

Organization: Women in BizEd (WiBE), US

Women in BizEd (WiBE) is a global movement to champion women in business academia. A woman-owned entrepreneurial initiative, we bring together those looking to stand up for diverse leadership and gender balance within business schools. Only 25% of business school deans in the United States are women (and considerably less in Latin America, Asia and Australia). Women continue to only make .87¢ to the dollar in business education compared to men for the same qualifications and work. Although progress is being made to build the pipeline of the next generation of leaders, WiBE accelerates progress by engaging a community of thought leaders to expand personal networks and visibility at a global level.

Through our three membership levels for WiBE Deans, WiBE Associate and WiBE Faculty we offer monthly one hour workshops, monthly peer group convenings, an online forum and our annual conference for our members.

Project Title: Market Research on Developing a New Product Line

Project Objectives:

We are looking to provide additional support and resources to increase the impact of our global movement and support more women into leadership roles. We want to provide additional professional development for our members (and non-members) through offering virtual, hybrid or in-person workshops and courses. Example course topics we are considering include: AI for the business school leader, Deans To Be, Associate Deans To Be, Fundraising Basics, etc.

- **Current Members:** 153 Deans, Associate Deans and Faculty aspiring to leadership positions (expect to grow to 250 by end of year 2022)
- **Region:** Majority of members are based in the US with about 15-20% coming from Europe, Australia and Africa. Looking to grow further into the European market in 2022.
- **Member Benefits:** monthly one hour workshops, monthly peer group convenings, online forum, newsletter, discounts to live events
- **Annual Conference:** WiBE will for the first time offer an in-person conference for members and non-members to convene in Washington DC (In 2021 our conference was virtual)

Expected Outcomes:

1. **Competitor Analysis** - a detailed analysis of current competition including their course topic offerings and pricing

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2. **Market Research** - overview of the types of courses desired by our current stakeholders segmented by different levels of membership
3. **Regional Differences:** Should we take a regional approach to these courses, or global? If so, what region is most open to this.
4. **Recommendation** on how and where to market these courses, whether development should happen in-house or a partnership with another company/platform is best. How to make the most of our investment in these courses, and how can we be creative in re-purposing the content delivered. Samples of how online courses are marketed.

Deliverables:

- Report detailing competitor analysis;
- Cost analysis of pricing the online, hybrid or in-person courses;
- Surveys from members including desired course topics, length and outcomes

Is this project reoccurring?

No

Would you like for this project to be delivered by more than one team?

No

Which sector is this project focused on?

Higher Education (Business)

Which skills might be required for the successful delivery of your project?

Market Research

Communication

Analytical Thinking

Can the project be shared with the public?

Some, after written consent

SDGs related to this project: SDG 4 and SDG 5