



Item: CG: A-1d

## COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Tuesday, November 14, 2017

**SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS**

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### PROPOSED COMMITTEE ACTION

Recommend that the BOT approves naming of a program within the College of Business in honor of Kathleen Brush, Ph.D. The proposed name of the program will be "The Kathleen Brush Program for Women in Leadership."

### BACKGROUND INFORMATION

#### Donation:

Kathleen Brush, Ph.D., is donating One Million Two-Hundred Fifty Thousand Dollars (\$1,250,000) by providing a current use gift to launch the Kathleen Brush Program for Women in Leadership (\$250,000) and an endowed fund to support the Kathleen Brush Program for Women in Leadership in perpetuity (\$1,000,000 testamentary gift).

#### Gift Purpose:

The current use and endowed gifts will be used to establish and support the Kathleen Brush Program for Women in Leadership in the College of Business, to be directed by the Dean of the College of Business. The mission of the Kathleen Brush Program for Women in Leadership is to provide FAU's College of Business with the funding to serve as an educational center, committed to the study of women in leadership in business and government, the preparation and promotion of women in leadership, and to provide education and research so as to break down barriers to gender equality for leadership in business and government.

#### Donor's Prior Relationship with FAU:

The funding for the establishment of the Kathleen Brush Program for Women in Leadership is Dr. Brush's first gift to Florida Atlantic University. The gift consists of both a \$1,000,000 testamentary gift and \$250,000 in current use funding that will be used to launch the Program. This fund will benefit the

Florida Atlantic University College of Business, Florida Atlantic University in general, and ultimately the country as a whole.

**Personal Information:**

Kathleen E. Brush, Ph.D., has been working as a global leadership, business, and strategy consultant since 2009. Previously she was chief marketing officer at both Openwave Systems (2008 to 2009) and Webtrends (2007 to 2008). From 2006 to 2007 Brush was vice president of marketing channels at WatchGuard Technologies. She has also worked in interim executive positions for various companies. Brush describes herself as a “turnaround executive [who is] involved in restoring financial health and building strategies for [companies’] future growth.”

Brush is the author of *The Power of One: You’re the Boss* (CreateSpace Independent Publishing Platform, October 24, 2012); *The World Made Easy* (Kathleen Brush, publisher, March 12, 2012); and *Leadership= Motivation = Innovation + Productivity: Get ready for the latest global challenges* (Kathleen Brush, publisher, September 9, 2010). She is also a contributor to Fox Business, Black Enterprise, ITBusinessEdge, Success magazine, The Seattle Times, The Washington Post, and other media outlets.

Brush earned an M.B.A. from Florida Atlantic University in 1981. She earned a B.A. in pre-law studies from the University of Central Florida’s College of Business Administration in 1978, and she earned a Ph.D. in management and international studies from Union Institute & University in 1998. Union Institute & University is a private, not-for-profit university in Cincinnati, Ohio, that offers limited residence and distance learning programs.

**Program:**

Attached is the Program description.

**FISCAL IMPLICATIONS**

There will be de minimis costs for the program to be located in the facility.

**IMPLEMENTATION PLAN/DATE**

Installation of signage: TBD

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**Presented by: Danita D. Nias**  
Background Material:

**Phone: 561-297-3015**  
**Description of Program**



# The Kathleen Brush Program for Women in Leadership

JULY  
2017

**FAU**  
FLORIDA  
ATLANTIC  
UNIVERSITY

# THE KATHLEEN BRUSH PROGRAM FOR WOMEN IN LEADERSHIP

*Committed to the Preparation and Promotion of Women in Leadership*



## THE KATHLEEN BRUSH PROGRAM FOR WOMEN IN LEADERSHIP

### BACKGROUND

In many countries, women have achieved equality, as seen via numbers in the labor force. This is untrue, however, for equality in positions of leadership, and the statistics are sobering. Globally, women occupy: 24% of senior management positions; 12% of board positions; 4% of chairpeople, and 4.2% of Fortune 500 and 3.5% of Global 500 CEO positions.

