

PACCAR HALL

EY

YOUNG EXECUTIVES OF COLOR

2019-2020
YEOC ANNUAL REPORT

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PROGRAM OVERVIEW

YEOC DEMOGRAPHICS

ETHNICITY	TOTAL #	TOTAL %	MALE	FEMALE
African-American	84	44%	30	54
Hispanic/Latinx	59	31%	26	33
Asian-American/Southeast Asian	36	19%	9	27
Native Hawaiian/Pacific Islander	2	1%	2	
Alaska Native/American-Indian	3	2%	2	1
Multiracial	6	3%	5	1
GRADE	TOTAL #	TOTAL %	MALE	FEMALE
Senior	113	59%	43	70
Junior	54	29%	19	35
Sophomore	23	12%	13	10
TOTAL PARTICIPANTS	190		75	115
FIRST GENERATION COLLEGE STUDENTS*	144	76%	48	96
CUMULATIVE GPA				
3.5-4.0	134	71%		
3.0-3.49	34	18%		
Less than a 3.0	22	11%		
AVERAGE GPA	3.57			

PROGRAM OVERVIEW

The Young Executives of Color (YEOC) program is a nine-month college pipeline program hosted by the University of Washington Michael G. Foster School of Business. Focused on engaging and assisting high school students from historically underrepresented minority communities, YEOC began in 2006 with 36 students representing 17 high schools. After 13 years, YEOC has grown to 190 participants representing 75 high schools across Washington state.

One Saturday per month, these Young Executives travel from across Washington state to attend sessions on the UW campus. Due to generous sponsorship from EY, tuition for the YEOC program is FREE, with the only cost to students being their transportation to UW Seattle.

Over the course of the year, YEOC participants are exposed to a comprehensive curriculum including: college preparation, professional development, leadership activities, and lectures rooted in business disciplines. Each Young Executive is paired with a Foster School of Business undergraduate student Mentor who helps them navigate the program, develop tools for academic and personal success, and prepare for college applications and scholarships. YEOC introduces these students to Foster School of Business staff and outstanding Foster alumni of color, a collective group of extraordinary role models.

Over the past 13 years, 1,108 students (at a 99% college-going rate) and 137 UW Mentors have graduated from the YEOC program. YEOC's reach now extends outside the boundaries of Washington state, as YEOC alumni have enrolled at prestigious institutions such as Princeton University, Columbia University, Harvard University, Howard University, Spelman College, Stanford University, University of California Berkeley, and Yale University. These exemplary Young Executives have a skill set which will take them from successful students to career professionals.

In the 2019-2020 YEOC cohort, eleven (11) Young Executives came from Shorecrest High School (Shoreline, WA), making it the most represented high school in the program.

**Upon college enrollment, student will be the first in their family to attend a university.*



CURRICULUM

MONTHLY SESSIONS & WORKSHOPS

MONTH	BUSINESS TOPIC(S)	KEYNOTE PRESENTERS	BUSINESS ACTIVITY
September	YEOC Student & Parent Orientation	Udanda Clark Partner, Finance Tech Assurance, Market Leader, EY	Networking
October	Team Building & Networking	Jennifer Rance Principle PM, Cyborg Mobile	YEOC Business Fashion Show
November	Branding & Marketing	Jesse Rhodes Senior Manager, Finance Operations Risk Intelligence, Amazon	Marketing & Branding Challenge
December	Finance	Bruce Brooks General Partner, Perch Partners	Finance Investment Activity
January	Information Systems	Julissa McWashington Global Social Impact, Starbucks	IS Innovation Challenge
February	iCreate Consulting	Hanibal Ghebrehiwet Founder, Odyssey Merchandise	iCreate Consulting Competition
March	International Business	Canceled Due to COVID-19	N/A
April - Virtual	Accounting	Lena Y. Hines Principal, National Tax Department - ITTS Capital Markets, EY	Accounting
May - Virtual	Case Competition & End of Year Celebration	Ken Bouyer Americas Director of Inclusiveness Recruiting Leader, EY	Case Competition
May - Virtual	Senior Spotlight	Bryan Lopez-Vargas & Xiomara Malpica 2020 Senior Student Speakers, YEOC	Opportunities at EY

COLLEGE PREPARATION

Ensuring all participants are equipped to navigate the complex institution of college admissions is a top priority of YEOC. Partnering with subject matter experts - including representatives from the UW Office of Student Financial Aid (OSFA) & Office of Minority Affairs & Diversity (OMA&D) - YEOC hosts a multitude of workshops and interactive presentations to expand Young Executives perspective before submitting college applications, and enhancing their understanding about next steps once they are admitted to a college or university.

