyms because we strive to create a family-like environment that unifies students of South Asian descent and/or those who are interested in the culture. With this, SASA hosts events that academically, socially, and culturally builds a community that celebrates South Asia and promotes cultural awareness.

## **Smart Woman Securities (SWS) n.**

At Smart Woman Securities (SWS), our mission is to educate undergraduate women on finance and investments. Through educational seminars, mentoring initiatives and exposure to successful professionals and businesses, SWS provides the guidance and resources upon which women can build greater knowledge of the financial industry.

## **SWS** *noun (1)*

### DEFINITION OF SWS

1) educating, mentoring, empowering, and guiding

2022

# SPONSORSHIP

## PLATINUM



## BRONZE



## SILVER



WOMEN OF ISENBERG  
CONFERENCE

We hope you enjoyed the January issue of the Women of Isenberg newsletter! Our newsletter can be found on our [website](#). Message us on social media to be added to our email list!



@WOI\_CONFERENCE



WOMEN OF ISENBERG  
CONFERENCE



@WOICONFERENCE



WOMENOFISENBERG  
@ISENBERG.UMASS.EDU



WOMENOFISENBERG.COM