



ATHENA

Where STEM Women Build  
Career, Confidence & Community

# Q3 Athena Board of Directors Meeting

July 24, 2024

4:30pm - 7:00pm

Cooley Law Offices & Via Zoom

# AGENDA



- Chair Remarks
- Welcome Kat Delapena, Athena Program Specialist
- Board Packet Pre-read | Q&A
  - MAY YTD FY '24 Budget vs Actuals
  - April Board Mtg Minutes | Vote to Approve
  - Athena's 2023 Tax Filing
  - Lifting While Climbing Prospectus
- Gov/Noms Report | Board Nominees | Vote to Approve
- Athena Global Task Force Status
- 4th Annual Lifting While Climbing Summit
- Corp Partner Analytics
- Give/Get Campaign Workshop
- Program Analytics & Calendar
- Executive Session



# CHAIR INTRO

# TED<sup>x</sup> San Diego Women moxie

AUGUST 28, 2024

MEET THE SPEAKERS



EMCEE  
Katy Temple



Holly Smithson



Sheryl Anjanette



Jasmine LeFlore



Jaye Connolly



Julie Roland



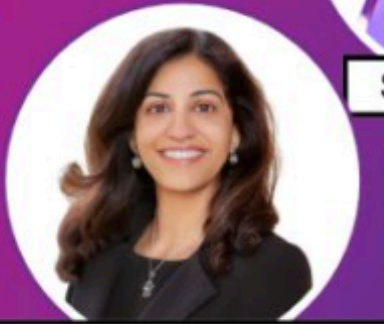
Dr. Silvia Mah



Stacey Lauren



Melissa Villagomez



Sheila Gujrathi, MD



Sarah Hassaine

[www.TEDxSanDiego.com](http://www.TEDxSanDiego.com)

# CELEBRATING YOU



# ATHENA GOES GLOBAL AND WE ARE EXPANDING!

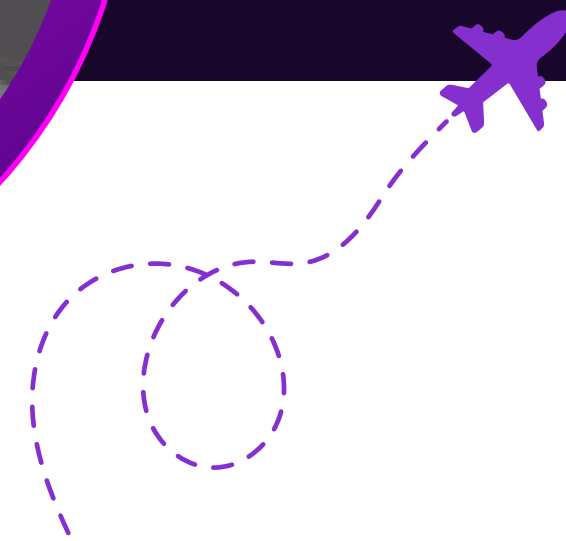


**KAT DELAPENA**  
PROGRAM SPECIALIST  
(SAN DIEGO BASED)



**SOPHIA HARRELL**  
DIRECTOR OF PROGRAMS &  
STRATEGIC PARTNERSHIPS

**NYC RELOCATION  
TO LAUNCH  
ATHENA EAST COAST HUB**





# GOV/NOMS COMMITTEE

# DIRECTOR NOMINEES | BOARD VOTE



**KASSANDRA CASTILLO**

PARTNER AT WILSON SONSINI GOODRICH & ROSATI



**SARAH HASSAINE**

HEAD OF GLOBAL DIVERSITY AND INCLUSION



# PRE-READ DOCUMENTS

- April '24 Board Meeting Minutes | [Vote for Approval](#)
- May YTD FY '24 Budget vs Actuals
- Kassandra Castilla & Sarah Hassaine Board Bio | [Vote for Approval](#)
- Athena's 2023 Tax Filing
- Lifting While Climbing Prospectus
- AGA Global Comms Toolkit



