

HARVARD
UNDERGRADUATE
WOMEN IN
BUSINESS
Media Kit 2014

MISSION

Harvard Undergraduate Women in Business (HUWIB) seeks to empower future female leaders by uniting them through business education and experience.

HUWIB offers a unique opportunity for undergraduate women at Harvard to expand and sharpen their knowledge of business opportunities, giving them both tangible and intangible skills to become future leaders. Serving the female Harvard undergraduate population, HUWIB is overseen by an executive board and seven committees. Through panels, conferences, outreach initiatives, skill-building workshops, leadership projects, mentorship programs, and social events, HUWIB seeks to expose undergraduate women to a broad scope of industry.

HUWIB's blend of professionalism, pragmatism, and entrepreneurial spirit allows us to develop programs that are effective, and diverse. Over the years, we have cultivated close relationships with many organizations in different sectors of the business world, including consulting, financial services, entertainment, fashion, nonprofits, software technology, entrepreneurship, marketing, and graduate schools.

Membership in HUWIB requires completion of the semester-long "WIBternship," in which prospective members attend informational business panels and collaborate on skill-building projects. After graduating from the WIBternship, students become Associates and enjoy the opportunity to gain a variety of management and organizational skill sets, from leadership and finance to marketing, design, and production.

Much of HUWIB's success comes from the creativity and dedication of its Associates who are constantly seeking to expand the organization's influence both on and off campus. Through annual events such as the Intercollegiate Business Convention, New York and International Exploratory Trips, Corporate Mentorship, and Industry Panels, HUWIB broadens its reach and influence, sharing its ideals nationwide while staying true to its ultimate mission of empowering young women to pursue careers in business.

Harvard Undergraduate Women in Business...join us to Make It Happen!

MILESTONES

2013

With over 1,200 attendees, HUWIB reached record attendance at the annual Intercollegiate Business Convention, increasing social media presence and expanding our international network. New initiatives included launching the first-ever IBC mobile application, introducing IBC Talks, and establishing the Campus Ambassador Leadership Program (CALP). We spearheaded our first international Career Exploratory trip to Sydney, Australia, executed an intensive mini-MBA program, and welcomed Sheryl Sandberg to Harvard as a launch partner for her book, *Lean In*.

2010

HUWIB Undergraduate and Alumni Boards collaborated to celebrate the HUWIB Decennial and create a HUWIB Advisory Board, comprised of leading professional women and men in the business world. HUWIB saw the largest WIBtern class ever with over 150 new members in the fall.

2009

At Harvard, HUWIB worked with two other student groups to organize the first annual Women's Stock Pitch Competition. HUWIB introduced an annual National Women in Business Convention (now renamed "International Women in Business," IWIB) and a Social Entrepreneurship Business Plan Competition (now renamed the "Innovation Challenge").

2007

HUWIB introduced a variety of programs including business school prep events, career development events, and the Externship Program. The WIBternship program grew 30% and HUWIB welcomed 185 new undergraduate women to the organization. HUWIB also launched the Corporate Mentorship Program and Young Women In Business (YWIB).

2006

HUWIB went on its first Career Exploration Trip to San Francisco, California, visiting a companies in different industries. HUWIB also launched the mini-MBA curriculum designed to educate Associates and to develop important business skills. HUWIB debuted the first issue of its annual magazine, *Make It Happen*.

2005

HUWIB held its first annual Intercollegiate Business Convention, attracting nearly 400 students from schools across New England.

2002

HUWIB held its first ever WIBternship, where 40 new Associates were inducted into the organization. HUWIB headed to New York City for its first Corporate Outreach trip, during which members visited sponsors, took part in a series of workshops, and met industry executives in a wide range of fields.

2000

Ten undergraduate women founded Harvard Undergraduate Women in Business (HUWIB). The first conference, "Preparing to Lead," attracted 250 participants.

SPONSORSHIP

The success of HUWIB has been made possible not only by the dedication of our members, but also by the continuing support of companies and organizations. Your sponsorship would help us further the vision of empowerment through business education. We would also like to thank all the companies, organizations, and people that have contributed to HUWIB and to our current success.

How to get involved...



Past sponsors include...



ANNUAL EVENTS

WIBTERNSHIP

Created as a way to expand the membership while also ensuring dedication to the organization, the WIBternship consists of weekly panels and a final group project. WIBterns are introduced as new HUWIB Associates in a final, celebratory event, at which point they are encouraged to apply for committee positions within the leadership of HUWIB. WIBterns have been introduced to dozens of professionals including former JP Morgan CEO, the College Relations Director of MTV, the Assistant on The Apprentice, BP's Latin American Head, the Director of Enforcement for the SEC, and the Director of the Clinton Foundation.

INDUSTRY PANELS

In a strong effort to expose HUWIB members to opportunities in the business world, HUWIB hosts many industry panels, with past guest speakers including CEO of Atlantic Records Julie Greenwald and representatives of Google, Harvard Business School, HBO, and more. Additionally, WIB has launched a TED-talk inspired series called WIBtalks to spotlight leaders in a variety of industries. Past speakers have included David Laibson and Uma Karmarkar (Harvard Economics and Harvard Business School professors, respectively). Each event has its own theme and features 3 speakers who each speak for 10 minutes about an inspiring and relevant idea in today's world.

