



FINANCIAL WOMEN'S ASSOCIATION



# The Financial Women's Association Mentoring Program at Baruch

*Program Guidelines*  
*2024-2025*



*FWA Closing Dinner 2023*

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## ABOUT THE PROGRAM

Launched in 2002, the FWA-Baruch Mentoring Program pairs outstanding Baruch students with FWA members who have at least 8 years’ business experience. The program helps young women launch their careers and develop soft skills that will help them succeed. Many mentors and students develop friendships that enrich both of their lives.

Since 2006, BMO Capital Markets has provided generous financial support through its Equity Through Education program.

This guide reviews key information about the program and mentor-mentee relationships.

### Key People:

Betsy Werley:  
 betsy.werley@gmail.com  
 FWA Liaison

Olga Barskaya:  
 olga.barskaya@baruch.cuny.edu  
 Program Director



## BARUCH COLLEGE BACKGROUND

Baruch offers the leading business programs in the City University of New York system. Its vertical campus is located on 24/25th Streets between Lexington and Third Avenues. Virtually all students are commuters, living at home or in apartments.

Baruch is one of the most diverse schools in the US. Its 19,500 undergrads and graduate students speak 110 languages and come from 155 countries.

The school is at the top of social mobility rankings. First-generation college students make up 36% of the population, and 86% of students come from families with household incomes less than \$40,000. Average starting salaries for business graduates are \$54,000. Learn more in this [Social Mobility overview](#).

## PROGRAM SUPPORT FOR MENTEES (BMO AND FWA)

- FWA/BMO Mentee Award: \$750 per semester award paid into campus account
- Attend FWA events at no charge (see “how-to” notes)
- Volunteer (with stipend) for Financial Backpack program; no-stipend volunteer opportunities for FWA events.
- Attend women’s leadership conferences in NYC
- Study abroad expenses: eligible for an FWA International Studies Scholarship, which covers part of the cost.

**In addition**, three students from each class receive BMO Capital Markets scholarships, based on financial need and other factors. We announce the BMO scholars in September.



*BMO Scholarship recipients at the 2023 FWA Kickoff*

## HOW ARE MENTEES CHOSEN?

First year mentees are at junior status by the start of the fall semester that they join the program, majoring in a business-related subject. They must have a 3.5 G.P.A. and be recommended by a faculty member. The FWA and Baruch program coordinators review the applications and interview applicants before making their selections and matches.

## COMMUNICATION

### The simple version:

- be in touch every **2 weeks**,
- respond to any communication within **24 hours**,
- contact **Olga & Betsy** with questions, concerns.
- **2/24/Olga & Betsy**

Building a successful mentoring relationship requires regular contact. In addition to meeting during monthly luncheon events if the mentor can attend, we strongly recommend that mentors and mentees:

**Schedule regular meetings in July, August, September, and October** to build a firm foundation for your relationship.

**Connect every two weeks**, by phone, text, e-mail or in person. Even sharing an article strengthens your connection.

**Respond within 24 hours to any communication**, at least with a “thanks, it’s crazy, will be back in touch soon.”

**\*IMPORTANT\* Mentors and Mentees** – reach out to either Olga or Betsy if your mentee or mentor is unresponsive or in need of additional support.

## MILESTONES

### JUNIORS

Some students have a clear goal for their job search; others are exploring multiple ideas and need direction. That topic should be front and center in your early meetings because it affects summer job, internship decisions and course selections.

- **Summer 2025 Internship** – ongoing
  - *Resume review, interview prep, and decisions about which firms to interview with.*
- **Internship during the school year** – talk to your mentee about internships, which provide valuable work experience and connections; recruiting is ongoing.
  - *Resume review, interview prep, and decisions about which firms to interview with.*
- **Study Abroad** – begin discussion – Oct. 1 deadline for winter/spring 2025 programs.
  - *Review info on various programs, costs, how they fit with your student's major. The January winter term is a 3 to 4 week, less expensive option that doesn't conflict with required coursework.*
- **FWA's Wall Street Exchange Program** – encourage juniors to include that in their summer 2025 plans. Information available at: <http://fwa.org/wall-street-exchange-program/>

### SENIORS

Many seniors have a job offer, others are looking, with a clear goal. A few will still be exploring career paths.

