

YOUNG EXECUTIVES OF COLOR

2020-2021
YEOC ANNUAL REPORT

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YEOC DEMOGRAPHICS

ETHNICITY	TOTAL #	TOTAL %	MALE	FEMALE
African-American	74	43%	30	44
Asian-American/Southeast Asian	29	16%	13	16
Hispanic/Latinx	55	31%	21	34
Native Hawaiian/Pacific Islander	3	2%	1	2
Alaska Native/American-Indian	4	2%	2	2
Multiracial	11	6%	2	9
GRADE	TOTAL #	TOTAL %	MALE	FEMALE
Senior	120	68%	47	73
Junior	42	24%	16	26
Sophomore	14	8%	6	8
TOTAL PARTICIPANTS	176		69	107
FIRST GENERATION COLLEGE STUDENTS*	138	78%	55	83
CUMULATIVE GPA				
3.5-4.0	121	69%		
3.0-3.49	40	22%		
Less than a 3.0	15	9%		
AVERAGE GPA	3.58			

In the 2020-2021 YEOC cohort, twelve (12) Young Executives came from Mariner High School (Everett, 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.

PROGRAM OVERVIEW

The Young Executives of Color (YEOC) program is a nine-month college pipeline program hosted by the University of Washington's 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 14 years, YEOC has grown to 176 participants representing 68 high schools across Washington state.

During a typical, in-person year, these Young Executives would travel from across Washington state to attend sessions on the UW campus one Saturday per month. Tuition for the YEOC program is FREE due to generous sponsorship from EY. Due to the pandemic, all 2020-2021 programming was conducted virtually, but with the same goal of a transformational YEOC experience.

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 University of Washington 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 14 years, 1,228 students (at a 99% college-going rate) and 152 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 developed a skill set which will take them from successful students to career professionals.



MONTHLY SESSIONS & WORKSHOPS

MONTH	BUSINESS TOPIC(S)	KEYNOTE PRESENTERS	BUSINESS ACTIVITY
September	YEOC Student & Parent Orientation	Sam Johnson American Vice Chair of Accounts, EY	Networking
October	Team Building & Networking	Alvin Benavides Social Media Coordinator, Billboard	YEOC Business Fashion Show
November	Branding & Marketing	Jessie Woolley-Wilson CEO & President, DreamBox Learning	Marketing & Branding Challenge
December	Finance	Kevin Baker Executive Director, JP Morgan	Finance Investment Activity
January	Information Systems	Michele Turner Head of Global Business Resilience, Amazon	IS Innovation Challenge
February	iCreate Consulting	Sharae Ratliff & Luis Vicencio YEOC Mentors & February Session Leads	iCreate Consulting Competition
March	International Business	Aracely Godinez Regional Marketing Directory, Boeing	International Marketing
April	Accounting	Roberto Palmaka Enterprise Risk & Finance Management, Microsoft	Accounting
May	Case Competition & End of Year Celebration	Ken Bouyer Americas Director of Inclusiveness Recruiting, EY	Case Competition
May	Senior Spotlight	Natu Abraham & Sushank Adhikari 2021 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 enhance 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

78% OF 2020-2021 YEOC PARTICIPANTS WILL BE THE FIRST GENERATION IN THEIR FAMILY TO ATTEND COLLEGE



SPECIAL SESSIONS

SPECIAL SESSION SPOTLIGHT

SEPTEMBER - VIRTUAL ORIENTATION

YEOC students 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 8 different universities and collegiate programs for an event dedicated to providing resources and support to Young Executives seeking to further their educational journeys.

OCTOBER - VIRTUAL TEAM BUILDING & NETWORKING

This 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 Alvin Benavides, a past YEOC alumnus and Social Media Coordinator at Billboard. Alvin was able to share foundational YEOC insights as well as the impact that YEOC had on him and how it encouraged him to continue giving back to his community through organizations like the Associated Students of the University of Washington (ASUW) and the Association of Black Businesses (ABBS), while also staying involved with volunteering for Young Executives of Color.

JANUARY - VIRTUAL 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 2020-2021 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 Annual Career Fair, with the support of the virtual platform REMO, gave YEOC students the opportunity to put these skillsets to the test with professional recruiters and representatives. Over 25 companies and organizations were in attendance, including Tableau, EY, YouthForce, JP Morgan, Robinson Center for Young Scholars, Port of Seattle, Teens in Public Service & Washington Business Week, and KUOW's RadioActive Youth Media.

FEBRUARY - VIRTUAL iCREATE

Foster seniors and YEOC mentors, Sharae Ratliff and Luis Vicencio, presented the iCreate Consulting Challenge on behalf of this year's organization: Young Executives of Color.

Students learned about the current demographics, mission, and history of YEOC. They then worked in teams to develop a marketing and recruitment strategy for YEOC. 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 product leveraging technology to solve climate issues for countries around the world.

Winning team – The Insiders – took home brand new Air Pods, \$200 each, 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, EY.