Pre-Application

Annual YEOC College Resource Fair
College Application Checklist
Admissions Case Studies

Paying for College: FAFSA/WASFA Overview & the Scholarship Search
Personal Statement Labs

Post-Admission

Decoding Financial Aid Packages
Achieving Academic Success (Study Habits)
Self-Care Strategies

"A Guide to the Clapback Scale" - Handling Microaggressions in College
"Ask A Professor" Workshop

76% OF 2019-2020 YEOC PARTICIPANTS WILL BE THE FIRST GENERATION IN THEIR FAMILY TO ATTEND COLLEGE



SPECIAL SESSIONS

SPECIAL SESSION SPOTLIGHT

SEPTEMBER ORIENTATION

YEOC students and parents learned about the history, mission and values of the program

Presenters included key YEOC and UW leaders, EY partners and stakeholders from across the greater YEOC community

The Annual College Resource Fair hosted 20 different universities and collegiate programs for an event dedicated to providing resources and support to Young Executives seeking to further their educational journeys

OCTOBER TEAM BUILDING & NETWORKING

Session represented the first opportunity for students and their YEOC Mentors to develop trust and build community

Students joined their Mentor teams in competitions and leadership activities

The keynote presentation was delivered by Jennifer Rance, a past YEOC Program Manager and Principle PM at Cyborg Mobile. Jennifer was able to share foundational YEOC insights as well as the impact that YEOC had on her and how it encouraged her to continue giving back to her community through organizations like the Association of Latino Professionals for America (ALPFA) and Association of Black Business Students (ABBS), while also starting her own business

JANUARY YEOC CAREER FAIR

Throughout the YEOC program, Young Executives engage in workshops meant to increase their awareness of, and comfort with a variety of corporate professional practices and situations. Topics in 2019-2020 included:

- Resume-building & cover letter workshops
- Public speaking & networking best practices
- Professional Dress & Personal Branding
- Career Fair Strategies
- Financial Literacy & Fundamental Finance
- Bringing Your Full Self to School & Work

The 6th Annual Career Fair gave YEOC students the opportunity to put these skillsets to the test with professional recruiters and representatives. Over 23 companies and organizations were in attendance, including Accenture, EY, The Fred Hutch Cancer Research Institute in Seattle, Girls Who Code, Kaiser Permanente, Port of Seattle, Teens in Public Service & Washington Business Week & YMCA Camping & Outdoor Leadership.

FEBRUARY iCREATE

Current Foster Direct Admit, and YEOC Alumnus, Hanibal Ghebrehwet, (pictured above) presented the iCreate Consulting Competition on behalf of his company: Odyssey Merchandise

Students learned about the company mission and history, and then worked in teams to develop a growth and marketing strategy for Odyssey Merchandise. Teams presented their proposals to, and received scores and feedback from experienced professionals

MAY - VIRTUAL CASE COMPETITION & END OF YEAR CELEBRATION

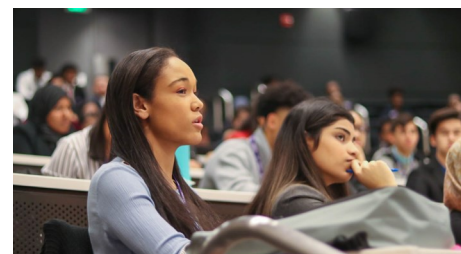
The culminating event of the year had thirty-four student teams develop an innovative products leveraging technology to solve a social issue affecting marginalized communities and people of color internationally

Winning team – Dlo – took home brand new iPads, and will have the opportunity to tour the EY-Seattle Wavespace™ and have lunch with EY's Diversity Champions

The end of year celebration honored program graduates, while students and parents heard powerful speeches from students, alumni and keynote speaker, Ken Bouyer - Americas Director of Inclusiveness Recruiting Leader, EY

MAY - VIRTUAL SENIOR SPOTLIGHT CLASS OF 2020

Culmination of the college preparation sessions facilitated throughout the year, this session focused on life after high school, as well as recognizing YEOC seniors during the graduation ceremony



YEOC Alumnus Hanibal Ghebrehwet (top) engages with Young Executives during the February iCreate Consulting Competition. YEOC Senior Erica Manns (bottom-right) during a Keynote presentation.