# MAY YTD FY '24 BUDGET VS ACTUALS



Statement of Activity Mar YTD Budget Comparison			
	Jan-May 2024 Actual	Jan-May 2024 Budget	YTD Budget to Actuals Variance
<b>Revenues:</b>			
Corporate Partnership	\$ 174,167	\$ 132,500	\$ 41,667
Ticket Sales - LWC	\$ -	\$ -	\$ -
Ticket Sales - Non LWC	\$ 21,123	\$ 25,750	\$ (4,628)
Event Sponsorship - LWC	\$ -	\$ -	\$ -
Event Sponsorship - Non LWC	\$ 29,500	\$ 53,000	\$ (23,500)
Sponsored Digital Content	\$ -	\$ 5,000	\$ (5,000)
Membership	\$ 24,033	\$ 25,000	\$ (968)
Interest Income	\$ 3,191	\$ 5,000	\$ (1,809)
BOD Donation	\$ -	\$ 6,250	\$ (6,250)
<b>Total Revenues</b>	<b>\$ 252,012</b>	<b>\$ 252,500</b>	<b>\$ (488)</b>
<b>Expenses:</b>			
General Administration	\$ 15,149	\$ 25,958	\$ (10,810)
Program Expenses	\$ 176	\$ 10,000	\$ (9,824)
Salaries & Fringe	\$ 187,033	\$ 166,503	\$ 20,530
Outside Services/Consulting	\$ 62,788	\$ 87,000	\$ (24,212)
Facilities	\$ 4,637	\$ 3,375	\$ 1,262
<b>Total Expenses</b>	<b>\$ 269,783</b>	<b>\$ 292,837</b>	<b>\$ (23,054)</b>
<b>Net Income</b>	<b>\$ (17,770)</b>	<b>\$ (40,337)</b>	<b>\$ 22,567</b>

Statement of Financial Position Comparison			
	5/31/2024	5/31/2023	
<b>Current Assets</b>			
Bank Accounts	\$ 826,044	\$ 833,721	
Accounts Receivable	\$ 58,500	\$ 12,525	
Other Current Assets	\$ 12,316	\$ 22,286	
<b>Total Current Assets</b>	<b>\$ 896,859</b>	<b>\$ 868,532</b>	
Fixed Assets	\$ 2,948	\$ 2,948	
<b>Total Assets</b>	<b>\$ 899,807</b>	<b>\$ 871,480</b>	
<b>Current Liabilities</b>			
Accounts Payable	\$ -	\$ 9,480	
Credit Cards	\$ 2,980	\$ 2,385	
Payroll Liabilities	\$ 57,998	\$ 63,827	
Deferred Revenue	\$ 323,638	\$ 318,183	
<b>Total Current Liabilities</b>	<b>\$ 384,616</b>	<b>\$ 393,875</b>	
<b>Non-Current Liabilities</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Equity</b>	<b>\$ 515,192</b>	<b>\$ 477,605</b>	
<b>Total Liabilities and Equity</b>	<b>\$ 899,807</b>	<b>\$ 871,480</b>	