- **Fulltime job** – if your student is still looking for her fulltime offer
  - *Resume review, interview prep, decisions about which firms to interview with.*
- **Internship during the school year** – discuss with your mentee, recruiting is on going.
  - *Resume review, interview prep, decisions about which firms to interview with.*
- **Study abroad** – begin discussion – Oct. 1 deadline for winter/spring 2025 programs.
  - *Review info on various programs, costs, how they fit with your student's major. The January winter term is a 3 to 4 week, less expensive option that doesn't conflict with required coursework.*
- **Accounting Students** – Many of our accounting students choose to stay after graduation for a 5th year and complete enough credits to qualify for their CPA exam. After graduation, those students are no longer part of the official FWA mentoring program, but we encourage mentors to keep in touch.



## SOFT SKILLS

Our students are strong academically but can benefit from mentors' help with soft skills. Talk to your mentee in your early meetings about her strengths and development goals for those skills including:

- Networking and informational interviewing
- Written communication and speaking skills
- Business etiquette
- Time management
- Developing a professional presence
- Racial/Ethnic Identity Issues
- Micro-aggressions

## YOUR COMMUNICATION PREFERENCES

Share your communications preferences and figure out what works, including:

- Meeting in person – under what circumstances (a walk in a local park, eating outdoors).
- Text and phone numbers
- Best e-mail to reach each other
- What method of communication you prefer to use when
- Social media you want to share: LinkedIn, Instagram, Twitter



## FOR MENTEES: GETTING STARTED WITH YOUR MENTOR

### When Should I Contact My Mentor?

Contact your mentor by email or phone within two weeks of being matched. Then schedule to meet in person or virtually by the end of August. **If your mentor does not respond by Sunday, June 30<sup>th</sup>, please let Olga know.**

### What Should I Expect from Our First Meeting?

It can be intimidating to meet with your mentor for the first time – she seems so accomplished! Know that your mentor understands that you're just starting out, and she wants to support you. Be open and honest, let your mentor know what challenges you are facing, what you see as your strengths, and how she can help. Be clear about your expectations for the program and your relationship.

### What Questions Should I Ask at our Early Meetings?

Start with the basics: Review your resume with your mentor. Outline goals for your summer internship and your target firms, decide whether you want an internship during the year and talk about study abroad options. Talk about areas where you could use support. Tell her about clubs you're involved with and what you're doing with the clubs – and what you like to do for fun.

Get to know your mentor: Here are some questions to get you started...

- Tell me about your current job and past jobs. How did you get your current position?
- What did you plan on doing when you graduated college?
- Why did you become a mentor?
- If you could go back in time and talk to yourself in college, what advice would you give?
- What do you like to do outside of work?
- What are your goals?

### What are the Program Requirements?

- Maintain at least a 3.5 G.P.A.
- Stay in touch with your mentor and meet regularly. (2/24/Olga & Betsy)
- Attend all FWA Baruch events, RSVP promptly, and follow up if you have an emergency that prevents you from attending.
- Attend at least one FWA member program per school year.



## How Can I Make the Most of my Relationship with my Mentor?

Be honest about your strengths *and* weaknesses. Unless you tell your mentor you need help, she may not realize what challenges you have at school, work, or even at home (i.e. if a family member is ill or you're having financial problems).

Talk to your mentor about her work and family as well as her successes and challenges.

## My Mentor Hasn't Been in Touch for a While. What Should I do?

Don't wait for your mentor to contact you! You can make a telephone call, send an email, or set up a face-to-face visit.