PRIDE POINTS

YEOC CLOSING THE ACHIEVEMENT GAP

In 2020, YEOC Seniors were offered admission to the following colleges & universities:

American Musical and Dramatic Acad.	Howard University*	Tufts University
American University	Johns Hopkins University	University of Arizona
Amherst College	Johnson C. Smith University	University of British Columbia
Arizona State University	Loyola Marymount University	University of California Berkeley*
Bellevue College	Loyola University Chicago	University of California Davis
Boston College	Massachusetts Institute of Technology	University of California Irvine
Brown University**	New York University*	University of California Los Angeles
California Polytechnic State University	Northeastern University	University of California Riverside
Cascadia College*	Northwest University	University of California San Diego
Central Washington University	Northwestern University*	University of California Santa Barbara
Chapman University	Occidental College	University of Michigan*
Claremont McKenna College*	Oregon State University	University of North Carolina*
Clark Atlanta University	Pacific Lutheran University	University of Oregon
Colorado College*	Pepperdine University	University of Paris*
Columbia College*	Pitzer College	University of Pennsylvania
Columbia University	Princeton University	University of Puget Sound
Cornell University	Puget Sound University	University of San Diego
DePaul University	Purdue University	University of San Francisco*
Eastern Washington University*	San Diego State University*	University of Southern California
Emory University	Seattle Pacific University**	University of Washington Bothell**
Florida A&M University	Seattle University**	University of Washington Seattle**
Fordham University	Spelman College	University of Washington Tacoma**
George Washington University	St. John's University	Washington State University**
Georgetown University	St. Martin's University	Western Washington University*
Gonzaga University	Stanford University **	Whitman College
Harvard University	Swarthmore College*	Whitworth College
Hawai'i Pacific University	Temple University	Yale University

YEOC SENIOR CLASS OF 2020 ADMISSIONS PROFILE

99%

COLLEGE GOING RATE
Community College & Four Year Universities

95% 4 Year Colleges/Universities

70% UW Institutions

64% UW Seattle

**Data reflects responses from 108 of the 112 seniors*



*YEOC student attending this institution in the Fall of 2020
** Multiple YEOC students attending this institution in the Fall of 2020





THE YEOC IMPACT

Across the country, statistics can be found on the disparities in college admission and graduation, average household income, and the lack of representation at the C-Suite level between communities of color and their counterparts. YEOC was created with the mission to correct these imbalances, one Young Executive at a time. Through widening access to the college pipeline, YEOC has been able to increase the number of students of color studying business, attaining a college degree and entering the corporate America workforce, ready to “be the change.”

Annual surveying of YEOC seniors and follow-up tracking of alumni have yielded the following demonstration of **The YEOC Impact**:

Since 2006, 99.1% of YEOC participants enrolled in institutions of higher education (two & four-year schools)

**Reliable data was acquired for 1,008 of 1,108 total YEOC alumni (90.9%)*

ENROLLMENT HIGHLIGHTS 2006-2020	
University / College	Young Executives Enrolled
University of Washington*	590
Washington State University	37
Western Washington University	29
Bellevue College	22
Seattle University	22
Ivy League **	21
University of California System	12
University of Southern California	11
Central Washington University	10
Gonzaga University	8
Howard University	7
Stanford University	7

*Includes all UW campuses (Bothell, Seattle & Tacoma)
**Ivy League Schools - Brown University, Columbia University, Cornell University, Dartmouth College, Harvard University, Princeton University, the University of Pennsylvania, and Yale University.

YEOC COLLEGE-GOING RATES		
Year	Total Seniors	% of Seniors Enrolling in College
2016	83	100%
2017	101	99%
2018	95	99%
2019	106	97%
2020	112	99%





YEOC BY THE NUMBERS

THE YEOC IMPACT AT THE UNIVERSITY OF WASHINGTON

Since its inception, the Young Executives of Color program has called the University of Washington, and the Michael G. Foster School of Business its home. A truly unique pipeline program, YEOC has dramatically increased the diversity of the Foster School undergraduate program, and empowered a generation of student leaders to make change across the entire campus.

