

ANNUAL REPORT

WASHINGTON
BUSINESS
WEEK
2021



Student Quote

"I learned so much about business by running a company [...] I was able to expand my awareness of what a true leader looks like and the qualities one needs to possess."

Gayle, WBW 2021 Graduate

ANNUAL REPORT



We are thrilled to share with you the Washington Business Week (WBW) 2021 Annual Report! This report will highlight WBW's unique ability to deliver an innovative and educational camp experience despite ongoing macro-environmental challenges.

To review this year's accomplishments, we must first look back. In 2019, WBW had partnered with a software company to replace the business simulation that was used at camps – BIZSim. Soon, the new program, Washington's Innovative Learning Environment (WILE) was in development and slated for testing in early 2020.

Like many organizations during the spring of 2020, WBW felt the impact and uncertainty caused by the pandemic. Our ability to continue providing programs hinged on delivering the new software sooner than anticipated. Through effective leadership and a devoted staff, WBW pivoted its program delivery and hosted three virtual camps in 2020, serving 273 students from across the world.

The WBW team leveraged 2020 learnings to go above and beyond for 2021. Actions included accrediting 2021 virtual programs through Renton Technical College (RTC), building on a robust partnership. WBW also provided a broader curriculum offering through three new pathways in Clean Energy, Telehealth, and an elevated Advanced Business focus. The WBW team further enhanced the learning experience by incorporating support systems like Blackboard into the programming. WBW also conducted its first-ever Spring Break Business Week. In all, WBW provided six virtual camps across four immersive pathways in 2021.

WBW successfully delivered the "magic" of Business Week even in a virtual environment. We look forward to offering our important, transformational programs both in-person and virtually in 2022.

On behalf of Washington Business Week, thank you for your ongoing partnership, support, and trust.

Andrea Keikkala, Executive Director
Alyssa Norwood, Board President



ABOUT WBW

*Educating, Inspiring, and
Impacting the Leaders of
Tomorrow*

WBW creates a **hands-on experiential environment** to educate, empower and encourage a **diverse population** of high school students to recognize and **achieve their potential**.

WBW provides an opportunity for business leaders, educators, high school students, and community volunteers to **teach and inspire one another** to be responsible employees, employers, and citizens.

WBW's programs place high school students in a **dynamic simulation** where they compete as industry professionals, sharpen communication skills, and **face real-world challenges**. With the guidance of a mentor from the business community, **students gain a competitive edge** in college preparation, workplace readiness, financial literacy, and **overall life success**.



MISSION & VISION



Mission: Washington Business Week provides a dynamic real-world, immersive business experience that builds confidence, sense of purpose, and leadership.

Vision: Washington Business Week unleashes a passion for entrepreneurship and leadership, empowering business teams of tomorrow.

Student Quote

"I have learned so much about how to create a business and all of the elements surrounding business, like finance, teamwork, and decision making [...] information that I will use in the real world and will be applying in the future."

Maya, 2021 WBW Graduate



DEI STATEMENT



WBW is committed to cultivating and preserving a culture of inclusion and connectedness. We recognize that we're not all the same and that is our greatest strength. We are able to grow and learn better together with a diverse team of employees, volunteers, mentors, and students. Each of us contributes to inclusion – we all have a role to play.

WBW draws on the differences in who we are, what we've experienced, and how we think throughout Washington State and the world. The collective sum of the individual differences, life experience, knowledge, innovation, and self-expression shape our collective future and the next generation of leaders we are cultivating. Our culture is the result of our behaviors, our personal commitment, our curiosity, how we collaborate, and the ways that we courageously share our perspectives and encourage others to do the same.

We welcome and celebrate the unique contributions of culture, ethnicity, race, sex, gender identity and expression, nation of origin, age, languages spoken, color, religion, disability, sexual orientation, and beliefs. Our inclusive culture inspires us to try new things, push boundaries, speak openly and be bold.

PROGRAM STATISTICS



393 STUDENTS

73% Washington
22% International
5% US (non-WA)

282 VOLUNTEERS

40 Company Advisors
120 Judges
12 'Sharks'
36 Speakers

GENDER

52% Female
47% Male
1% Non-Binary

**48% OF STUDENTS ATTENDED ON A
FULL FINANCIAL SCHOLARSHIP!**

Student Quote

"The business experience was incredible - I learned so much about product development, budgeting, and marketing. WBW has cemented my interest in business..."

