

The Women in Business club at West Chester University serves as an academic organization dedicated to fostering professional development and networking opportunities for its members. Emphasizing principles of leadership, community service, networking, and professional growth, our club aims to empower and elevate students as they craft their paths to success.

Two years ago, our club forged a partnership with the AAUW West Chester branch, aligning our shared goals of advancing equity for women and girls through advocacy, education, and research. Last year, AAUW conducted a comprehensive salary negotiation workshop for our members, equipping them with essential skills to confidently navigate salary negotiations. Through interactive role-playing exercises, participants were able to apply learned strategies in real-world scenarios, empowering them to advocate for fair compensation. In addition, AAUW facilitated a professional email etiquette workshop, providing practical guidance on crafting effective communication in a professional setting. Through interactive sessions, members were able to analyze sample emails and identify areas for improvement, enhancing their professional communication skills.

Furthermore, our collaboration extended to civic engagement efforts, including a voter registration drive held in the Sykes Student Union on campus. The Women in Business club expresses deep gratitude for the invaluable opportunities afforded by our partnership with AAUW. The dedication and support provided by AAUW have greatly enriched the experiences of our members, and we eagerly anticipate the continued collaboration and accomplishments of our respective groups!