- A total of **590 Young Executives** have enrolled at the University of Washington since 2006, including 516 students at the UW-Seattle campus
- Since 2011, EY has awarded **\$105,000 in scholarship funds** to 28 YEOC seniors enrolling at the University of Washington
- **60 YEOC alumni** have held Mentors Mentor-in-Training and Intern roles in the program while they attended the University of Washington (including 36 who held roles for multiple years)



YEOC SENIOR - CLASS OF 2020 INCOMING UW PROFILE

- ◆ **76** enrolling at all three UW campuses (**69** at the UW-Seattle campus)
- ◆ **28** directly admitted to Michael G. Foster School of Business
- ◆ **10** studying Computer Science or Engineering
- ◆ **34** Young Executives will enroll as Pre-Majors, and apply to their program in 1-2 years

5-YEAR UW ADMISSIONS SNAPSHOT

Overall Admit Rate	Year	YEOC Admit Rate
46%	2016	76%
46%	2017	68%
49%	2018	68%
48%	2019	74%
56%	2020	80%

YEOC IS RECOGNIZED AS AN
ACADEMIC LEADERSHIP ACTIVITY
BY THE UW OFFICE OF ADMISSIONS

COLLEGE PERSISTENCE

LIFE AFTER YEOC

For YEOC students attending the University of Washington Seattle, continued support from the Foster School's Undergraduate Diversity Services (UDS) office aims to maintain a strong pipeline from high school to college graduation and career placement. To ensure students persist through their first two years in college – often the most challenging for first-generation and historically underrepresented students – UDS offers a wide array of resources. As they progress into their major, YEOC alumni at the UW gain access to specialized career advising, leadership and professional development, increased scholarship availability and continued academic support. This wraparound programming frequently results in YEOC alumni who enjoy both scholastic success and the opportunity to continuously give back to their respective communities.



TESTIMONIALS

"I credit YEOC with being the sole reason I am where I am today. It was the key stepping stone that lead me through the unknown path of higher education. ... As an intern, I learned so many valuable skills that have transferred into my professional internship experiences. As a mentor, I was able to pass on the knowledge I gained on my journey through higher education. As a team, my mentees and I tackled important business world issues and had a number of real conversations from which we all learned a great amount. YEOC has given me community, guidance, support, and strength since the moment I joined four years ago. I am eternally grateful to be part of this community – as a first-generation, low-income, daughter of immigrants, YEOC is the ultimate door of opportunity that came my way. It truly takes a village, and YEOC is a testament of that idea."



Maggie Buenrostro
YEOC Alumnae 2016
YEOC Scholarship Recipient 2016
YEOC Seminar Participant 2016
YEOC Volunteer 2016
Business Bridge Participant 2016
ALPFA VP of Finance 2017-2018
Moss Adams GPS Intern 2018
YEOC Mentor in Training 2017-2018
ALPFA President 2018-2019
YEOC Business Operations Intern 2018-2019
ALPFA Senior Advisor 2019-2020
MLT Career Prep Fellow c/o 2020
Adobe Financial Analyst Intern 2019
YEOC Mentor 2019 - 2020
Adobe Financial Analyst- Current



Natu Abraham
YEOC Alumnus 2017
Business Bridge 2017
ESPN UW Football Intern 2018
ABBS VP of Events 2018-2019
Building Networks Mentor 2019
Co-Founder of Black @ Foster 2019
ABBS President 2019-2020
The LAGRANT Foundation Scholar 2020
Inaugural Foster Five Award Recipient 2020
YEOC Mentor 2019 - Current
Global Accounts Intern at
Amazon Web Services 2020 - Current
MLT Career Prep Fellow c/o 2022

"I believe that culture and experiences form the parameters of who we are. ... In the process of migrating to America, I carried numerous virtues from Eritrea with me; ambition, patience, and humility, helping me immensely during challenging times. Being a first-generation student, most of my life I was adjusting, adapting, and taking initiative in different environments, shaping my character in a way that is driven, and resilient. Bringing this ability to adapt quickly and appreciate diverse perspectives as a mentee in my senior year of high school has helped me become the product of YEOC. Being a product of YEOC means taking full advantage of the program's unconditional support and influence that it disperses to students like me, which I became an outcome of excellence that YEOC resembles. YEOC is the root of my leadership competency and professionalism that is developing with the continuous of open doors. Forever grateful of YEOC giving me the chances to blossom to the young Black man I am today."



MENTORSHIP

EACH ONE, TEACH ONE

The aspect of YEOC which makes it a truly unique high school pipeline program is the multilayered, peer mentorship model. The Mentors, and their steadfast dedication to their mentees, are the reason the impact of YEOC resonates long after the conclusion of the final session.

YEOC Mentors are a diverse group of undergraduate students who work with the Foster Undergraduate Diversity Services (UDS) Office to promote and assist with the mission of recruiting a diverse student body to the Foster School. A rigorous application process, supplemented by constant professional development and networking opportunities, brings forth a class of **seventeen Mentors**, and **five Mentors-in-Training**, who are committed to the cause and capable of bringing about positive change in their students' lives.

