2013-14 Performance Summary
DePaul Women Rock!

The more than 2,500 women (faculty and staff) who call the university home are a driving force that makes DePaul special. Recognizing the depth of knowledge and skill permeating this dynamic community of women, we entered the service year with a clear sense of purpose, eager to fulfill our responsibility to our community and to DePaul. Our purpose is simple: Engage, enrich and enliven the work experience of DePaul women. The DePaul Women’s Network (DWN) fulfills its purpose by providing a vibrant and collaborative environment where women engage in self-directed personal and professional development. The Network supports DePaul women through the delivery of quality programming designed to cultivate and develop the next generation of women leaders.

Our Members, Our Living Legacy

Our members are the heart and soul of the Network. Now in our 10th year of service to the university, the Network is experiencing a growth spurt. DWN membership increased 105% for the 2013-14 service year and will increase another 150% in the coming service year. Such rapid growth compelled us to take a critical look at our structure and our services. We reorganized the Network into five distinct practice areas and created an operating plan driven by reciprocity. We’re clear that membership is an investment – DWN members bring unique perspectives, expertise, talents and skills to the Network. In exchange for their generous contributions, the Network ensures each and every member receives a full return on her investment by being a forum where DWN members can showcase their talents, expand their knowledge, hone their skills, and grow their expertise.

Leading the Way to Our Next Decade of Service

- We broke new ground and collaborated with our sister affinity groups to develop DePaul’s inaugural Diversity Forum
- We raised the bar on the quality and variety of our programming and produced a 99% satisfaction rate from our audience
- We increased our online presence by amplifying our social media efforts and producing a record number of blog posts
- We extended our reach in the Chicago community through our service projects and volunteer opportunities
- We cultivated strong partnerships and actively supported faculty development initiatives like The OpEd Project
- We ignited affinity for DePaul through our annual Louise de Marillac, Women of Spirit & Action Awards ceremony
- We demonstrated thoughtful stewardship by building a stable infrastructure built on sound practices and solid procedures

None of what we accomplished would have come to pass without the hard work and dedication of our incredible membership, sound guidance from our advisory council, and the support from our many partners.

As you move through these pages, see our accomplishments and read our members’ experiences, you will discover for yourself why #depaulwomenrock!

Joy Boggs, President
DePaul Women’s Network
"DWN provided me with opportunities to get out from behind my desk, conduct interviews, participate in workshops, attend brainstorming sessions and provide service to the community. I expanded my knowledge of myself, DePaul, my fellow DWNers and the world we all share. Every point that I wrote down as something I wanted to accomplish as a member of DWN at our summer planning retreat, I was able to check off as complete! Participating in this organization made me feel more connected to DePaul and its mission. Because of DWN, I had the opportunity to work with some intelligent, courageous, creative and inspiring women, many of whom I now have the honor of calling ‘friend’.”

- Dorothy Griggs, Center for Students with Disabilities
Communications

Empowering others with our story

Jennifer Leopoldt, Advancement Communications (Director)
Laura Durnell, College of Liberal Arts and Social Sciences
Clarissa Fidler, College of Liberal Arts and Social Sciences
Dorothy Griggs, Center for Students with Disabilities
Jaclyn Hugg, College of Computing and Digital Media
Jill Stewart, College of Communication

Communications plays a vital role in shaping the DWN voice and managing the DWN brand. The team maintains the Network’s digital presence, coordinates messaging, and promotes the value of DWN across numerous channels and in a variety of forums.

Brand Management
We created a comprehensive two-year marketing and communications plan designed to channel the in-person DWN experience through digital and print media.