MAY - VIRTUAL SENIOR SPOTLIGHT CLASS OF 2021

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. Students engaged in real talk such as, Microaggressions – A Girl's Guide to the Clapback Scale, Men of Color at Predominately White Institutions, Mental Health & Family Pressures, and others.



PRIDE POINTS

YEOC CLOSING THE ACHIEVEMENT GAP

In 2021, YEOC Seniors were offered admission to the following colleges & universities:

American Musical and Dramatic Acad.	Highline College*	Tufts University
American University	Johns Hopkins University	University of Arizona
Amherst College	Johnson C. Smith University	University of British Columbia
Arizona State University	Langston University*	University of California Berkeley**
BIOLA University*	Loyola University Chicago	University of California Davis
Brigham Young University- Hawaii*	Morehouse College*	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**
Grand canyon University*	St. John's University	Washington State University**
Green River College*	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 2021 ADMISSIONS PROFILE

98%
COLLEGE GOING RATE

Community College & Four Year Universities

96% 4 Year Colleges/Universities
66% UW Institutions
62% UW Seattle

Data reflects responses from 118 of the 120 seniors that completed the YEOC Program

2 Seniors will be taking a Gap Year in 2021-2022



* YEOC student attending this institution in the Fall of 2021
** Multiple YEOC students attending this institution in the Fall of 2021



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

Reliable data was acquired for 1,126 of 1,228 total YEOC alumni (91.7%)

YEOC COLLEGE-GOING RATES

Year	Total Seniors	% of Seniors Enrolling in College
2017	101	99%
2018	95	99%
2019	106	97%
2020	112	99%
2021	120	98%

ENROLLMENT HIGHLIGHTS 2006-2021

University / College	Young Executives Enrolled
University of Washington*	668
Washington State University	40
Western Washington University	31
Bellevue College	22
Seattle University	23
Ivy League **	22
University of California System	15
University of Southern California	16
Central Washington University	11
Gonzaga University	9
Howard University	7
Stanford University	10

*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.





THE YEOC IMPACT AT THE UNIVERSITY OF WASHINGTON

Since its inception, the Young Executives of Color program has called the Michael G. Foster School of Business at the University of Washington, 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 **668 Young Executives** have enrolled at the **University of Washington** since 2006, including 589 students at the UW-Seattle campus.
- Since 2011, EY has awarded **\$125,000 in scholarship funds** to 36 YEOC seniors enrolling at the University of Washington.
- **66 YEOC alumni** have held Mentors, Mentor-in-Training, and Intern roles in the program while they attended the University of Washington (including 37 who held roles for multiple years).



YEOC SENIOR - CLASS OF 2021 INCOMING UW PROFILE

- ◆ **78** enrolling at all three UW campuses (**73** at the UW-Seattle campus)
- ◆ **43** directly admitted to Michael G. Foster School of Business
- ◆ **7** studying Computer Science or Engineering
- ◆ **24** Young Executives will enroll as Pre-Majors, and apply to their program in 1-2 years

5-YEAR UW ADMISSIONS SNAPSHOT

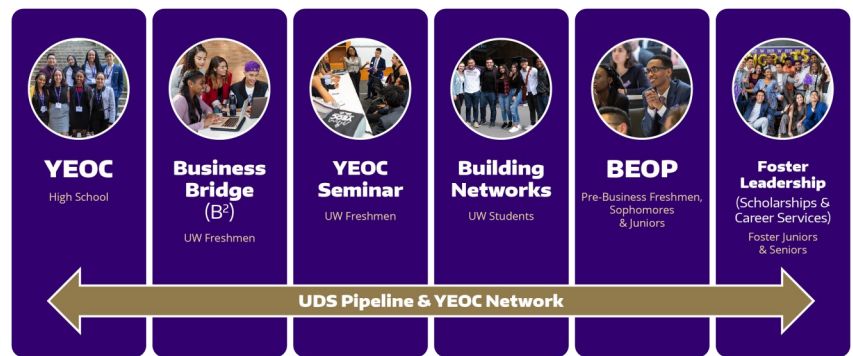
Overall Admit Rate	Year	YEOC Admit Rate
46%	2017	68%
49%	2018	68%
48%	2019	74%
56%	2020	80%
60%	2021	85%

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



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

"Growing up in a low income neighborhood, there were often little to no opportunities presented to students of color. Being a first-generation student of color presented many barriers towards my success. Being exposed to successful women of color through YEOC workshops as a high school student, inspired and motivated me to excel in all ways possible. I gained newly found confidence because I knew that I could do whatever I wanted, if I set my mind to it and worked for it. If you were to ask me if I would have thought I would be a 2 year mentor in high school, I would have called you crazy. My mentees have made YEOC the best part of my undergraduate experience. Seeing them grow has inspired and motivated me during my hardest times in college and they have taught and encouraged me more than I could have ever. Not only did YEOC teach me that I am powerful enough to break down barriers not meant for me. YEOC taught me that we are capable of achieving so much and when we bring each other up, we tend to go farther. As people of color, lifting each other up as we climb is what wins at the end of the day and is what will change the future for us and our communities."