Throughout the year, Mentors act as coaches, teachers and confidants for approximately ten Young Executives. Mentors are also responsible for developing curriculum and facilitating the monthly YEOC sessions.

To the high school students we serve, many of whom come from similar backgrounds and experiences, our YEOC Mentors represent success, and their own potential realized.



BY THE NUMBERS

13 YEOC ALUMNI RETURN AS COLLEGE MENTORS

20+ MENTOR LED LECTURES & WORKSHOPS

3,000+ COLLECTIVE HOURS INVESTED INTO THE COMMUNITY PER YEAR

COLLECTIVE
STUDY ABROAD
LOCATIONS

- | | |
|--------|----------------|
| INDIA | UNITED KINGDOM |
| ITALY | NETHERLANDS |
| CHINA | SOUTH KOREA |
| JAPAN | SOUTH AFRICA |
| TAHITI | SINGAPORE |

AREAS OF STUDY:
Accounting
Finance
Information Systems
Marketing
Human Resource Mgmt.
Economics

Diversity
Informatics
Communications
International Studies
Entrepreneurship
Education
International Business



YEOC GOES VIRTUAL

A LETTER FROM THE YEOC PROGRAM MANAGER

As the disruptive potential of COVID-19 began to be understood in late February, YEOC was faced with an unprecedented decision: how will we continue to impactfully carry out our mission to serve and empower students of color without our signature, in-person events? The rapid onset of COVID-19 cases in Washington state forced us to cancel the March International Business session. As majority of our mentees come from communities which were disproportionately impacted by the pandemic, it seemed inevitable participation in YEOC would suffer. Additionally, we feared any deviation from our proven approach to student support would sacrifice elemental pieces of the program.

In that moment, the weight of our questions, and concern for our students seemed to overwhelm any solutions we could offer. However, now in hindsight, this worldwide pandemic proved to be one of the finest hours of the YEOC program. With the unwavering support of EY and the UW, YEOC Mentors and the leadership team innovated and adapted their curriculum for the remaining three sessions. All 190 Young Executives were contacted and concerns surrounding lack of access to technology and personal crises created by the pandemic were handled with empathy and flexibility. When the first Virtual YEOC Session – our April 11th Accounting conference – kicked off, more than 180 of 190 YEOC participants were logged onto Zoom and ready to engage fully. Virtual Breakout Rooms, creative usage of multiple social media platforms, and the unrelenting passion and dedication of our incredible Mentors resulted in a wave of positive feedback from our Mentees. Most meaningful though, was the overwhelming wave of gratitude from YEOC mentees for the program persisting and allowing them to maintain some sense of normalcy while seemingly all other aspects of their lives were being upended.

The two sessions which followed built upon this momentum. We experienced uniquely high turnout from EY professionals and members of the YEOC community to support the May Case Competition, and witnessed two, moving & eloquent testimonials from YEOC Seniors Alexis Moreno & Renad Alsilimy during the virtual End of Year Celebration. Their stories recounted inspiring personal journeys, and the indelible mark YEOC had left on them. Against the dark backdrop of COVID and national unrest, these Mentees' words illuminated the resilient and uplifting spirit which is the uniting thread amongst all who engage in YEOC. It is this undeniable will to persevere, and lift others as you climb, which transformed an unprecedented moment in world history into a reaffirmation of the power and potential of the Young Executives of Color program.

Thank you for your belief and support!

Damariz Ibáñez
YEOC Program Manager



DIVERSITY, EQUITY & INCLUSION

The Michael G. Foster School of Business Undergraduate Diversity Services (UDS) office is committed to attracting, recruiting and retaining a diverse student body. Our mission, consistent with that of the University's diversity statement, is to serve as a resource for historically underrepresented (African American, Latinx/Hispanic, American Indian, Pacific Islander and Southeast Asian) students of color.

UDS dedicated to supporting underrepresented students and helping them achieve success in the Foster School of Business and the greater business community. UDS pipeline programs are designed for high school, community college, UW pre-major, and current business students.

FOR MORE INFORMATION [FOSTER.UW.EDU/DIVERSITY](https://foster.uw.edu/diversity)

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FOSTER
SCHOOL OF BUSINESS
UNIVERSITY of WASHINGTON
Undergraduate Diversity Services

EY Building a better
working world

THIS PROGRAM IS MADE POSSIBLE BY THE GENEROUS SUPPORT OF:

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Foster Consulting & Business Development Center
Foster Global Business Center
Foster Certificate of International Studies in Business
UW Office of Admissions
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