Maijan, 2021 WBW Graduate

PROGRAM STATISTICS



**67% OF STUDENTS FEEL
CONFIDENT IN THEIR FINANCIAL
LITERACY & KNOWLEDGE.**

**95% OF STUDENTS WILL USE
WHAT THEY LEARNED AT WBW
IN THE REAL WORLD.**

**79% OF STUDENTS FEEL
CONFIDENT ENTERING THE
WORKFORCE.**

**95% OF STUDENTS FEEL MORE
CONFIDENT AFTER ATTENDING
WBW.**

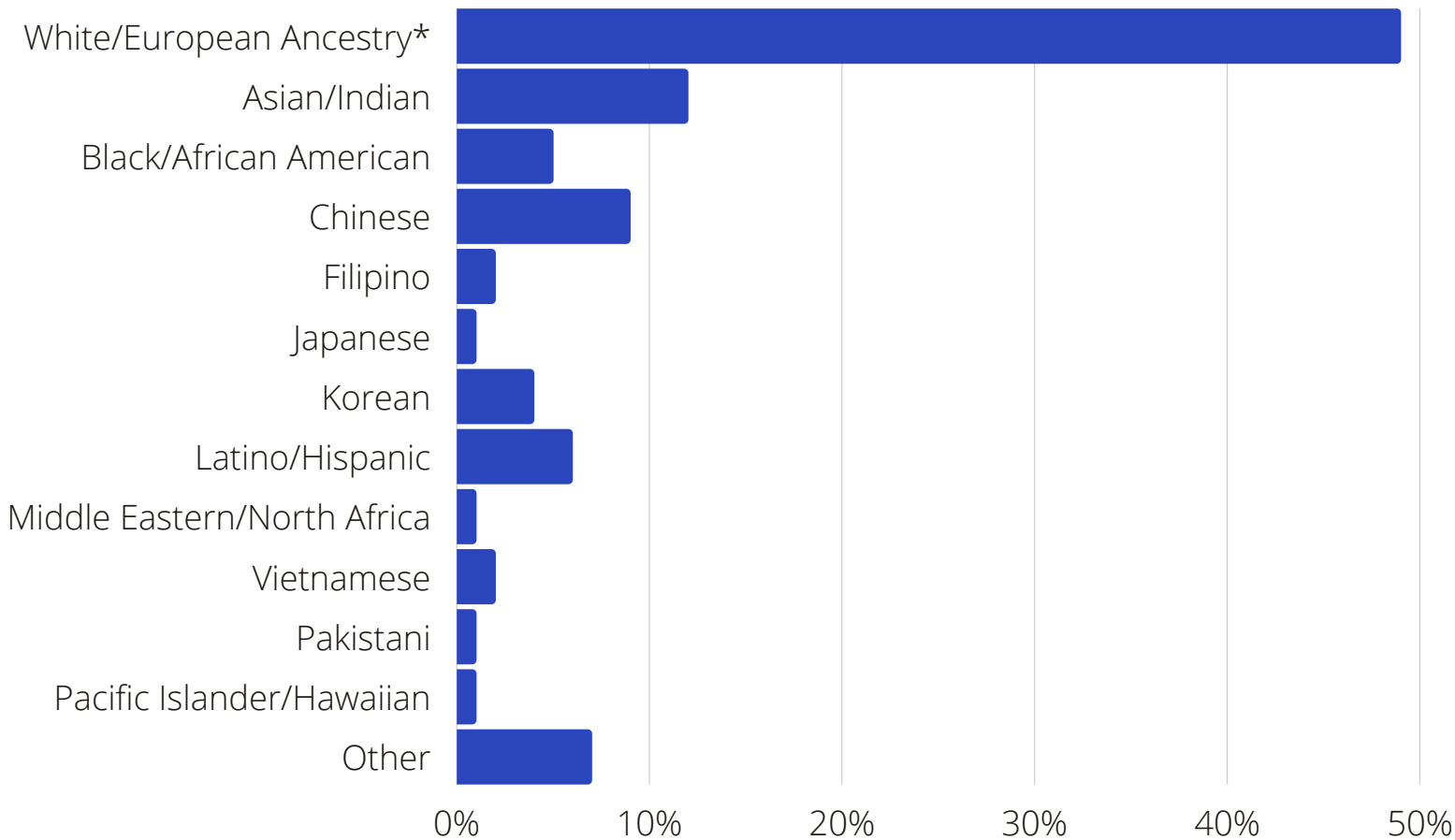
Student Quote

"I had a great learning experience primarily from the speakers [who] provided many concepts that I think are very valuable both short-term and long-term. One great takeaway is how failure is one of the only ways to learn and to try, diagnose, try again."