## Executive Summary

AGA packages driving outperformance on corporate sponsorships 30% over budget

Expenses under budget due to staff scheduling

AR up 3x vs PY with continued strong sales in June



# ATHENA GLOBAL TASK FORCE STATUS



# ATHENA GOES GLOBAL | 1-YEAR GTM TIMELINE

**ATHENA CEO ANNOUNCES  
GLOBAL EXPANSION VISION @  
ATHENA'S 25TH ANNIVERSARY  
& LWC SUMMIT**

**OCT  
2023**



**ATHENA OFFERS ATHENA  
GLOBAL ACCESS PACKAGE  
TO CORP PARTNERS**



**ATHENA LAUNCHES GLOBAL  
ACCESS PLATFORM ON  
INTERNATIONAL WOMEN'S DAY**

**MARCH  
2024**



**ATHENA ANNOUNCES  
FORMATION OF  
GLOBAL TASK FORCE**



**ATHENA ANNOUNCES  
SELECTION OF 20 ATHENA  
AGENTS TO SERVE ON  
GLOBAL TASK FORCE**

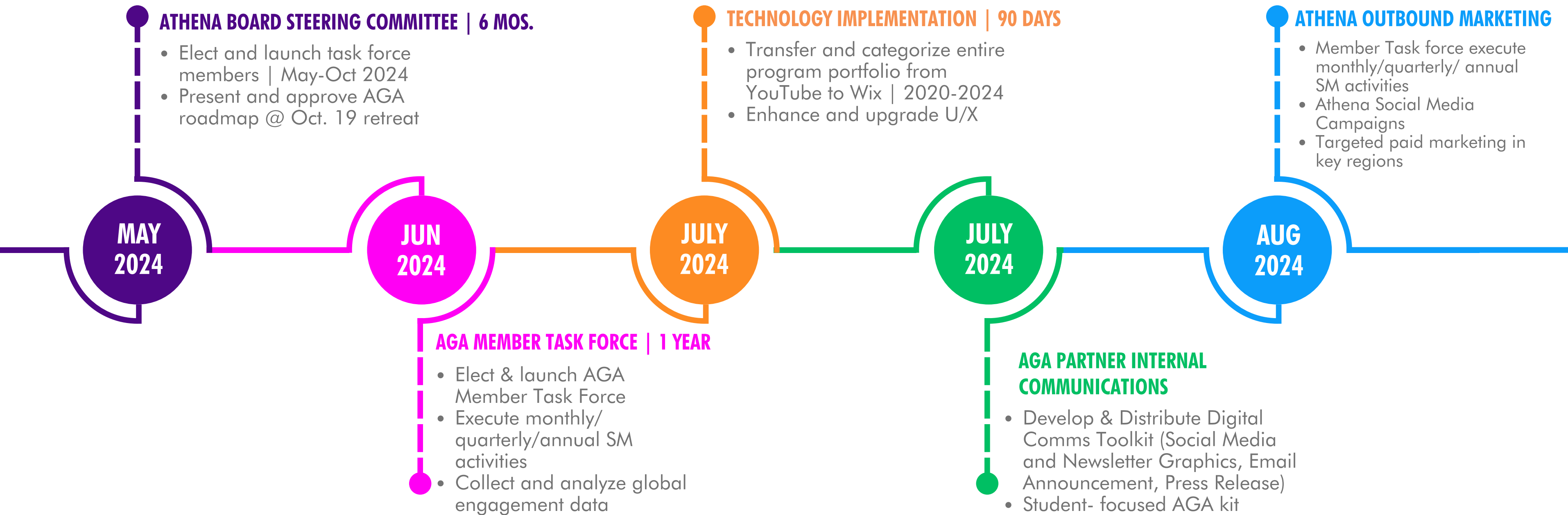
**MAY  
2024**

**JULY  
2024**

**ATHENA ANNOUNCES NEW  
REGIONAL HUB EXPANSION @  
4TH ANNUAL LWC SUMMIT**

**SEPT  
2024**

# AGA DIGITAL MARKETING STRATEGY TIMELINE





# AGA TASK FORCE



**ACCEPTING  
NOMINATIONS  
UNTIL JULY 26**

Athena – a global women's advocacy organization that fast tracks women leading in STEM – is accepting nominations to serve on its newly launched **GLOBAL MEMBER TASK FORCE** for 1-year term.

As Athena globally expands its portfolio of women's educational and leadership programs, we're mobilizing "Athena Agents" to share this movement across their social networks. By introducing Athena to new and underserved markets, we advance the careers of all STEM women seeking greater access to our **DIGITAL COMMUNITY**.

Athena's leadership content is **EXCLUSIVELY** created by STEM women and male allies to address the most significant challenges facing women in today's workforce. Leveraging its 25+ years serving California's STEM hub, Athena now serves the leadership demands across 170+ countries. Our mission is to accelerate innovation through gender equality.

#### NOMINATION CRITERIA

Accepting member nominations of diverse candidates from different regions/countries who embody the following qualities:

- **STEM Influencers** | Individuals recognized for their passion for women's leadership or STEM contributions
- **Content Creators & Brand Ambassadors** | Women focused on expanding their global brand/visibility across the STEM community.
- **Advocates of Women's Leadership Development** | Candidates eager to access Athena's premier women's leadership training

#### NOMINATION DEADLINE

Submit nominations by June 14, 2024 with title, company, region/country and email to [Sophia@AthenaSTEMWomen.org](mailto:Sophia@AthenaSTEMWomen.org). Nominations will be announced June 18 with Task Force launch and annual schedule.

