

BUSINESS BRIDGE

B²



2023 Impact Report



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PROGRAM OVERVIEW

Empowering incoming freshman by providing professional, academic, and personal development through a community of peers and professionals of similar backgrounds.

B² gives students first-hand experience with both the UW and Foster School of Business, fostering a greater understanding of college life and academic expectations. Students enroll in a 5-credit college-level writing course (BA490) offered by the Foster School. Offering a broad overview of core business topics, the B² program integrates leadership and strategy skills throughout the curriculum. Professional development, career exploration and leadership activities focus on tools and resources that students can use throughout their college journey. A diverse group of facilitators present information in their areas of expertise and then engage the class in thought-provoking discussions where students are encouraged to share their experiences and learn from one another.



Meet Our Leadership Team



JUVI THERESE MALLARI
UDS RECRUITMENT PROGRAM MANAGER *she/her*

Juvi Therese serves as the Program Manager for Business Bridge. Prior to working at UW, she served as the ADEI Programs Coordinator for Colorado College and as a Graduate Student Assistant in Middle Tennessee State University. She graduated with a Bachelors from The University of Tennessee - Knoxville, then completed her graduate education at Middle Tennessee State University where she earned a Masters in Education.

Coming from a first-generation and underrepresented background herself, Business Bridge serves as a great way for Juvi Therese to use her experience to help others navigate college. She is thankful to take on this impactful program and is excited to help inspire even more students in the future.



DR. MARCUS JOHNSON
BA 490 INSTRUCTOR

Dr. Marcus Johnson earned his Ph.D. in Communication at the University of Washington Seattle ('2023). Dr. Johnson has an M.A. in Cultural Studies ('2016) and Johnson earned a B.A. in Global Studies (2015) and minor in Human Rights at UW Bothell ('13). He recently co-authored the article "Black Cultural Studies is Intersectionality" with Dr. Ralina Joseph, which was published in the International Journal of Cultural Studies. This article argues that Black cultural studies must be understood as an intersectional intervention of praxis. The article examines the transformational influence that Black feminist theory has had on cultural studies.

Dr. Marcus specializes in critical cultural communication, centering his research on race, culture, gender, and identity. Marcus continues to expand his work as a facilitator and advocates for cultivating inclusive and diverse spaces.



RACHEL JOSHUA
BUSINESS BRIDGE INTERN
she/her | Junior | Business and Sociology

Rachel is a 4th year student at the University of Washington studying Business, Sociology and a minor in data science. As an alum of the Business Bridge program, Business Bridge was crucial part in helping her jump start her college career. Rachel was honored to participate this year as the intern and pass on some of the lessons she's learned to this year's cohort.

PROGRAM STRUCTURE

BA 490	Dr. Johnson's expertise and the course's content provided students with a vital foundation for navigating the complex landscape of DEI in corporate settings, equipping them with the tools necessary for effective and impactful communication within their future careers.
Community Building Experiences	During the 4-week program, students fostered strong connections through engaging activities, including ice skating, attending a Mariners Game, and conquering the annual ropes course. These shared experiences enriched their sense of community and camaraderie, amplifying the program's overall impact.
Foster Presentations	Students gained invaluable insights into a wide array of Foster majors and programs through informative presentations delivered by Foster faculty members. These engaging sessions broadened students' horizons, helping them make informed decisions about their academic and career paths within the Foster School of Business.
Corporate Site Visits	Students had the unique opportunity to connect with industry experts during immersive site visits to firms such as Moss Adams, KPMG, RSM, and Deloitte. These firsthand experiences provided valuable insights into the world of professional practice, inspiring students and enhancing their understanding of potential career paths.
Case Competition	Students participated in a dynamic Case competition, engaging their critical thinking abilities to address the hiring and diversity challenges presented by the fictitious Seattle Tech Company, "Techfusion". This competitive experience fostered innovative problem-solving and teamwork, equipping students with valuable skills for real-world corporate challenges and promoting a culture of diversity and inclusion in the tech industry.

Business Bridge 2023 Cohort



Nuura Ali



Olivia Anthony



Ndyefatou Ceesay



Jasmine Darmadi



Wenta Efrem



Fatima Garnica
Escamilla



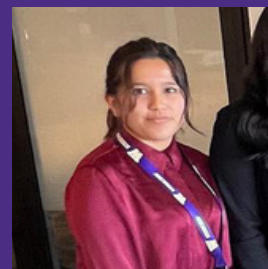
Mick Gerber



Nassira Hassan



Amran Isaq



Makenna Judi



Oromia Kelbessa



Dana Loui



Madeleine Luna



Halima Mahmud



Natenale Mekonnen



Coket Mengesha



Emmanuel Noyola



Benjamin Ortiz



Victor Roman



Dafne Tellez



Santiago Trujillo



Makayla Uytioco



Alexander
Vicuña Perez



Harini Vijayanandh



Ava Weatherspoon



Eden Yohannes

BUSINESS BRIDGE STUDENT EXPERIENCE



"My name is **Wenta Efrem**, I am a freshman at the University of Washington. First applying to the University of Washington and putting business as my intended major was a big decision as I am a first generation college student. Business bridge has offered me so much clarity on what I want to do with my career. Having the opportunity of going to company visits and meeting business professionals has opened my eyes to so much insite. Not only that but being in a BIPOC community in business is hard to come by at such a big university. Business Bridge has given me so much community and confidence entering the University of Washington. All in all, being a part of B2 has equipped me with so many new skills, intel on the business world, and provided me with a community that will grow with me on my foster journey."