Owen, 2021 WBW Graduate

PROGRAM STATISTICS

STUDENT DEMOGRAPHICS



*Includes 90 International European students from partner programs in Poland, Republic of Georgia & Belarus.

Student Quote

"I want to pursue a career in business, and this program was the perfect way to learn some important skills and explore my passion. Throughout this week, I also really enjoyed our speakers. I loved how interactive some of the speakers were, and they really allowed me to express and share my ideas out loud. They also taught me some valuable leadership skills that I aim to implement this school year."

Srishti , WBW 2021 Graduate

\$76K

College Scholarships

45

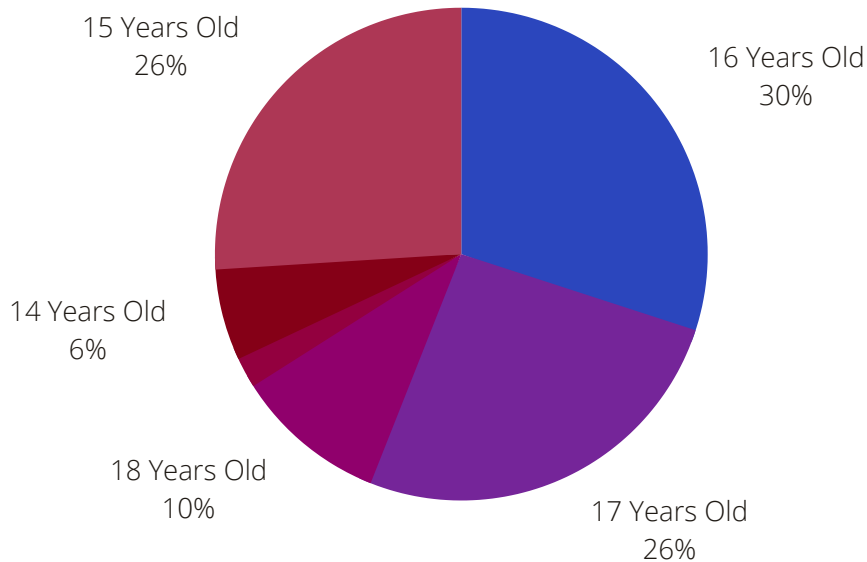
Years of Impact

73,500

Alumni

PROGRAM STATISTICS

STUDENT DEMOGRAPHICS



Student Quote

"I did not know what to expect. What we were doing during WBW was a mystery. The experience of being in a group with strangers and having to work together was so fun. I learned a lot about what goes into running a company as well as [how to define] success ..."

Kayla, 2021 WBW Graduate



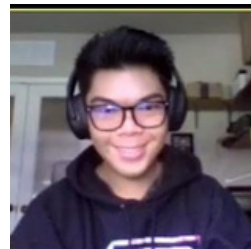
Jason Kim



Maryam Islam



Maritza Mendoza



Jimmy White



Wumi Olaniya

Congratulations to the PEMCO Scholarship award winners of 2021

During each camp, Company Advisors identify one student whose leadership skill, enthusiasm, and dedication to the program and their team stood out. Congratulations to all of the inspiring recipients of a \$1,500 scholarship sponsored by PEMCO Insurance!

WBW is proud to partner with RTC to deliver highly impactful programming. All US based students attending the program earn 2 elective college credits and receive direct instruction from RTC Professor Dr. Steven McKinnon on Leadership, Teamwork, & Business 101