Brand Ambassadors
- Trained and developed DWN membership to represent the brand in a variety of environments
- Created opportunities for DWN membership to contribute content to our various channels

Community Engagement
Emphasized first-person narratives, created welcoming environments and multiple avenues for DePaul women to engage the Network

Audience Participation
- Spotlight on DePaul Women: used our channels to showcase the achievements of women faculty and staff; placed a special emphasis on highlighting the accomplishments of DWN members
- Real-time Event Coverage: incorporated live tweeting and real-time Facebook updates at DWN events; captured audience comments with Storify and incorporated these into our post-event coverage
- Guest Blogs (Women’s History Month): curated a slate of 25 blog posts, generated an all-time high of 457 views

Social Media
- Twitter: 113% increase in followers (from 150 followers to 319)
- Facebook: 88% increase in likes (from 82 likes to 154)
- LinkedIn: 14% increase (from 299 members to 341)
- Blog: 31 new followers, ~2,500 total views (up from nine followers and 1,960 views in 2012-13)

The Member Experience
“As a member of DWN’s Communication team, I not only had a chance to practice writing in the digital age, but also to meet and work with amazing and fierce women whom I never would have known without DWN. I am excited to continue next year. #DePaulWomenRock”
- Laura Durnell, College of Liberal Arts and Social Sciences
“My experience with DWN was very positive. Being somewhat of an introvert, I was able to network with other women and learn about their roles. DWN was a way to connect to women at DePaul whom I would otherwise not been able to meet in my professional role. Furthermore, I was able to assist with projects and coordinate events that benefited others. It gave me a feeling of giving back to the community.”

- Monika Gunty, Driehaus College of Business
Learning & Engagement
Transforming events through learning and engagement

Shea Wolfe, Dean of Students Office (Director)

Danielle Kuglin-Seago, Student Leadership Institute (Co-Director, July – September)

Learning & Engagement sits at the heart of DWN’s promise that every member receives value from her participation in The Network. Through the design and delivery of special programming crafted to support DWN members in their personal and professional development, Learning & Engagement ensures every member receives a solid return on her investment.

Member In-service
Member in-services provided a forum for targeted training, discussion and opportunities for networking. The inaugural offering engaged members on a diverse spectrum of topics ranging from media training to charting your career path.

- DWN@10 (Summer, Network Planning Retreat)
- Let’s Talk About DWN! (Fall, Media Training Workshop)
- Women in Higher Ed: Administrator’s Roundtable (Winter, Panel Discussion)
- Women’s Convocation (Spring, Year-end Recognition Program)

DePaul Diversity Forum
Learning & Engagement extended DWN’s influence in the university through a series of partnerships with DePaul’s affinity groups and through ongoing collaboration with the President’s Diversity Council. For the first time in DePaul history, all five affinity groups collaborated on a university-wide project. Sponsored by the Office of Institutional Diversity & Equity and in partnership with the President’s Diversity Council, the project – a diversity forum, titled “Identity and Inclusion: When Difference Makes the Difference,” launched a campus-wide dialogue. Keynoted by Dr. Patricia Arredondo, president of The Chicago School of Professional Psychology, the forum provided faculty and staff an opportunity to meaningfully engage the topic of diversity from within a Vincentian context. The half-day forum drew 104 DePaul faculty and staff. Breakout sessions provided a rich offering of personal and professional development topics:

- Religious & Spiritual Identity in the Workplace
- Adapting Vincentian Personalism in the Classroom
- Constructing Allyship Across Identity Lines
- Brand You! Building Your Identity Through Social Networking

The Member Experience
“Learning and Engagement is a new and ever-changing area. I am proud of the work done to support our membership and build affinity within the DePaul Women’s Network. These opportunities gave a value-add to being a member of DWN, and allowed members time and space to collaborate with each other more broadly across the Network. I was also privileged and honored to have the opportunity to co-chair the diversity forum. The ideas generated by the committee, the various presentations, and the learning outcomes associated with this important topic were something that I will not soon forget. Additionally, it was wonderful to be able to see all of the affinity groups come together for this event in a info-sharing and info-gathering type of way. The connections formed will make for lasting contributions to the idea of employee resource groups on campus.”
- Shea Wolfe, Dean of Students Office
The Member Experience

“I enjoyed serving on the communications team because it gave me a chance to further develop my writing and my social media skills. I live-tweeted several events, which was a fun and new experience for me. Being a part of DWN has been a great way for me to meet new people and feel better connected to the university.”