In the United States, in a study in 2015, women filled 37% of managerial positions, 33% of senior management/director positions, 29% vice president positions, 24% senior vice president positions, and merely 19% (-suite positions).<sup>1</sup>

Technology companies, the leaders in innovation, are particular laggards in recognizing the value of women in leadership. In Silicon Valley, for example, 70% affirms had no women on their boards, and 54% had no female executives.<sup>1</sup>

In academia and government, the statistics are equally sobering. Female college enrollees outnumber men, but women occupy only 30% of board positions, and only 26% are university presidents. Women have led national governments 5% of the time of men since 1960, the year the first female prime minister was elected, Sirivamo Bandaranaike of Sri Lanka. In 96 of 193 countries, female legislators are no more than 20% of the total. This includes the United States, which ranks 101 out of 193 nations on this metric.

One grand problem of too few women in leadership was summed up in 1890 by Australian suffragette, Louisa Lawson, "Men govern the world, and the schemes upon which all our institutions are founded show men's thoughts only."

Ironically, the leader of the "free world," the United States, could set the example for the world, but instead shirks real gender equality, and the reason is simple. Nations who lead in gender equality have more women in positions of political and economic power. Gender equality leaders, like Iceland, Finland, and Norway, have female participation rates in politics and businesses that are 1.5 to 2.5 times higher than other industrialized nations.<sup>3</sup>

When women hold positions of leadership, a shift toward equality is a natural outcome. Higher quality of life and superior economic outcomes always follow. In 2016, Iceland, Norway and Finland ranked among the top ten nations for the highest quality of life, while the United States ranked 19th.<sup>4</sup>

Organizations with higher rates of participation of women in leadership see positive effects on the "bottom line." Companies with the highest female board participation rates outperform those with the fewest, as seen in several factors, including Return on Sales (ROS), Return on Invested Capital (ROIC), and Return on Equity (ROE), to the tune of more than 40%. Another benefit includes fewer governance-related controversies.<sup>5</sup>

In 2015, *McKinsey* published a report showing that if women were to play the same roles as men in the labor markets, "...as much as \$28 trillion could be added to global annual GDP by 2025." That is a staggering 25% increase. We cannot help but consider the number of people who would be lifted from poverty with this amount of generated wealth. Unfortunately, the possibility of this equality actually occurring, from now until 2025, is zero. Sadly, the assessment by *Lean In* and *McKinsey* states that "...at the rate of progress of the past three years, it will take more than 100 years for the upper reaches of US corporations to achieve gender parity."

Effecting change in the global landscape for women can be led with academia. *The Kathleen Brush Program for Women in Leadership* identifies this critical need and is committed to providing opportunities for the achievement of gender equality in leadership.

Without equality, women's issues will be disproportionately addressed, marginalizing the economic contribution of women, because women face barriers to maximizing their potential. In a century in which aging populations will be taking a bite out of economic growth, there is even more urgency to unleash the potential contributions of women - to the tune of a possible \$28 trillion per year.

<sup>1</sup>(2016). "Women in the Workplace." *Lean In* and *McKinsey* and Company

<sup>2</sup>(2017). "Women in Technology Leadership." *Silicon Valley Bank*.

<sup>3</sup>(2016). *World Economic Forum: Global Gender Gap Report*.

<sup>4</sup>(2016). *Social Progress Initiative*.

<sup>5</sup>scatalyst Research, MSCI, *McKinsey*, *Lean In*



# THE KATHLEEN BRUSH PROGRAM FOR WOMEN IN LEADERSHIP

## *Committed to the Preparation and Promotion of Women in Leadership*

Advancing the strategy by completing the strategic objective and initiatives below will allow the *Kathleen Brush Program for Women in Leadership* to achieve its mission. Doing this offers many benefits. FAU's female business and management graduates will be evolving role models for female leaders and change-agents for closing the gender gap. The FAU College of Business will present a compelling choice for students and faculty aspiring to be role models for female leaders.

FAU will be recognized as the advancing model for universities to prepare women for leadership, becoming an exemplar for leadership educational programs for men and women. The world has a desperate need for more effective leaders who can make work a productive and rewarding place, and establish greater functionality in governments. The Program is committed to raising the bar on leadership education, benefiting everyone and ensuring the achievement of our mission. Having women set that bar will be a crowning achievement.

### OBJECTIVES

In order for the *Kathleen Brush Program for Women in Leadership* to be uniquely valuable in comparison with similar Programs, now and in the future, the *Kathleen Brush Program for Women in Leadership* must become the benchmark for others to follow.

#### A: Due Diligence

Proper research, evaluation, analysis, best-practice pursuits and evaluation are all requirements to launch the *Program*. The following initiatives with regard to due diligence will help guide our pursuit to ensure success.