**If you have not heard from your mentor after repeated attempts to contact her, please notify Olga immediately.**



2022 Deloitte Site Visit

## EXPLORE NYC – Ideas for Activities

- Attend an FWA or professional event of common interest. Mentees are eligible to attend FWA events at no cost – see the registration process below.
- Meet for coffee or a meal at your favorite restaurant or café.
- Walk through Madison Square Park, conveniently located near the Baruch campus, or explore one of the many other beautiful NYC parks.
- Share cultural customs – if you are comfortable doing so, invite your mentor or mentee to your home.
- Visit a museum or attend a concert or sporting event. [Check out one of the places](#) you now have discounted or free access to with a CUNY ID.

## FWA EVENTS

The FWA website: [www.fwa.org](http://www.fwa.org) offers more than 50 events a year. Mentees are required to attend at least one per year. Mentors should encourage their mentees to attend FWA events – with or without them. Seating is usually limited to the first three registrants. Currently the FWA is offering a number of virtual events, many free of charge for members and students.

### The Procedure to Attend an FWA Event:

- Mentor and mentee discuss FWA events of interest.
- At least one week before the event do the following:
  - If both are interested in attending, the mentor makes a reservation on the FWA website for herself, and the mentee emails Kelsie Piersaint at [kpiersaint@fwa.org](mailto:kpiersaint@fwa.org) to sign up.

## FWA AS A RESOURCE

If a mentee needs advice outside her mentor's area of expertise, mentors should contact fellow FWA members (using the FWA directory) or fellow mentors whom they feel could help to make an introduction. Read mentor bios [here](#). Mentees should not contact other mentors or FWA members directly without an introduction.



## STARR CAREER DEVELOPMENT CENTER (SCDC)

The Starr Career Development Center is Baruch's go-to career services provider – and your partner in supporting your student. We encourage mentors to sign up for their weekly newsletter using [this form](#).

The center continues to provide **career advisement** via virtual conference calls and/or phone calls, including **resume reviews**, **cover letter reviews**, **mock interviews**, and **career assessments**. Students are able to use [Focus-2](#), a self-directed online career and education planning system to choose majors and careers which are compatible with their interests, values, skills, and personality.

**Starr's group events, information sessions, career workshops, panels and programs** are all available in online format. Encourage your mentee to check **Starr Search** often and RSVP for workshops and events. Students **must attend the On Campus Recruiting (OCR) training** to apply for positions using STARR search. Mentors should confirm that students have done so or get their students to sign up for OCR training (done virtually). You can also look at the website and social media sites together and discuss opportunities that you see.

For more information, utilize these relevant links:

[SCDC Homepage](#)

[SCDC Resume Guide](#)

[OCR Information](#)

Or Contact: **Ellen Stein**, Director, 646-312-4685 or [ellen.stein@baruch.cuny.edu](mailto:ellen.stein@baruch.cuny.edu)

## ALUMNAE

The mentoring program has close to 400 alumnae who can be a great resource. Olga keeps a master list including their current and past positions, so she is your go-to person. Alumnae connections can help your mentee with informational interviews and insights on study abroad. The Alumni Office can also make connections to other alums.



*FWA Alumnae Jenny He '22 and Amber Watts '23 with former FWA President Nina Batson at the 65th FWA Anniversary.*



*Baruch Alumnae & Current Mentors Adeola Akinrinade, Stephanie Lew & Julia Coto.*



*FWA Alumnae Salome Makharadze with her mentees Charlotte Yee '24 and Nayancie Matthews '22 alongside FWA Co-Chair of Marketing, Françoise Jeanpierre.*



## STUDY ABROAD OFFICE

**We encourage all our students to study abroad.** In addition to full-term programs, students can participate in a three-to-four-week January term, a more affordable option that allows students to stay on track with their coursework. The majority of our students have studied abroad in January. The study abroad office has all the information students needs, and it provides individual consulting for students exploring multiple options.