**JOIN THIS INCLUSIVE MOVEMENT TO CLOSE THE GENDER GAP AND IGNITE THE NEXT GENERATION OF STEM WOMEN, WORLDWIDE.**

#### ROLES & RESPONSIBILITIES

Serving on Athena Global Member Task Force is a high-profile appointment that involves:

- 01**  
1.5-3 HOURS PER PROGRAM  
Virtually accessing 6 Athena leadership programs and posting on social media inviting others to join and share what you learned and tagging Athena STEM Women
- 02**  
1-2 HOURS PER QUARTER  
QUARTERLY | Publishing brief posts aligned with Athena's quarterly leadership themes
- 03**  
1-2 HOURS PER YEAR  
ANNUALLY | Hosting 10-minute Athena TALKS with STEM stakeholders to dive into current events and advancements in supporting women in STEM fields.
- 04**  
ACCESS & ENGAGEMENT  
1-Year complimentary membership with on-demand global access to women's leadership content
- 05**  
Global Networking Opportunities
- 06**  
Impacting Athena's mission to advance 1 million women in STEM by 2030



**ATHENA**  
Where STEM Women Build  
Career, Confidence & Community  
[AthenaSTEMWomen.org](http://AthenaSTEMWomen.org)

## Board Nominations

Kelly Hon | 2

Jaye Connolly-LaBelle | 2

Hala Madanat | 2

Fatima Oguz | 1

Wendy Quach | 1

Leslie Nangle | 1



# ATHENA'S 4TH ANNUAL LIFTING WHILE CLIMBING SUMMIT

# ATHENA'S 4TH ANNUAL LIFTING WHILE CLIMBING SUMMIT

## SAN DIEGO STATE UNIVERSITY | MONETZUMA HALL

### SEPTEMBER 18, 2024 | 3:30–7PM

PROGRAM



#### NETWORKING

Heavy Appetizers & Drinks



#### LIFT NEXT WAVE OF STEM LEADERS

Next-Gen Mentorship



#### EMBRACE THE CLIMB

How Women Rise & Thrive



#### LEAD WITH ALLYSHIP

The Evolution of Modern Leaders



#### NETWORKING

Dessert



# 4TH ANNUAL LWC PROSPECTUS

## **LWC PLATINUM PACKAGE | \$25,000**

- Roundtable Sponsor & Speaker opportunity at 4th Annual LWC Summit on 9/18/24
- 30 Comp Tickets
- 10 Annual Athena memberships
- #IAMONEINAMILLION DIGITAL SHOWCASE | 3 Female Leaders featured in "I AM ONE IN A MILLION" video montage
- 6 months of posting job opportunities in AthenaSTEMwomen.org jobs board
- Prominent placements in all event promotional campaigns showcasing DEI commitment
- Branding recognition includes logo on digital showcase and at LWC Summit, its web pages, and targeted social media recognition

## **LWC PARTNER PACKAGE | \$10,000**

- Roundtable Speaker opportunity at 4th Annual LWC Summit on 9/18/24
- 20 Comp Tickets
- 2 female leaders featured in "I AM ONE IN A MILLION" short-form pre-recorded videos
- Prominent placements in all event promotional campaigns showcasing DEI commitment
- Branding recognition includes logo on digital showcase and at LWC Summit, its web pages, and targeted social media recognition

## **LWC HOST PACKAGE | \$7,000**

- Wine, Heavy Hors D'oeuvres, Dessert, Wine Bar Sponsor
- 15 Comp Tickets
- Prominent placements in all event promotional campaigns showcasing DEI commitment
- 1 female leader featured in "I AM ONE IN A MILLION" short-form pre-recorded videos
- Branding recognition includes logo at LWC Summit, its web pages, and targeted social media recognition

## **LWC SILVER SPONSOR PACKAGE | \$5,000**

- Event Sponsor
- 10 Comp Tickets
- Logo placement at Athena's 4th Annual LWC Summit and on web page showcasing your DEI corporate commitment

## **LWC BRONZE SPONSOR PACKAGE | \$2,500**

- Event Sponsor
- 5 Comp Tickets
- Logo placement at Athena's 4th Annual LWC Summit and on web page showcasing your DEI corporate commitment





