



**Gustavus Women in Leadership  
2018 Crown Council Report**

**Members**

Amy Abercrombie	Amy Dragland-Johnson	Susan Ripley
Katie Batz	Kelsey Erickson	Wendy Roal Warner
Jacque Brunsberg	Debbie McGarity	Deb Rosenberg
Bridget Burtzel	Anissa Mediger	Stacey Tigges
Kari Clark	Ashley Michalko	Kathi Tunheim
Sarah Cuthill	Linda Reding	Christine Wicker

The group worked this year to modify the GWiL purpose statement and to define a theme, emphasis, and expectations.

**Purpose/Mission**

The purpose of Gustavus Women in Leadership is to prepare, promote, and inspire Gustavus women in their professional and personal leadership development to reach their potential.

**Theme and Emphasis**

FY 2018 theme is “Influence” and the emphasis is: Educate, Engage, Increase.

**Board Expectations**

Board members are expected to:

Advocate for GWiL

Attend GWiL meetings and events

Give to GWiL (be a member)

Jacque Brunsberg will be next Chair of the Advisory Board

**Educational Programs**

The alumni educational events are planned by a committee of the NAB.

4 Alumni Education Events were held in 2017/2018:

June Membership Kick-off

What's in Your Communication Toolbox.

Media Panel: The Role and Influence of the Media.

The 7 F's of Leadership (Faith, Family, Finances, Fitness, Friends, Fun and Future)

The last five educational events have engaged over 350 alumni. Educational events for 2019 are being planned.

GWIL Scholars Business Bootcamp for current students happened in February wherein over 30 students received hands-on training from business leaders from throughout the Twin Cities. Sponsors included Varde Partners, Target, Six Speed, Optum and Boom Lab. The feedback was tremendous.

Annual GWiL Conference is planned by student leaders with guidance from NAB members. The theme this year is “Influence.” Due to the increase in popularity, we have moved the event to the Minneapolis Event Center and anticipate 250 registrations and have a diverse group of sponsors and speakers. We also host a speakers dinner the night before to engage sponsors and guests, as well as a post-conference cocktail reception hosted by Deloitte.

### **Fundraising Committee**

This committee had been driven by Kari Clark of the Advancement Office. Kari took a new job this year and a new liaison to the Advancement Office has not been established. The goal each year is to raise \$65,000 in gifts and sponsorships.

Also, the group started a GWiL membership program to help drive engagement and regular funding.

### **Communications committee**

The NAB has a communications committee responsible for creating and implementing a communication plan to drive event attendance.