



a **WIN-WIN**
INITIATIVE TAKES ROOT
at **ODU**

MENTEES AND MENTORS ALL BENEFIT
FROM WIN PROGRAM

BY **Esther Keane**
PHOTOGRAPHY BY **Harry Gerwien**





during Kate Broderick's retirement celebration in early 2014, many students shared, through tears, how Broderick helped ensure their educational success and eventual graduation. As Old Dominion University's director of educational accessibility, Broderick, who is also the university's first lady, had overseen that office's outreach to more than 600 students with testing services, classroom and course accommodations, and learning and study strategies.

With more than 30 years of experience working with people who have medical, psychological or learning disabilities, first as a nurse and then as an elementary school special education teacher, Broderick was honored with the Virginia Center for Inclusive Communities' Humanitarian Award in 2012, and then appointed by Gov. Bob McDonnell in 2013 to a three-year term on the Virginia State Rehabilitation Council.

To encourage others to follow Broderick's lead, Elisabeth Dickie, the current director of education accessibility, announced during the retirement celebration the establishment of the Kate Broderick Faculty Award for Excellence in Promoting Educational Accessibility, an annual award recognizing faculty members who intentionally design classes and curriculum that are accessible to all learners.

Broderick came to Hampton Roads with her husband, John Broderick, in 1993, when he was hired by ODU as vice president for institutional advancement and admissions. Over the years, he rose through the ranks until being appointed the eighth president of ODU in 2009. He had been acting president since 2008.

In 2006, Kate was brought on board at ODU as a learning coordinator for the disability services office. She was later named assistant director, acting director and then director. In her 15 years of involvement at ODU, both as the wife of John Broderick and as a professional, she left a legacy, and "retirement" wasn't going to stop her from continuing to give back.

"I had every intention of getting a Ph.D. in higher education and working at the same time, all while caring for my family, but every once in a while life throws you a curveball," Broderick said. "I stepped back from a job I really loved and didn't know where the direction was going to go next. I knew I wasn't going to sit around and do nothing."

Instead she sat around with friend Pamela Kirk and they came up with this good idea: ODU's Women's Initiative Network, or WIN, which the two co-founded in 2014.

Kate Broderick, wife of ODU President John Broderick, co-founded WIN in 2014 with Pamela Kirk. It's a mentorship program for young female college students.

a natural

In the president's home near campus, Kate Broderick looked to Kirk, a business executive, ODU alumna and board of visitors member until 2013, to begin their story.

"One day we were talking about mentors and how they had impacted our lives, and we saw what we were lacking," Kirk said. "ODU is primarily a school that has a lot of first-generation college students and they don't have as many avenues to ask questions or get advice. We saw a need there."

Broderick and Kirk continued the discussion by reaching out to other women executives.

"I really had to listen and that is part of leadership," Broderick said. "Most of the time communicating and understanding is listening and not talking. I had to listen to all of these women who were joining our group and find out what they wanted to get out of it, what they wanted to do with our students, and what kind of program would make them want to come back."

Out of these conversations the Women's Initiative Network, WIN, was born.

"Kate, being the first lady at ODU, is a natural leader," Kirk said. "It was a great concept for her to transition her leadership role in the university and continue with these young women and get them through college and into the workforce."

making leadership accessible

WIN was formally established in 2014 as a mentorship program for young female college students and as a meaningful way for women executives to share their life and leadership wisdom.

Bo Yi, an international studies graduate student at ODU and an employee in the office of student engagement and enrollment services, went through the program and now helps pair applicants with members. The office receives 50 to 70 applications, and in the 2015-2016

academic year, accepted 17 mentees. Yi is grateful for the life-changing effect WIN has had on her life.

"My mentor is Pamela Kirk, and I consider her to be one of the major influencers in my life," Yi said. "We meet one or two times a month, usually over lunch, and she gives me guidance on everything from life choices to career skills, even dating advice. It's just really nice to have someone to talk to, and I learn so much from her."

WIN is designed for young women who need an extra hand during their time at ODU. They must be first-generation college students, either freshman or sophomores. Their GPAs range from 2.0 to 3.7.

"Most of the students have jobs and are putting themselves through school," Broderick said. "We don't have the top students as mentees. We make sure we find students who are in the gap in order to increase retention."

The goal is to give opportunities to students who wouldn't have them otherwise. Along with one-on-one mentoring, WIN provides events intended to build skills.

These begin with a fall luncheon at the

BECK ROOFING CORPORATION



Commercial Roofing Since 1988

PREVENTIVE MAINTENANCE • REPAIRS
RE-ROOFING • NEW ROOFING

Call (757) 473-9010 BeckRoofing.com



You mean business.



Susan Ralston
President & CEO



Rob Evans
Sr. Vice President
of Commercial Lending



Pamela West
Vice President
of Business Development

Well, so do we.

You work hard to build your small business.
Shouldn't your money be working just as hard for you?

Bank@lantec is expanding and growing and committed to your business success. We look forward to speaking with you and helping you reach your business goals.

Contact us today to find out how we can help you.
presidentspromise@whereibank.com • 757.671.7900

Bank@lantec

Your community. Your bank.

757.671.7900 • whereibank.com





“

This came out of Kate's passion and love for the university and its students.

It's hard to separate what she has done for the university from WIN because it's really an extension of who she is.”

*— Ellen Neufeldt,
ODU's vice president for student
engagement and enrollment services*

president's home.

“When they walk into the president's house for the first luncheon, it is very intimidating, but I hope by the fifth time they come to the house they feel relaxed and comfortable,” Kirk said.

Throughout their time in the program, students are invited to a women's leadership breakfast, a business etiquette dinner, a seminar on finances and various professional development events. They are also invited to the President's Lecture Series.