# CORP PARTNER ANALYTICS



# 7 CORPORATE PARTNER ACQUISITION



**WILSON  
SONSINI**

**eMolecules**



**Proven**  
RECRUITING

**SDSU** | San Diego State  
University

**salk**<sup>®</sup>  
Where cures begin.



**scientist.com**



# 2 CORP PARTNER ATTRITION

**MIRATI**  
THERAPEUTICS



**EY**  
Building a better  
working world

# CORPORATE PARTNER PIPELINE



## HOT LEADS

Roche

Anthology

Balboa Bay Partners

UCSD

Apple

Freenome

Akoya Biosciences

## LEADS

Entos Pharma

McDermott & Bull

Apple

Match Group

CommVault

Viasat

KPMG

Snell Willmer

Wells Fargo

BioNano Genomics

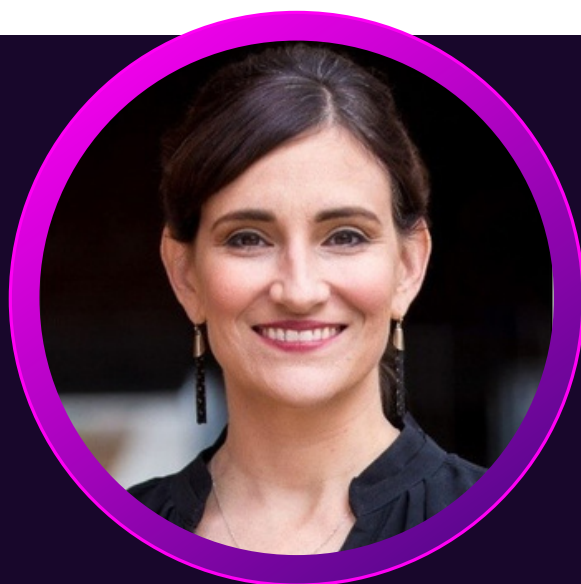
Saildrone

Element Biosciences



# GIVE/GET CAMPAIGN WORKSHOP

# BOARD REFERRALS



**KARA BORTONE**

eMolecules  
Scientist.com



**SARA HYZER**

Proven Recruiting



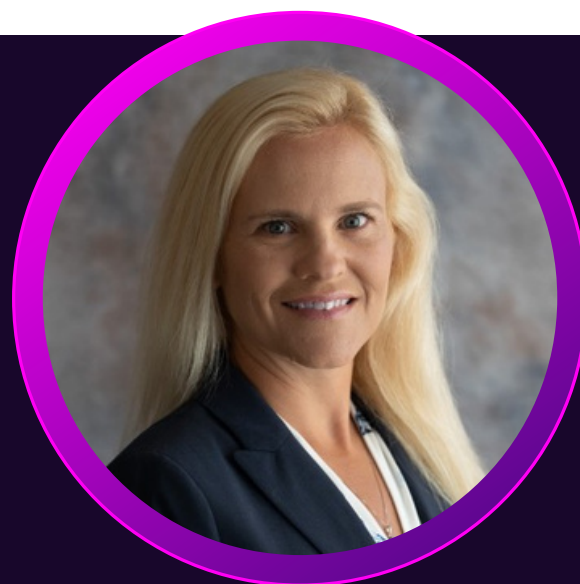
**SUSAN POSER**

CommVault  
Morpheus Data



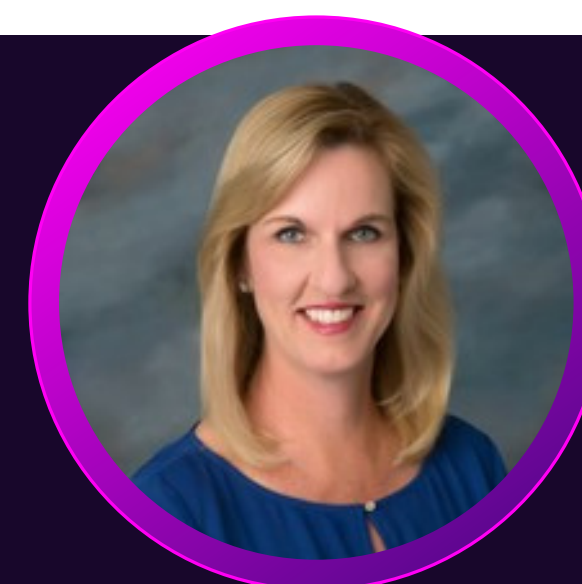
**WENDY QUACH**

Balboa Bay Partners  
KPMG



**CHRISTY ENGLAND**

eMolecules



**MARTHA WECKEL**

Freenome  
Akoya Biosciences

# REFERRAL OPPORTUNITIES & ENGAGEMENT



Corporate Partnership

Event Sponsorship

Athena On Board Series Candidate

Athena Academy Candidate

Individual Memberships



# PROGRAM PERFORMANCE ANALYTICS



# MAY YTD '24 PROGRAM ANALYTICS



May YTD '24 programs had 2 orphaned programs. May YTD '23 had 2 orphaned programs.

Met or exceeded May YTD '24 targets for committee programs, male participation, attrition rate, and BIPOC speakers.

May YTD '24 produced 12 programs, replicating May YTD '23 performance.

9 COMMITTEE PROGRAMS | 41% TO GOAL

3 CUSTOM PROGRAMS | 12% TO GOAL

781 SIG PROGRAM REGISTERANTS | 37% TO GOAL

76% | MEMBERS

2% | STUDENTS

9% MEN | 63% TO GOAL

48% VIRTUAL REGISTRATIONS

23% ATTRITION RATE | 29% IS GOAL

\$19,212 TIX SALES (NON-LWC) | 35% TO GOAL

\$33,000 PROGRAM SPONSORSHIP | 23% TO GOAL

42% BIPOC SPEAKERS

# 6.13 STEM SUMMMER WINE SOCIAL RECAP



339 | Registrations | 36.14%

Increase YOY

\$6,510 | Ticket Sales | 45.2%

