

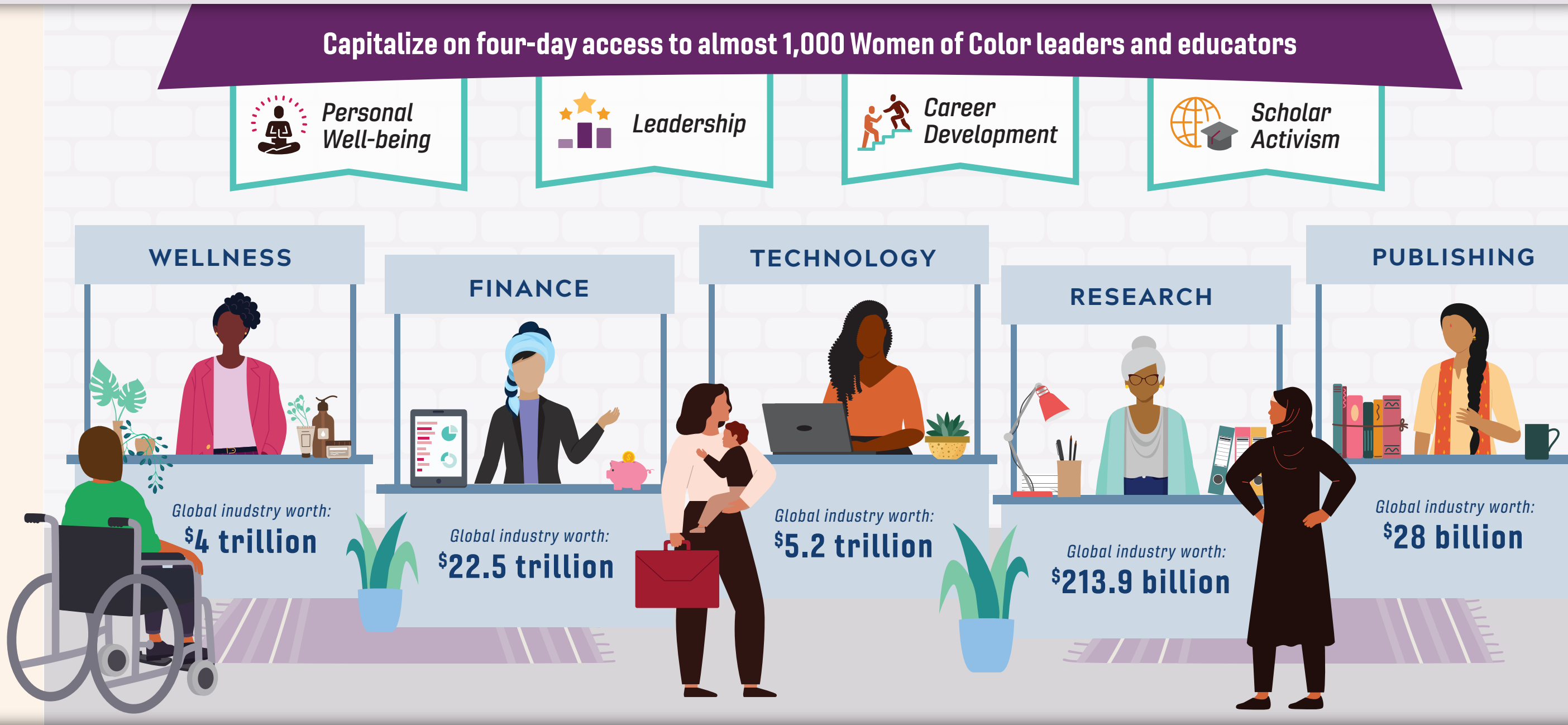


Faculty Women of Color in the Academy

NATIONAL CONFERENCE

Supporting the empowerment of Women of Color in higher education to connect with the FWCA network from around the country.

- U.S. mainstream buyers are mirroring Black Women's consumer preferences, making the total Black spending power **\$1.5 trillion**
- The Latine community holds **\$1.2 trillion** in annual buying power and Latinas are the primary decision-makers on spending in their households
- **76% of AAPI** (Asian American and Pacific Islander) women will pay for a brand they trust, even if it is more expensive
- Although comprising only 1.3 percent of the country's population, the buying power of Native Americans is estimated to be **\$115 billion**



Committing to Diversity



Engaging with Influential Women



Establishing Market Relationships



Enhancing Brand Awareness



Building Community Trust



Lifelong Loyal, Influential Customers



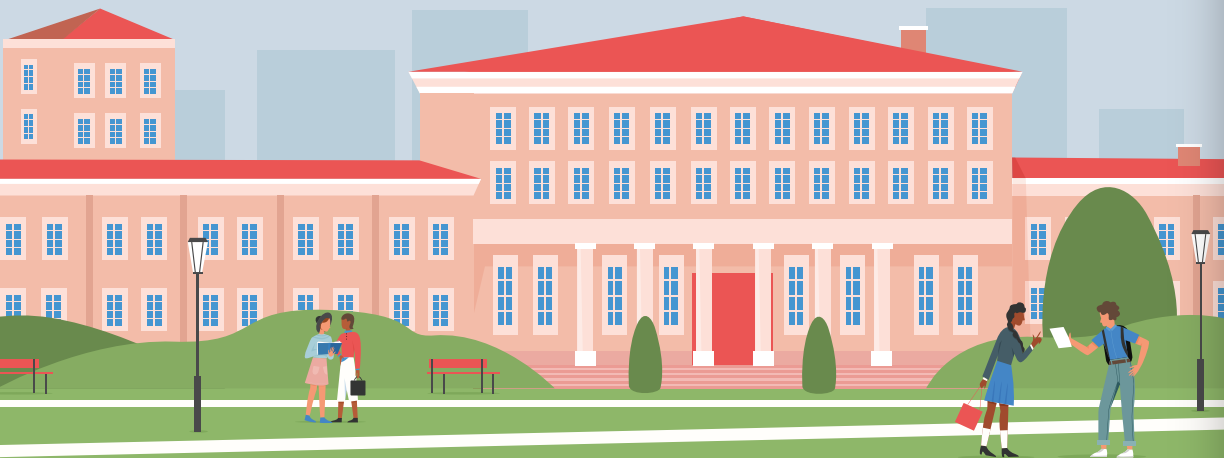
Connect, support and empower the Faculty Women of Color today!
Contact **Dr. Menah Pratt** at fwca@vt.edu to support the FWCA network through sponsorships.



INCLUSION AND DIVERSITY
VIRGINIA TECH



Connect • Support • Empower



Sponsors will have ongoing access to **10,000 women** throughout the year...

...during quarterly healing hours...

...and through the conference app and website



FWCA LEADERSHIP



MENAH PRATT, JD, PhD

Vice President, Strategic Affairs & Diversity
Professor of Education, Virginia Tech
Conference Founder



CHATRICE BARNES, MS Ed

Director for Faculty Diversity and Community Engagement, Virginia Tech
Conference Director

Testimonials of FWCA in Action

from conference attendees

“

FWCA gives Women of Color in academia an opportunity to find themselves without having to question our validity or presence. We feel safe sharing our experiences.

“

FWCA is the ultimate learning community where your humanity is reflected in the faces of hundreds of Women of Color. In this carefully curated shared space, creative connections within the FWCA network are formed.

“

We need Women of Color leaders in academia and we need institutions to better prepare them for the leadership track while they are still young. Part of that journey is investing in experiences for them like FWCA.

“

This conference is the only space to network and heal at the same time, all while learning how to navigate the academia landscape.