**137 East 25<sup>th</sup> Street (8<sup>th</sup> Floor)**

**Deadlines: Winter / Spring – October 1st**

**Summer / Fall – March 15th**

**Places where FWA mentees studied in 2023-2024:**

**GINA ABREU**

Seoul, South Korea

**LUCIA CHO**

Seoul, South Korea

**JULIA KANEKO**

Salamanca, Spain

**ELIANA LI**

Copenhagen, Denmark

**MENGNAN LIN**

Copenhagen, Denmark



## THE COUNSELING CENTER

The Counseling Center helps students address stress, personal and family challenges. Learn more about the Counseling Center, including how to schedule an appointment, here:

<http://www.baruch.cuny.edu/studentaffairs/counselingCenter.htm>

## THE WRITING CENTER

The Writing Center provides support for students at Baruch to improve their writing and English language skills and to become independent, confident, and versatile writers. Undergraduate and graduate students from all disciplines at all levels of writing and language proficiency are welcome.

The Writing Center is located at the Newman Vertical Campus, room 8-185.

Schedule an appointment here: <https://bc.mywconline.com>

## STUDENT ACADEMIC CONSULTING CENTER (SACC)

SACC provides Baruch students tutoring at no charge to students. SACC also offers tutoring positions for Baruch students, which are usually announced annually.

Schedule an appointment using AdvisorTrac: <https://baruch.go-redrock.com/>

Learn more about AdvisorTrac here: <https://sacc.baruch.cuny.edu/appointments/>

## THE CLEAR SPEECH INITIATIVE (TfCS)

The Clear Speech Initiative assists English as a Second Language (ESL) and non-native English speakers through one-on-one tutoring and workshops, particularly accent reduction and communication skills.

Learn more about TfCS here: <https://tfcs.baruch.cuny.edu/our-approach-to-clear-speech/>

Contact: Dennis (DJ) Dolack, Director, [Dennis.Dolack@baruch.cuny.edu](mailto:Dennis.Dolack@baruch.cuny.edu)



## THE ADVISING CENTER

The Undergraduate Advisement & Orientation office includes the advising center. This center provides support to students at Baruch to organize their class schedules and class workload during a one-on-one meeting with an academic advisor. This office hosts meetings only by appointment.

Schedule an appointment using Navigate:

<https://enrollmentmanagement.baruch.cuny.edu/navigate/>

Learn more about Navigate: <https://enrollmentmanagement.baruch.cuny.edu/undergraduate-advisement-orientation/meet-advisor/>

## THE BARUCH ID CENTER

FWA mentors and colleagues are eligible to receive a Baruch ID card to access Baruch buildings for FWA Mentoring Program events, and other on-campus events. You will need to fill out a form to upload your Vaccination information. When approved, you can go to the ID Center located in the Newman Library and Technology Building (151 East 25<sup>th</sup> Street, ground floor), and let the ID Center staff know that you are an FWA Mentor.

The ID Center hours are Monday-Thursday 10:30am-6:30pm, and Friday 9:30am-4:30pm.

## MEETING ROOM ACCESS

FWA Mentors can request to use room 14-275 in the Newman Vertical Campus to meet with their mentees on campus. Please email Olga a week in advance with your desired date and time. Your Baruch ID card will grant you access into the room for the requested time.

## QUESTIONS

**Mentees:** Contact Olga with any questions or concerns.

**Mentors:** Contact Betsy Werley **OR** Olga with any questions or concerns.

**Betsy Werley**      [Betsy.Werley@gmail.com](mailto:Betsy.Werley@gmail.com)

**Olga Barskaya**      [Olga.Barskaya@baruch.cuny.edu](mailto:Olga.Barskaya@baruch.cuny.edu)      646-660-6102

## FWA SOCIAL MEDIA

**Instagram:** <https://www.instagram.com/fwabaruch/>

**Facebook:** <https://www.facebook.com/fwabaruch>

**Website:** <https://www.alumni.baruch.cuny.edu/get-involved/fwa-at-baruch>