Increase YOY

195 | Members

126 | Non-Members

18 | Students

235 | Attended

31% | Attrition Rate | 93.75%

Increase YOY

29 | Men | 71% Increase YOY





# ATHENA PROGRAM CALENDAR

# Q3 '24 CALENDAR OUTLOOK



JULY 23 | SEPT 24 | NOV 6

## ATHENA ON BOARDS

COHORT 14

ATHENA GLOBAL ACCESS

ATHENA ON BOARDS CERTIFIED

Launch your boardroom journey with Athena's 5-month board-readiness series

**REGISTER NOW**

AthenaSTEMWomen.org

ATHENA'S ASPIRING LEADERS SPECIAL INTEREST GROUP PRESENTS

## COMMUNICATE TO ELEVATE

### STRATEGIES FOR SECURING RAISES AND BUILDING EXECUTIVE RELATIONSHIPS

Aug 15 | 4:30p - 6:45p PT | Hybrid

ATHENA GLOBAL ACCESS



Key highlights include:

- Strategic Preparation
- Value Articulation
- Confident Negotiation
- Relationship Building
- Constructive Feedback
- Managing Up



#### AmyK Hutchens

Communication Coach,  
Founder & Intelligence  
Activist @ AmyK  
International, Inc.



#### Hala Madanat

VP, Research & Innovation  
@ SDSU & Athena  
Board Director

# Q3 '24 CALENDAR OUTLOOK

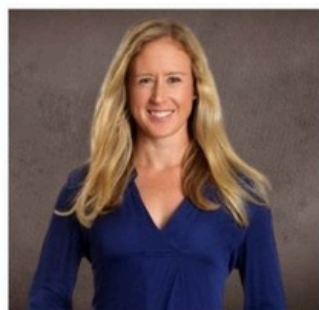


ATHENA'S TECHNOLOGY SPECIAL INTEREST GROUP PRESENTS

## TRANSITIONING TO LEADERSHIP ROLES WITH CONFIDENCE

Aug 22 | 11:30a - 1:00p PT | Virtual

ATHENA  
GLOBAL  
ACCESS



Moderator  
**KELLY ZASTROW**  
Senior Partner,  
Finance &  
Accounting  
Recruiting  
@ Proven Recruiting



**BO ENGLISH-  
WICZLING**  
Senior Director,  
Database Product  
Management, DB  
DevRel  
@ Oracle



**HEATHER GILBERT**  
Director of Solution  
Deployment  
@ BD Medication  
Management  
Solutions



**SHELLY PRUDEN**  
Staff Manager,  
Cybersecurity PMO  
@ Qualcomm

AUG 26 | SEPT 16 | OCT 7 | OCT 28 | NOV 18

## ATHENA ACADEMY ALIGNING EQ WITH IQ TO MULTIPLY YOUR CAREER OPPORTUNITIES

9:00a - 10:30a PT | Virtual

GLOBAL  
ACCESS



Athena Academy is a 5-part workshop aimed at helping women in STEM level up their skills and build internal and external career opportunities, led by Dr. Alessandra Wall, Athena's resident executive coach.