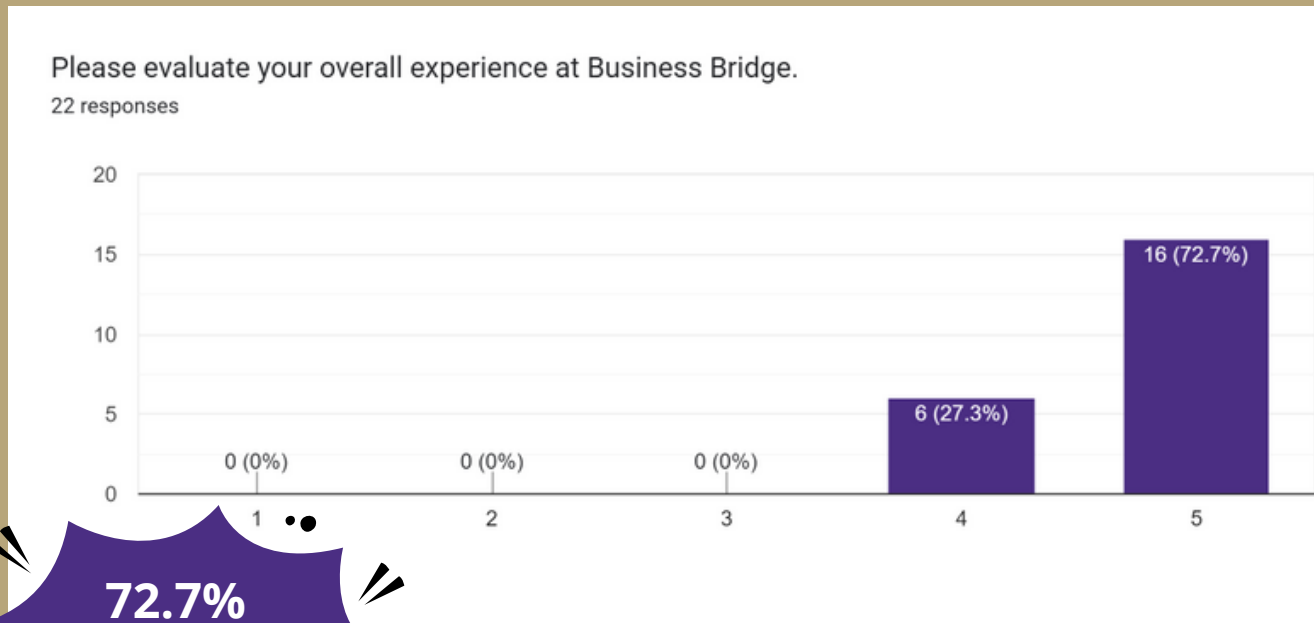


Dana Loui is a direct admit to the Foster School of Business and have been a Husky since day one.

"A friend of mine from my high school told me about their experience in Business Bridge and I jumped to take the opportunity to get a head start at UW. During my time in Business Bridge, I made new friends, expanded my network and learned valuable business skills. Business Bridge was an unforgettable experience that I am grateful for. I will continue to be in touch with Foster's Undergraduate Diversity Services and encourage others to join!"

BUSINESS BRIDGE STUDENT EXPERIENCE

Business Bridge 2023 - End of Program Survey Data



72.7%

of survey respondents
said that Business Bridge
"Exceeded Expectations!"

"It was an amazing
experience!"

-anonymous

"I love the workshops, campus visits,
and projects with groups!"

-anonymous

"I learnt a lot and grew a lot as a person! I
have become more confident and know how to
handle different types of people effectively!"

- anonymous

"Organized schedule and
passionate organizers."

-anonymous

"Fun activities, nice people, lots
of informative lectures!"

-anonymous

"I met such a great group of individuals
through this program and I'm so excited
to continue working with them."