##### *Initiatives*

- Evaluate the offering of other current and prospective competitors, including business schools across the United States.
- Compare the offerings of other Business Schools with FAU's College of Business.
- Develop a plan for maintaining competitive advantage by leveraging FAU's women-centric leadership program – meaning, stay ahead of the curve, read the latest articles and trends (good and not-so-good), and advance the program by addressing current needs and demands quickly.
- Identify and hire a Coordinator for the Program.
- Develop the by-laws for the Board of Advisors (BOA) (see Advocacy)
- Identify women and men to build a solid BOA which will provide a source for lay leadership, guidance, fundraising and reputation-building (see Advocacy)
- Evaluate leveraging female MBA students to augment their program via a certificate in leadership
- Assess the opportunity for the Program to work with the MPA program to advance women in the public sector.
- Define areas of importance for the Program by year, including the execution of all objectives.
- Define the metrics that will be used to evaluate success of the Program.
- Create a process for regularly evaluating the progress of all initiatives and metrics.
- Based on evaluations, refine objectives, initiatives, and budgets to maximize the success of the Program.
- Create a timeline of all activities, delivery of programs and initiatives, organization chart, and costs. Create a separate breakout for the initiatives associated with the \$50,000 gift amount in years 2-5.
- Develop a five-year, best-use-of-funds budget (see Budget Evaluation below).

##### *Budget Evaluation*

In addition to focusing on building a foundation for The Program, the budget will evaluate:

- The timing of scholarships and fellowships for undergraduate and graduate students
- An annual Kathleen Brush Women In Leadership Conference for panel discussions, networking, mentoring, career services and corporate outreach
- Research programs
- Attracting and retaining credentialed instructors
- The Kathleen Brush Scholar program; and
- Professional development

#### B: Course Identification

Develop a program that augments FAU management and business degrees to prepare women to be effective leaders, setting a new bar for leadership education, with a Certificate for Women in Leadership at FAU's Executive Education.

##### *Initiatives*

- The creation of a curriculum that embraces globalization -for women in business, politics, non-profit, etc.
- Specific globalization course (emphasis on history)
- Leadership versus Management (emphasis on motivation and inspiration)
- Managing workforces that have ethnic and gender diversity
- Digital fluency
- Entrepreneurship
- Applying theory to practice
- Preparing women for line management positions: finance, product marketing, manufacturing, R&D, engineering
- Social issues (work-life balance, diverse workforces, understanding origins and evolution of patriarchy, and advancing gender equality)
- People skills to facilitate bridge-building and networking

# THE KATHLEEN BRUSH PROGRAM FOR WOMEN IN LEADERSHIP

## *Committed to the Preparation and Promotion of Women in Leadership*

### C: Advocacy

Create an advisory board of no less than six women and three men committed to the cause of preparing and advancing women in leadership. Their role is to help identify key requirements and later serve as advocates for the program.

#### *Initiatives*

- Develop a list of nationally recognized women and men luminaries committed to the cause of preparing and advancing women in leadership.
- Develop a program of outreach, including media; Implement the program.
- Develop a plan for active engagement with those women and men that are part of, or prospective advisors, and other advocates of the Program
- New advisory board members added yearly, on two-year terms, with nominating process according to bi-laws.
- Develop a plan for active engagement with the business community in Boca, South Florida, the region and nationally
- Create a strong cadre of women mentors for our students, continuing to build this group via alumna

### D: Communications

Communications is central to our marketing, promotion, reporting, advocacy, and the development of on-going support.

#### *Initiatives*

- Develop a communications plan to include marketing (print, internet, social media) and public/media relations (timeline, costs, messaging) that will reach advocates, and prospective students and faculty.
- Identify top tier academic and popular media outlets in the United States and global media outlets for submissions that will generate interest from the community, supporters, faculty, and students (US and foreign).
- Develop a plan for promoting the Program via the FAU website, social media, special events, programs, services and an annual award.
- Develop an internal/external promotion program to maintain support for the Program from faculty, administrators, staff, students, financial supporters, and prospective supporters of the Program (regular outreach program, highlight with events the achievement of milestones and accomplishments, graduate success stories, media mentions, attendance and enrollments)
- Develop KPIs to assess performance

### E. Faculty

- Develop plan for supporting faculty, permanent/visiting scholars, whose purpose will be to lecture on leadership topics.
- Design a plan for developing faculty as role models for the Program.

