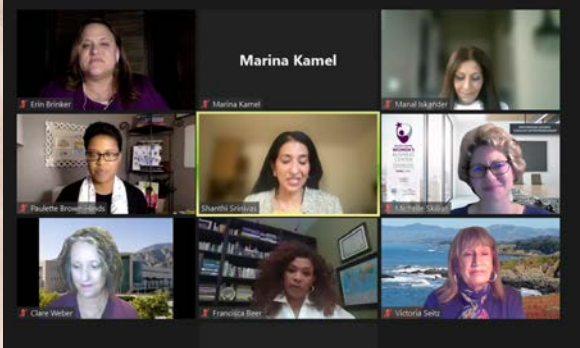


THE 4TH ANNUAL SHECONOMY: 659 DAYS WITH COVID-19

JHBC OFFICE OF ACADEMIC EQUITY

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On October 21st, 2021, the Jack H. Brown College of Business and Public Administration (JHBC) Office of Academic Equity held the 4th Annual ShEconomy: 659 Days with COVID! The ShEconomy event was founded by the Jack H. Brown College of Business and Public Administration (JHBC) Office of Academic Equity in collaboration with the JHBC Department of Marketing and the Inland Empire Women's Business Center (IEWBC).

The first ShEconomy took place during the Annual Year 2018-2019 and, since then, attendance at the event has increased by more than 200%.

The event began with the JHBC Office of Academic Equity Director and Associate Dean, Dr. Francisca Beer welcoming our attendees. California State University, San Bernardino's Deputy Provost, Dr. Clare Weber, and Interim Dean, Dr. Shanthi Srinivas joined her to welcome the attendees.

Beer presented about the state of the economy, the impact COVID is having on women and small businesses owned and operated by women. The presentation was followed by this year's panelists discussing the strategies they used to remain competitive during the pandemic. The panelists were introduced by Michelle Skiljan, Executive Director of the Inland Empire Women's Business Center. Skiljan also led the Q&A session.

Dr. Paulette Brown-Hinds, founder of Voice Media Ventures and an advocate for local news media explained that the pandemic has impacted her ability to staff her office. She stated the pandemic has increased the workers' responsibilities, e.g. to care for a sick relative, help children with school work, etc. Erin Brinker of the Making Hope Foundation mentioned that her organization had to restructure. Restructuring can be a powerful tool to set the foundation for more sustainable growth in the future. Manal Iskander who owns the Green Shack Marketplace, PCTronics IE, and is an Executive Producer of several PBS series, addressed the impact of social distancing on brick-and-mortar retail businesses.

All the panelists agreed that the pandemic helps them rethink how they can successfully manage their businesses. It allowed them to revisit the foundation of their businesses and to address pending issues. They viewed the pandemic as an opportunity to re-set their businesses for growth.

The 4th Annual ShEconomy was concluded by Dr. Victoria Seitz, Chair of the Department of Marketing and Interim Chair of the Department of Public Administration. The event is another illustration of the resilience of women more specifically the resilience of a woman entrepreneur.