-anonymous

2023

BUSINESS BRIDGE DEMOGRAPHICS

RACE*	TOTAL STUDENTS	TOTAL PERCENTAGE
BLACK/AFRICAN-AMERICAN	12	31%
AMERICAN INDIAN	2	2%
ASIAN/PACIFIC ISLANDER/HAWAIIAN	4	47%
HISPANIC/LATINO	6	18%
NOT INDICATED	1	2%
TOTAL STUDENTS	26	100%

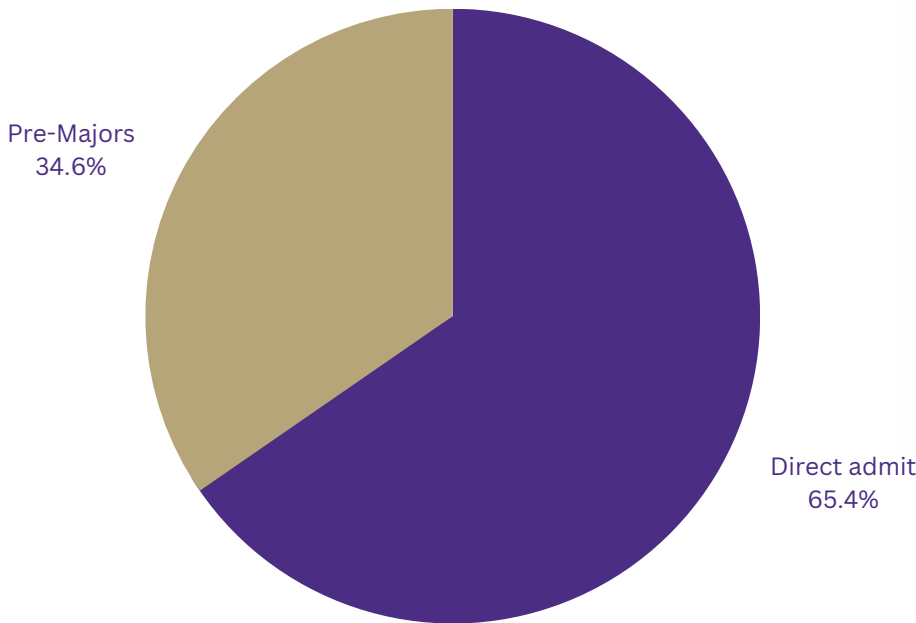
INDICATED ETHNICITY*	TOTAL STUDENTS	TOTAL PERCENTAGE
ERITREAN	12	31%
MEXICAN/CHICANO	2	2%
SALVODOREAN	4	47%
N/A	6	18%
TOTAL STUDENTS	26	100%

*self-reported data

2023

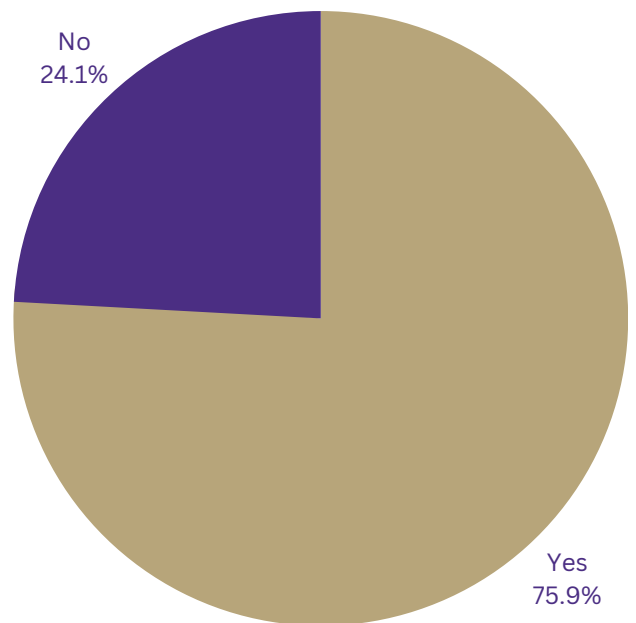
BUSINESS BRIDGE DEMOGRAPHICS

Direct/ Non-Direct Foster Admits



Students who are accepted as Freshman Direct will be admitted directly into the business program at the UW. Pre-majors who plan on applying to Foster will then enter via Standard Admission.

EOP STUDENT?



The Educational Opportunity Program (EOP) is a marker for students from under-represented ethnic minority, economically disadvantaged, and first-generation backgrounds at the University of Washington.

Snapshots of B2 2023



UNDERGRADUATE DIVERSITY SERVICES

MISSION

The Michael G. Foster School of Business is committed to recruiting and retaining a diverse student body. In Washington State, there are many populations that are underrepresented. At the University of Washington and in the Michael G. Foster School of Business, these populations include: African Americans, Hawaiian/Pacific Islanders, Latinos, Southeast Asians and Native Americans/Alaska Natives. Undergraduate Diversity Services is committed to correcting this imbalance. The Undergraduate Diversity Services Office is dedicated to helping underrepresented students achieve success and providing a culture of respect which values diversity, equity, and inclusion at the Michael G. Foster School of Business and the greater business community.

THANK YOU TO OUR 2023 PARTNERS!

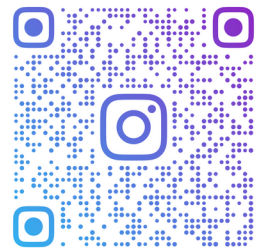
- EY Center for Career Advancement
- EY - Ernst & Young
- Foster Undergraduate Programs
- JP Morgan Chase & Co
- KPMG
- Moss Adams
- PwC
- RSM



CONTACT

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Check UDS out
on Instagram!



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FOSTER.UW.EDU/DIVERSITY