### F: Special Programs

The *Program* will distinguish itself from the myriad of leadership programs around the nation, not just by our unique vision and mission, but via the execution of special programs that encapsulate our philosophical approach to leadership for women and grow the Program's influence with strategic events, programs, and services.

#### *Initiatives*

- Define requirements for a *Women in Leadership Certificate* that will be also be offered online for reach nationally and internationally.
- Build a separate plan with timeline; target availability in 2018.
- Define the process and program for developing a mentorship program (criteria, recruiting and maintaining mentors).
- Develop prospective research topics to facilitate the Program's commitment to informing public policy, advancing the evolution of the Program, and validating the contribution of women in leadership and economic expansion/quality of life (work with Division of Research).
- Define program for *Kathleen Brush Women Scholars*, with special application and FAU designation.
- Develop a networking program for women in the *Program*, FAU graduates and other women leaders, all committed to advancing women in leadership, cross-networked with men. (Men overwhelmingly occupy the C-Suite and are very influential in promotion decisions).
- Program to include social media, face-to-face, education/social events, programs and eventually special housing.

### G: Fundraising:

Identifying, cultivating, soliciting and stewarding donors - individuals, corporations, foundations and grant-giving institutions - will be the foundation of our development approach.

- Development strategy to include a gift chart and funding proposal.
- Identify donors, cultivate prospects - individuals, foundations, corporations.
- Solicit and steward donors, create challenge grants, naming opportunities, endowments, scholarships, fellowships, sponsorships, etc.

### H: Launch (deadlines will be defined during the due diligence initiatives)

- Launch the *Program's* academic, mentoring and networking programs
- Board of Advisors meetings, committees, and expectations (bi-laws, contributions, etc) fully executed
- Enroll first cohort of *Kathleen Brush Scholars* in the Certificate Program
- Begin mentor program; begin plans for *Kathleen Brush Women in Leadership Conference/event* around annual *Kathleen Brush Women in Leadership Award*
- Begin assembling first alumni program for networking
- Ongoing fundraising, public and media relations, blogging and website updating

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## FUNDING MODEL

Below is a breakdown of funding to name the Program, and establish an endowment, ensuring its existence is forever.

Funding	Gift Amount	Revenue
Named Program,	\$1m	-\$40,000 annuity forever
Current Use Funds	\$250,000	\$50,000 per year for five years

### PHASE 1

AUG, 2017 - JULY, 2018

A-F, \$50,000

### PHASE 2

AUG, 2018 - JULY, 2022

G - H, \$50,000 each year for four years

*Active fundraising, revenue generated from conference and certificate program, award event, Board*

\$50,000 annual support for the Kathleen Brush Program for Women in Leadership at FAU\*

### YEAR ONE

\$50,000

Designate a Program Coordinator; Perform Due Diligence, Course Identification, Advocacy, Communications, Development and Marketing Plans, Special Programs

### YEARS TWO, THREE, FOUR and FIVE

\$50,000 each year

Coordinator now in active Fundraising/Revenue Production and Program Launch

Specific initiatives that will be funded in years 2-5 are TBD during due diligence.

\*Each year, we will seek corporate funding, sponsorships and donor support to maintain the Program's operations after the five-year gift is complete. We will report on all the Program's activities each semester.

\$40,000 annuitized support for the Kathleen Brush Program for Women in Leadership at FAU

\$10,000 in annual scholarships, awarded to 5 women (\$2,000 each) studying leadership and management at the College of Business. Merit and need-based criteria will be clearly defined for applicants. These five awards will be undergraduate and/or graduate women students. All will be Kathleen Brush Scholars. \$20,000 to attract and/or retain the faculty, instructors and staff to manage the KB Program for Women in Leadership; to administer, teach, research and publish in areas of leadership and empowerment. \$10,000 to fund at least two research initiatives each year.

## THE KATHLEEN BRUSH PROGRAM FOR WOMEN IN LEADERSHIP

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Endowments at FAU will protect the principal of your testamentary gift forever. The average percentage generated via FAU Foundation is -4%, which will provide current-use funds to support the academic, programmatic and student services for the Kathleen Brush Program for Women in Leadership.

With our deepest gratitude,

Rebekah Dickinson

### FAU'S COLLEGE OF BUSINESS CONTACTS

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