

Title: Empowering Women through Negotiation: Highlights from the 6th Annual ShEconomy

On October 18th, 2023, the Jack H. Brown College of Business and Public Administration's (JHBC) Office of Academic Equity hosted its 6th Annual ShEconomy event at the SMSU South Theater on the campus of California State University, San Bernardino (CSUSB). The event, structured as a hybrid of online and in-person participation, brought together 220 attendees to explore the crucial theme of "Negotiating for Women's Economic Empowerment."

The evening kicked off with a dynamic presentation by Dr. Francisca Beer, shedding light on the state of the ShEconomy and the pivotal role that negotiation plays in bridging the gender pay gap and fostering career advancement for women. Dr. Beer's insights set the stage for a thought-provoking and empowering Q&A session featuring a distinguished panel of accomplished professionals.

The panel, comprised of industry leaders and experts, included Jackie Scott, the Director of the Inland Empire Women's Business Center, Carla Panzera, a Business Finance Consultant and Director for the State Guaranty, Dezzarae Henderson, CEO of 4HiRe HR Solutions, Evelia Carmona, Senior Manager for Southern California Edison, and Karen Resendez, Human Resources and Risk Manager for the San Bernardino Valley Municipal Water District. This section was facilitated by Michelle Skiljan, Senior Director of Philanthropy, Foundation and Corporate Relations.

The overarching theme of the event focused on the significance of negotiation as a vital skill for women, given the unique challenges they often face in the professional landscape. The panelists shared their experiences, expertise, and insights into the art of negotiation and its transformative power in addressing disparities in salary, benefits, and career progression.

The panelists delved into real-world scenarios, offering practical advice on effective negotiation strategies and sharing success stories from their own journeys. Scott emphasized the importance of mentorship and building a strong support network, while Panzera highlighted the financial aspects of negotiation and understanding the value women bring to the workforce.

Meanwhile, Henderson brought a fresh perspective from the HR realm, shedding light on how negotiation skills can be honed to not only secure better compensation but also create a positive impact on workplace culture. While Carmona and Resendez shared thoughts from the corporate and public sectors, illustrating the versatility of negotiation skills in various professional settings.

The event not only provided a platform for education and discussion but also fostered a sense of community and solidarity among attendees. The diverse backgrounds and expertise of the panelists offered a well-rounded view of negotiation's role in empowering women.

As the 6th Annual ShEconomy event concluded, it left the students, staff, faculty and community members in attendance inspired and equipped with valuable insights and advice to navigate their

professional journeys. The lessons learned from this gathering will undoubtedly contribute to breaking barriers and fostering a more equitable ShEconomy for women in the years to come.