- Clarissa Fidler, College of Liberal Arts and Social Sciences
Programming
Providing quality, variety and connections for all women of DePaul

Erin Higgins, Human Resources (Director: July-December)

Jen Fox, Housing Services (Director: December-June)

Gwen Bailey Knorr, College of Liberal Arts and Social Sciences

Melissa Frazin, Steans Center

Sara Furr, Intercultural Programs

Rachel Gregoire, Alumni Relations

Jaclyn Jensen, Driehaus College of Business

Programming executes a diverse, highly engaging slate of events targeted toward the professional development, networking, and support of DePaul women faculty and staff.

Expanded Offering
DWN is known for its professional development programming. The Network is an official training partner with Workplace Learning, Performance and Organizational Development. This year, working in concert with our mission to enliven and enrich the work experience of DePaul women, Programming expanded its traditional offering to include sessions centered on personal exploration and development.

- Building Your Brand Using Social Media
- Image/ing Gender: A Collaborative Social Art Event
- Making the Most out of Career Opportunities
- Using Improv to Improve Public Speaking
- Women of Culture Series
  - Arab Women Between Perceptions and Reality—Who Is She?
  - Where and When I Enter: Intersectionality, African-American Women and Higher Education
- Faculty Service Opportunities and Career Development Panel

Audience Satisfaction
The cumulative response from participant surveys demonstrate the relevance and value of DWN programming.

- 99% of respondents agreed the knowledge shared was valuable to their professional development
- 95% of respondents found the DWN event they attended met or exceeded their expectations
- 84% of respondents were satisfied with the time allotted for networking

The Member Experience
My member experience was one of the better parts of the 2013-14 service year for me. It expanded my network of cool women, strengthened my position at work, and gave me a chance to give back on a bigger scale. It helped me to create and leverage networks that also enhanced the lives of my students and colleagues—not just my own.

- Gwen Bailey Knorr, College of Liberal Arts and Social Sciences
“DWN is a great way to cut across the inevitable silos that occur in our vertical, multi-campus university. I was able to meet many women I might not otherwise have known. And I enjoyed the sense of community and camaraderie that the Network provided. This is a great group of women and a great chance to get to know people from the university you might not get to meet and know!”

- Jill Stewart, College of Communication
Service & Outreach

Reaching out and serving

Jennifer McClelland, College of Computing and Digital Media (Director)
Monika Gunty, Driehaus College of Business
Lynn Miller, College of Communication
Aileen Johnson, Conference Services and Loop Student Centers
Rosemary McDonnell, School of Public Service
Kelly Morgan, Financial Aid
Jackie Posek, University Ministry
Jessica Powell, Writing, Rhetoric, and Discourse
Esther Quintero-Guzman, Academic Affairs
Samantha Schenk, Residential Education

Women of Spirit & Action

On November 5, 2013, over 200 DePaul faculty, staff and students paid homage to the de Marillac tradition of service by celebrating the modern-day Louises in our community. A modern-day Louise is a woman who exemplifies the Louise de Marillac qualities of spirit of service, compassionate personalism and the ability to get things done. Over 100 DePaul women were nominated and honored at the event. The honorees and their guests were inspired by the keynote address given by Connie Lindsey. Lindsey is the executive vice president and global head of corporate social responsibility at The Northern Trust and is the first African-American woman to achieve the title of executive vice president in the history of the organization.

High Tea with St. Louise de Marillac

In honor of St. Louise's feast day on March 15 and Women's History Month, the DePaul Women's Network held a high tea on Thursday, March 20, 2014. Sister Betty Ann McNeil, D.C., spoke about the life and mission of St. Louise de Marillac and how St. Louise remains relevant to modern women. With over 30 women in attendance, participants were able to take a moment to reflect on life and relationships, connect with colleagues and gain a deeper understanding of St. Louise in the context of their own lives.