“The best way to give someone skills is to give them confidence, and the best way to give them confidence is for them to be in different situations on a regular basis,” Kirk said.

Broderick stressed it's about making everything accessible. “I have met so many people who have enriched the world and our community who just needed some help

in leveling the playing field,” she said. “I continue to do that with the WIN group by leveling the playing field for women. Leadership needs to be accessible.”

“These women leaders bring their talents and their resources and really give back on an individual level with our students,” said Ellen Neufeldt, vice president for student engagement and enrollment services. “This came out of Kate's passion and love for the university and its students. It's hard to separate what she has done for the university from WIN because it's really an extension of who she is.”

A \$1,000 scholarship, provided through member contributions, is awarded to a student in the program.

“Sometimes the scholarship is enough to keep them here and they may not have to get a second job, so our members do have that financial obligation,” Broderick said.

Shown at the WIN fall luncheon at the Brodericks' home are Kim Curtis, president and CEO, Tidewater Home Funding LLC; Sarah Golden, president and CAO, The GBS Group; Kieran Poulos, attorney, U.S. Federal Government; Charity Volman, president, SunTrust South Hampton Roads; and Caroline McCartney with Berkshire Hathaway Home Services.



Poulos, Volman and Curtis, above left to right, are shown at the WIN luncheon, along with, below left to right, Donna Scassera, president and CEO, DLS Engineering Associates Inc.; Kate Broderick; and Kyllie Bullion, University Advancement, ODU.



giving back is central

The program currently has 22 executive members and one associate member. Executive members are expected to give \$2,500 annually and engage with students through mentoring and/or being present at events and meetings. Associate members give \$1,000 a year and can be paired with an executive member to mentor a student.

“We want people who are excited,” Broderick said. “It’s not something where you just check off a box. You have to be passionate about what you are doing, and it takes a little bit more of a time commitment in order to do this.”

Some members are ODU alumnae, others are connected to the university because of the program. Members range from executives who work for big corporations to CEOs and presidents of companies to entrepreneurs.

“We have developed a network of executive women that allows us to support each other and this has been an unexpected

offshoot that has been really positive,” Marsha Hudgins, CEO of Hudgins Contracting Corporation, said. “We have women across a lot of different industries and professional involvement but we share a lot of similar problems from reaching this point in our careers. It is really good to have support from those women in a way that can’t be had anywhere else.”

The WIN program has not only connected students to leaders, but has provided the opportunity for women leaders to connect with each other. The women model for students the importance of surrounding themselves with a support group.

“We are trying to give them all the skills they need to become leaders, that is really the goal,” Kirk said. “We lead by example.”

A major component of the Brodericks’ vision for ODU is giving back, as seen in the Broderick-Evon Award for Community Engagement and Service, named in honor of both the president’s and Kate’s mothers and given to students who exemplify leadership by their commitment to service. WIN also emphasizes service. Students are expected

to attend the Samaritan House community service event and they have opportunities to be involved in the WAVY-TV 10 coat drive and Fear 2 Freedom events.

“They are encouraged to come with their mentors and participate in what is my philosophy of leadership, which is giving back,” Broderick said. “As a leader, that is a major responsibility.”

“WIN’s impact is not only significant for the students we mentor and the university, but more importantly the community, whether it is Hampton Roads or the city, state or country where our students will ultimately reside,” said Kim Curtis, CEO and president of Tidewater Home Funding. “If we can help mold confident, educated and caring young women to do great things no matter what their passion is, we produce more good role models in life to help future generations.”

In turn, WIN connects ODU to the community. “We have this great resource with the university, and bringing in more people in the community to have a connection with ODU and the students is very positive,” Kirk said.



TIDEWATER *first.* THE WORLD *in time.*

As an independent school with a public purpose, Norfolk Academy shapes not only prepared graduates, but citizen-scholars: keenly aware, intellectually agile, socially conscious, and courageous young people who live out their ideals to invent a new, brighter future...for all of us.

Register for **Mornings at the Academy** events and see our dynamic teachers in action.

Need-based financial aid available.

www.norfolkacademy.org

Where students grades 1-12 grow into responsible and responsive citizen-scholars.

1585 Wesleyan Drive | Norfolk, Virginia 23502 | 757-455-5582

NORFOLK
ACADEMY

— { 1728 } —



“

WIN's impact is not only significant for the students we mentor and the university, but more importantly the community, whether it is Hampton Roads or the city, state or country where our students will ultimately reside.”

*– Kim Curtis,
CEO and president of
Tidewater Home Funding*

a collaborative leader

Having celebrated the first graduating class of WIN students, Kate Broderick continues to lead with grace and look forward to the future.

“Kate is very collaborative in her leadership style, she listens to everyone,” said Elizabeth Kersey, ODU’s assistant to the president for local, state and federal governmental relations and a member of WIN. “She wants to hear everyone’s input and she values the contributions of other people and takes the time to talk to others and get their perspective.”

Curtis said, “The example Kate set by raising a family and working in a critically important department at the university and

then assuming the role of first lady when John Broderick became president, sets the stage for any young woman or man to understand you can do it all if you manage and set your priorities appropriately.”

Broderick continues to support ODU through engaging alumni, donors, community organizations and backers across the country.

“She is not paid by the university yet you always see her present and engaging with students and supporting them at athletic events and art shows,” said Giovanna Genard, ODU’s assistant vice president for strategic communication and marketing.

As for WIN, Broderick emphasized it’s an effort by all the women in the group, not just hers. “I am very proud of what has happened here,” she said. “The things I’ve learned with communication and listening have built trust in this group. That is what leadership is all about.” -IL

Pictured above are Broderick and Scassera, along with Tricia Hudson, president & owner, Strategic Solutions by Tricia LLC and Realtor Howard Hanna-William E. Wood.