6

Camps in 2021

18

Career Pathway
Sessions

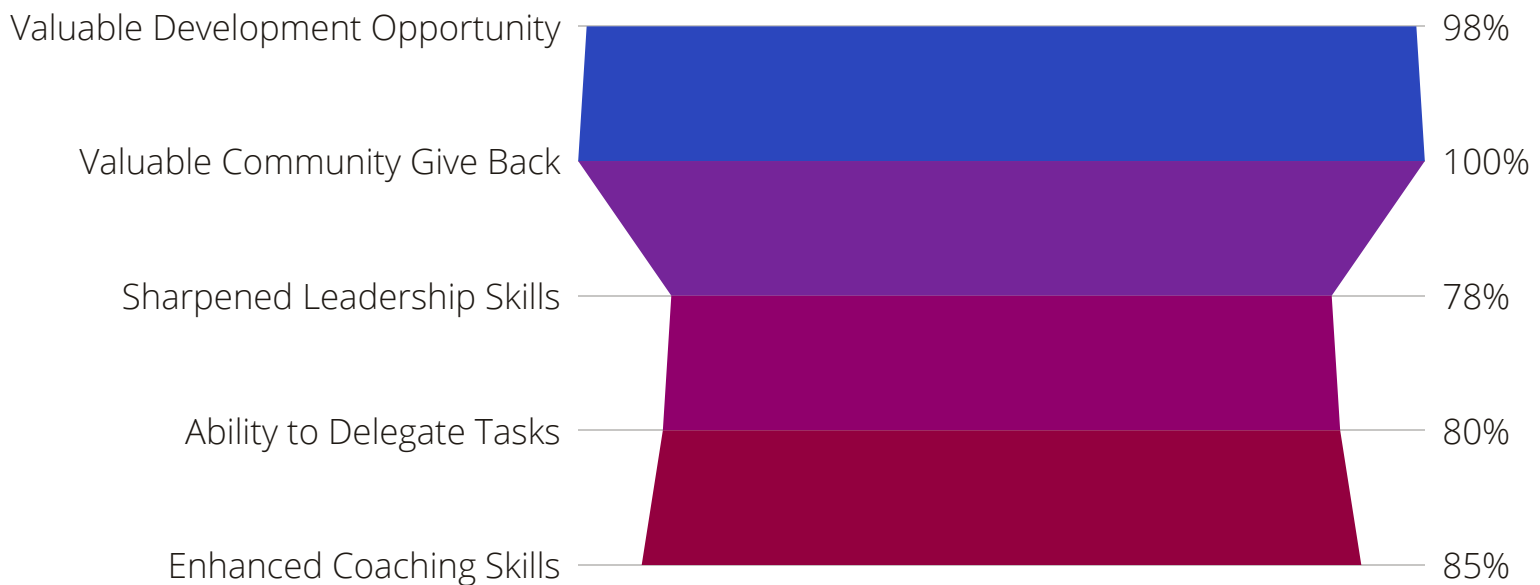
393

Students Served

PROGRAM STATISTICS

COMPANY ADVISOR DEVELOPMENT

Company Advisors (CAs) are key to the success of a WBW program. Not only do they enhance the learning experience for students, Company Advisors also receive valuable leadership skills and the opportunity to give back to our community. See below the skills CAs honed during their 2021 WBW experiences:



Volunteering as a Company Advisor (CA) is a rewarding experience that provides a unique opportunity for business professionals to mentor WBW students. In just five days, CAs learn to coach, influence, delegate, empower, and sharpen leadership skills in a way that our participants describe as life-changing.

The leadership development CAs experience by participating in our programs provides valuable management insights, expands industry knowledge, and builds leadership capacity. The benefits to company and community are priceless. The return on investment by bringing these skills back to the workplace are significant. Prominent, high-growth companies have seen first-hand the valuable skills their employees gained in just one week of collaborative, discovery learning.

**Thank you for supporting your employees
as they mentor WBW students!**

AlaskaUSA
Federal Credit Union

Gesqa CREDIT UNION



TrueWorld
FOODS



WBW'S BOARD OF DIRECTORS & STAFF

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Samantha Peart - Bookkeeper
Katie Lauer - Assistant Program Manager

Student Quote

"Not only did I gain a big learning experience from this camp but I also gained great leadership experience, especially in working with others and delegating assignments to each member our team in order to turn in statements on time.

This experience is sure to impact my future pursuits because not only has it highlighted my love for business, but also it has shown me that this passion can be applied to everything, allowing me to open up my scope of a career I would eventually like to pursue."

Simrat, 2021 WBW Graduate

WBW Sponsors

WBW collaborates with companies, nonprofits, and other organizations to positively impact the lives of high school students in Washington and beyond! Our partners contribute more than money - their ideas, volunteer hours, and in-kind support provide opportunities that help students succeed in school, careers, and life.

Thank you.



Contact Us!

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