New Opportunities for Service

As a new initiative for the 2013-14 service year, DWN provided the DePaul community with multiple opportunities to volunteer and help further the mission of DePaul University by elevating our Catholic and Vincentian identity. These events offered volunteers a chance to reflect on the lives of St. Vincent and St. Louise and strengthen our commitment to serve those in need.

- American Heart Walk
- St. Vincent de Paul Center’s Homeless Outreach Luncheon and Resource Event
- Clothing Drive
- Vincentian Service Day
- Share Your Soles

The Member Experience

“My experience with DWN gave me the opportunity to meet and network with women throughout DePaul’s departments, while also allowing me to personally strengthen my Vincentian character. By participating in numerous service projects through DWN and serving on the Service and Outreach team, I definitely felt a deeper connection to DePaul’s mission.”

- Lynn Miller, College of Communication
The Member Experience

“I am a long-standing member of the DePaul community. No matter your age, your title, or your years of service, DWN is a place for you! The DePaul Women’s Network lives out the Vincentian mission. It’s an environment where DePaul women come together to share and learn, grow and develop. The Network gave me a front-row seat to witness the birth of new ideas, unearth new avenues for service, and connect with other women in meaningful, lasting ways. It’s a special organization and I’m proud of my participation.”

- Phyllis A. Gregg, Office of the President
Operations administers the Network’s business affairs, which include fiscal administration, performance tracking, assessment and reporting, research and planning. The team manages DWN’s workflow, assists with coordinating event logistics, provides budget and data analysis, and interprets and applies university policies and procedures for action within DWN.

Thoughtful Stewardship

Our rapid growth created a tremendous opportunity for the Network to broaden its reach and impact. Managing this growth called for a stable infrastructure, practices and procedures, guidelines and protocols that would secure our future as a vital university resource.

Fiscal Administration

The task of managing the Network’s finances is central to ensuring that the Network fulfills its role and responsibility to the women of DePaul. The team collaborated with the Office of Institutional Diversity and Equity (OIDE) to streamline financial processes and communication as well as acted as the liaison between OIDE and DWN. The team also implemented financial practices, such as conducting monthly reconciliations and centralizing purchasing, and produced quarterly expense reports and budget projections to assist with long-term planning.

By cultivating partners from across the academic and business units, DWN increased its operating budget by 21%, which allowed for a richer investment in the member experience and increased quality in our programming.
Performance Tracking, Monitoring, and Reporting
While the Network had always assessed participation in and satisfaction with individual events, the increased number and type of events offered by the DWN called for the development of consistent evaluation practices that would allow for a comparative and cumulative review of the Network’s performance. We revised the event evaluation form to directly assess whether the goals stated in the Network’s mission were being met. We also added demographic questions that allowed us to determine the scope of our reach and whether it was as wide and diverse as our university community. Finally, we created an interactive report that allowed DWN leadership to easily review our success.

Research and Planning
Anticipating the Network’s continued growth, Operations digitized the member application process. The move to an electronic platform was a smart one, as nearly 100 applications were submitted, assessed, and responded to within a 30-day timeframe.

The Member Experience
“My involvement with DWN has made a considerable difference in my overall experience at DePaul. Not only have I gained new skills in blogging and the use of social media (I had never used Twitter prior to joining the Network), but I have made meaningful connections with women colleagues across the institution. These positive experiences have contributed to my overall sense of belonging and satisfaction with being a part of the DePaul community.”
- Jaclyn Hugg, College of Computing and Digital Media
Get Involved

Learn more about the DePaul Women’s Network, connect with us online. You can find us on LinkedIn, Facebook, Twitter, WordPress, and at resources.depaul.edu/dwn.