Hewan Mengistu
Michael G. Foster School of Business 2021 Alumnae
Marketing and Information Systems

YEOC Alumnae 2017
YEOC Volunteer 2017
Business Bridge Participant 2017
YEOC Mentor in Training 2018 - 2019
First Generation Business Leaders Founder & VP of Events 2018 - 2019
Association of Black Business Students VP of Employer Relations 2018 - 2019
PWC Start Intern 2019
Young Executive of Color Mentor 2019 - 2021
National Association of Black Accountants President 2019 - 2020
Foster Advising Peer Advisor 2019 - 2020
Black@Foster Founder & President 2019 - 2020
Zeta Phi Beta Sorority Inc Kappa Nu Treasure 2019 - 2020
Husky 100 Recipient 2020
PWC Tech Consulting Intern 2020
Zeta Phi Beta Sorority Inc Kappa Nu President 2020 - 2021
MLT Career Prep Fellow 2021
Microsoft Customer Success Account Manager Fall 2021

Bryan Lopez-Vargas; Michael G. Foster School of Business 2021 Alumnus
Accounting and Information Systems

YEOC Alumnus 2016
YEOC Scholarship Recipient 2016
Business Bridge Participant 2016
YEOC Seminar Participant 2016
YEOC Volunteer 2016
Ernst & Young Discover Recipient 2017
College Assistance Migrant Program Dare to Dream Mentor 2017
YEOC Mentor in Training 2017 - 2018
Association of Latino Professionals For America VP of Recruitment 2018 - 2019
Ernst & Young Launch Intern 2018
YEOC Mentor 2018 - 2020
Arizona Boeing Government Contract Intern 2019
YEOC Business Operations Intern 2020 - 2021
Ernst & Young Assurance Intern 2020
Hovind Global Leader 2020 - 2021
Husky 100 Recipient 2021
Ernst and Young Assurance Staff Fall 2021

"YEOC is the reason why I was able to grow into the person that I am today. When I first walked into the program my junior year in high school, I saw so much support, talent, and energy coming from one community. This is what I was missing from my hometown. The mentors allowed me to see myself in their shoes, the mentees inspired me to reach for the stars, and the community allowed me to see what 200 people in one room were capable of. Seven years later and this community has now turned into my family. The keynote speakers, mentees, volunteers, the program manager, and anybody that comes through YEOC are the most brilliant, motivated, and caring people. YEOC is a life changing experience that has changed over a thousand lives. I am glad I can be part of this family that will continue to change the world."





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 YEOC 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 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 are capable of bringing about positive change in their mentees' 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

11

YEOC ALUMNI RETURNED
AS COLLEGE MENTORS/
MITS

20+

MENTOR LED LECTURES
& WORKSHOPS

3,000+

COLLECTIVE HOURS
INVESTED INTO THE
COMMUNITY PER YEAR

COLLECTIVE
STUDY ABROAD
LOCATIONS

INDIA
ITALY
CHINA
JAPAN
TAHITI

UNITED KINGDOM
NETHERLANDS
SOUTH KOREA
SOUTH AFRICA
SINGAPORE

AREAS OF STUDY:

Accounting
American Ethnic Studies
Communications
Diversity
Education
Electrical Engineering
Entrepreneurship

Finance
Human Resource Mgmt.
Information Systems
International Business
Marketing
Operation Supply Chain Mgmt.
Sociology
Spanish



YEOC GOES VIRTUAL

A LETTER FROM THE YEOC PROGRAM MANAGER

As the COVID-19 pandemic began to unravel in February 2020, YEOC was faced with an unprecedented decision: how to 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. Since a 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 world-wide pandemic demonstrated how resilient the YEOC program is. 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 of the 2020 year and for the new 2020-2021 YEOC cohort. All Young Executives were contacted regarding concerns surrounding lack of access to technology, a quiet space and their comfortability in tuning in one Saturday a month. Empathy and flexibility were given to personal crises created by the pandemic. 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 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.

In the 2020 - 2021 school year we built upon this momentum. We experienced uniquely high turnout from EY professionals and members of the YEOC community to support our Mentees in what will famously be “YEOC 14 - The Virtual One”. We used TikTok videos and case competitions that focused on how to market and recruit virtually through a pandemic to keep our mentees engaged. We got to celebrate eight YEOC scholarship recipients, and our largest admitted UW class of 78 incoming freshman, with 43 of them directly admitted to the Michael G. Foster School of Business. Our mentees continued to amaze us they persevered through this pandemic in achieving their goals and aspirations.

We ended our last sessions with moving and eloquent testimonials from YEOC Seniors Arian Hakim, Ahlam Khaleefa, and Brian Conde-Martinez during the virtual End of Year Celebrations. 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 continued belief and support! This program remains stronger than ever!

With infinite gratitude,

Damariz Ibáñez
YEOC Program Manager



DIVERSITY, EQUITY & INCLUSION

The Michael G. Foster School of Business Undergraduate Diversity Services 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 is 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



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