

# Amplify Women and Gender Initiative

## 2020 Annual Report

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### Overview

The ambitious goal of achieving gender equity in the Advancement profession requires an equally ambitious program. Amplify is an eight-week intensive learning experience that focuses on individual, leadership, and organizational capacity-building. It places women and other marginalized groups at the forefront of leading change, tackling not only external forms of oppression but also internalized sexism and racism. The result is a comprehensive program that inspires action and sustained commitment through community-building and shared advocacy.

More than 80 women from 13 CASE-member institutions participated in the inaugural program. The women met weekly for a shared learning experience followed by small group breakouts facilitated by staff at their home institution. Amplify launched shortly after the start of the pandemic and continued through the racial protests that have come to define 2020. Rather than disband the program or delay the launch, the Amplify Leads and organizers at Dartmouth College and Boston University adjusted to an online versus in-person offering. During the protests, the content was adapted to meet the needs of women of color, and the sessions transformed into a community of resilience and hope. Five months after the program ended, all 13 groups have continued to meet, which is a testament to the long-term impact of the experience.

Unique to the program was a concerted effort to enlist partners and allies in gender equity work. More than 100 managers and leaders attended the Amplify Allies and Partners event where they learned ways to support and advocate for their women staff members. Follow-up activity has taken place at the individual and group levels as well.

Pre- and post-surveys as well as program evaluations demonstrate the effectiveness of Amplify. Participants reported an increase in their leadership, resilience, confidence, self-compassion, action-orientation, systems thinking, personal development, and community-building. In addition, the program achieved an 85.71 NPS (Net Promoter Score) that ranks it as a “world-class experience” by industry standards.

The choice to contract with independent researchers underscores our commitment to building a program that achieves results. While the initial qualitative results and program evaluations were encouraging, the quantitative data did not indicate statistically significant change related to Imposter Syndrome, Stereotype Threat, Resiliency, and Leadership. Until we achieve results in all four constructs, we will continue to refine and modify the program.

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## Outcomes

Learning outcomes are organized within the categories of individual, leadership, and organization development and were assessed by an independent research firm as well as through program evaluations.

### *Individual Development*

- Utilize personal values and community-based strengths to create change for self and others.
- Practice the skills of reframing, navigating, and advocating to manage self-doubt and other forms of internalized oppression.
- Assessment:
  - The independent research team identified “personal development” as one of the top 3 program outcomes.
  - Similarly, 67% reported an increase in both confidence and self-compassion via the program evaluation.

### *Leadership Development*

- Redefine dominant mind models about leaders and leadership to be inclusive of diverse identities.
- Implement strategies to gain perspective, manage stress, and cultivate resilience.
- Assessment:
  - The majority of Amplify participants reported an increase in their leadership (61%), resilience (63%), and action-orientation (67%).

### *Organization Development*

- Identify and analyze organizational opportunities for inclusion and growth.
- Create community for personal, leadership, and organization development.
- Assessment:
  - The independent research team identified “systems thinking” and “community-building” as 2 of the top 3 outcomes.
  - Similarly, 83% reported an increase in community-building via the program evaluation.