CAREER EXPLORATORY & CORPORATE OUTREACH TRIPS

Each year, HUWIB Associates travel to New York City for an annual career exploratory trip. Past visits have included discussions with CEOs of Fortune 500 companies, panels with representatives from prominent New York firms, tours of various equities trading floors, and meetings with associates in a variety of industries. In addition, HUWIB offers a week-long Career Exploratory Trip each January. Past trip destinations have included Los Angeles, Chicago, Seattle, Las Vegas, and San Francisco. Most recently, HUWIB expanded the scope of the trip to an international location, visiting Sydney, Australia in 2013. HUWIB will continue to plan trips to international destinations to familiarize members with global career opportunities. Thanks to our generous sponsors, these trips are free for HUWIB Associates.



MENTORSHIP NETWORK

The Mentorship Network links HUWIB Associates with women professionals in business school or the corporate world. The program kicked off in 2007 with over 30 mentors across industries and featured organized trips for Associates to visit their mentors on-site. The Mentorship Network has since expanded its scope of industry representation and continues to cultivate meaningful relationships between participants.

ANNUAL EVENTS

INTERCOLLEGIATE BUSINESS CONVENTION



Every fall, Harvard Undergraduate Women in Business hosts the globally recognized Intercollegiate Business Convention (IBC), a day of focused programming for driven female leaders from top universities around the world to explore career opportunities, expand their network of peers and mentors, and be inspired by top business leaders. Now in its tenth year, IBC attracts over 1,200 undergraduate women from 100 universities across the world, with representation from every continent except Antarctica. This year, the IBC Committee plans to celebrate the decennial while fulfilling its mission to build a global support network and community of empowerment for collegiate women interested in business. In particular, new initiatives include launching the *ibc.x* marketing campaign, expanding IBC's international presence, and launching the IBC Scholars Program which will afford several girls the opportunity to attend IBC while encouraging young women in business to support one another in achieving goals. Past IBC speakers have included Donna Karan, Marissa Meyer, Julie Greenwald, Diane von Furstenberg, Kate White, and Bobbi Brown.

INNOVATION COMPETITION

The Innovation Competition is a national social enterprise business plan competition for young, driven entrepreneurs from across the country. Winners receive a generous cash prize to help kick-start their business, as well as guidance and feedback from accomplished professionals in the entrepreneurial world.

MINI-MBA PROGRAM

Started in 2006, the Mini-MBA Program provides HUWIB members with the opportunity to improve their general business acumen and develop a marketable skill set to aid in their career search. Participants engage in case studies, participate in weekly sessions with guest speakers, and watch special presentations. The program is modeled after the first-year curriculum at Harvard Business School.

IWIB

International Women in Business (IWIB) is a full day of dynamic programming that seeks to create a tight-knit network of aspiring leaders from top universities around the world. Delegates attend intimate workshops and presentations that help them further develop business skills that will help them succeed in future endeavors.



MAKE IT HAPPEN MAGAZINE



In 2013, HUWIB designed, printed, and distributed 1,200 copies of the eighth edition of *Make It Happen* to Harvard students as well as to students around the world. HUWIB's national magazine features content written by students from colleges across America and abroad. The magazine contains articles covering the main issues and concerns in business most relevant to undergraduate women. Past MIH Magazines have featured women such as Arianna Huffington, Rachel Zoe, and Sheryl Sandberg.



LEADERSHIP

EXECUTIVE BOARD

Co-Presidents & Committee Chairs

COMMUNICATIONS

Creates marketing and publicity strategy for HUWIB and spreads the organization's vision by managing all of its online and printed publications, such as *Make It Happen*, HUWIB's yearly national magazine.

CAREER DEVELOPMENT

Coordinates the educational and professional development of HUWIB's members through workshops, panels, mentorship, networking, case studies, and other programming, providing them with necessary skills for successful careers in a variety of business fields.

FUNDRAISING

Secures the necessary sponsorships and grants to provide HUWIB's members with the resources to explore a variety of business opportunities in educational settings.

EXTERNAL INITIATIVES

Hosts HUWIB's strategic partnerships with other undergraduate organizations on campus and organizations outside of the Harvard network, and puts on HUWIB's annual Innovation Competition.

IBC

Organizes and executes the annual Intercollegiate Business Convention (IBC), which attracts over 1,200 undergraduate women from 100 universities across the world, as well as all IBC-related programming during the year.

MEMBERSHIP DEVELOPMENT

Aims to foster a strong internal community in the 400+ member organization by encouraging member interactions and planning the annual WIBternship to welcome new HUWIB Associates.

OUTREACH

Facilitates the professional development of HUWIB members by exposing them to various opportunities available in the business world after graduation through career exploratory trips to New York and abroad, as well as through shadowing opportunities.

HUWIB



The **largest** pre-business organization at Harvard College with over 400 members



An engaged, supportive network of **over 1000** alumni around the world

Case studies, an incubator series, leadership workshops, externships, and many more events throughout the year



For more information about HUWIB, please visit www.huwib.org.