Capitalize on four-day access to almost 1,000 Women of Color leaders and educators

- 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 andLatinas 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

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.
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

“Sponsors will have ongoing access to 10,000 women throughout the year... during quarterly healing hours... and through the conference app and website.”

“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.”