- **Amplifying Your Voice** | Overcoming Obstacles & Cultivating Assertiveness in the Workplace
- **Cultivating Social Capital** | Mastering Strategic Skills to Attract Sponsors & Unlock Opportunities
- **Articulating Your Value** | Enhancing Confidence & Poise to Gain Recognition & Visibility for Career Advancement
- **Establishing Allies** | Harnessing Next-Level Skills to Recruit Your Allies

# Q3 '24 CALENDAR OUTLOOK



ATHENA'S LIFE SCIENCES SPECIAL INTEREST GROUP PRESENTS

## FIRESIDE CHAT WITH MELINDA RICHTER

GLOBAL HEAD OF JOHNSON & JOHNSON  
INNOVATION JLABS

Sept 10 | 4:30p - 6:30p PT | Hybrid

ATHENA  
GLOBAL  
ACCESS

ATHENA  
IN PARTNERSHIP WITH  
MORRISON  
FOERSTER



**MELINDA RICHTER**  
Global Head of Johnson &  
Johnson Innovation JLABS

Melinda Richter is the champion for entrepreneurs and startups, who drive potential breakthrough ideas and approaches with the goal of better health for all. She founded Johnson & Johnson Innovation – JLABS, the global incubator network of Johnson & Johnson Innovation, to connect early-stage companies to critical resources, expertise and community to support their success.

TIER 2 DISCOUNT TICKETS AVAILABLE FOR A LIMITED TIME!



## SEPTEMBER 18, 2024 | ATHENA'S 4th ANNUAL LIFTING WHILE CLIMBING SUMMIT

**Gear up for the STEM EVENT OF THE YEAR!**

Join us as we showcase modern pathways to high growth, top talent pipeline, and groundbreaking innovation, all through the lens of equality.

POWERED BY



**PURCHASE YOUR TICKETS TODAY!**

[AthenaSTEMwomen.org](https://AthenaSTEMwomen.org)

# Q3 '24 PROGRAMS NEEDS SPONSORSHIP



## Flipping the Script | Turning Intentions into Action Leverage A Global Network to Manifest Your Ambitions

Are the devils of self- defeat and self-sabotage blocking your happiness and impact? Are you arguing for your limitations and against your potential? Do any of these thought bubbles sound familiar..... “I can’t do it because...” or “I am too tired/unimportant ” ...and before you know it another year passes and you’re still on the sidelines of your ambitions.

If you’re ready to reactivate your goals and draw inspiration, meet an extraordinary group of STEM women prepared to help you flip the script towards your preferred future.

## Conquering Roadblocks to Allyship to Master the Path Forward Interactive Workshop

Are you ready to elevate your status as a top-tier ally in the workplace? Most men consider themselves as exemplary allies, striving to show up as the great men they know they are. However, even the most well-intentioned individuals can encounter internal and external obstacles that hinder their progress.

In our dynamic program, we challenge you to rise above these hurdles as Dr. Wall guides you through the complex landscape of beliefs and emotions that can sabotage even the best efforts. Together, we’ll identify the three most formidable roadblocks and collaboratively forge proven strategies to conquer them.

# 10/12 ANNUAL BOARD RETREAT



Athena board task force present global  
roadmap.

Hosted at Jaye Connolly's Residence  
1 - 6 PM (PT)



# BOARD ACTION ITEMS



- Athena Task Force | Nominate Athena Agents in your Company in regions across U.S. and globe
- Athena's 4th Annual Lifting While Climbing Summit on 9/18 | Consider Event Sponsorship
- Board Referral Campaign | Send E-intros to Corp Partner Prospects
- 10/12 Annual Board Retreat



# EXECUTIVE SESSION



ADJOURN