

PGN ANNUAL REPORT

BUILDING LEADERS SINCE 1924



INSIDE THE ISSUE

2020 IN REVIEW

PGN celebrates a website redesign, our first virtual National Convention, and a revitalized focus on diversity, equity, and inclusion



MEET THE 2021
NATIONAL
COUNCIL

CELEBRATE WITH
MIAMI UNIVERSITY
OF OHIO

CONGRATULATE
THE 2021 PGN
MVP AWARD
WINNERS

LETTER FROM THE EXECUTIVE DIRECTOR



To say 2020 was a challenging year would be an understatement. What began as a new decade full of promise, quickly clouded with the death of an NBA legend, uncertainty over a growing global pandemic, a tumultuous political environment, and the unspeakable deaths of Breonna Taylor and George Floyd.

Many of us were fortunate enough to shelter in place. Our biggest issues were figuring out what to watch on Netflix (after taking the roller coaster journey that was Tiger King) or setting up our new home office. Many others weren't as fortunate. Over 22 million jobs were lost, more than 500 thousand Americans lost their lives since the start of the COVID-19 pandemic, our health care system was strained and frontline workers exhausted, and our country seemed to only agree on the fact that we all disagree.

Despite the struggles of 2020, **I am optimistic that our resilient nature will prevail** - and help all of us grow to be better leaders, friends, and community members.

The next generation of PGN members gives me hope that we will continue to be empathetic and understanding of different perspectives and backgrounds. One example of this is how our college campuses came together back in June of 2020, to raise over \$9,000 for the Equal Justice Initiative in a matter of days. This is proof of what we can accomplish if we continue to approach problems together, as a team.

We also began a broader Diversity, Equity, and Inclusion journey at the national level in November. This effort will allow PGN to continue to evolve and ensure that the processes and programming in place provide a welcoming home for all members.

There is endless opportunity for us to improve and I am excited for what comes next on our journey.

A handwritten signature in black ink, appearing to read 'Stephanie' followed by a stylized flourish.

MEET THE NATIONAL COUNCIL

GET TO KNOW OUR NEW COUNCIL ON THE PGN WEBSITE
www.pgnleaders.org/national-council



STEPHANIE ACKER
EXECUTIVE DIRECTOR



SUSAN ZHANG
PRESIDENT



DANIEL PANNONE
VP FINANCE AND
BUSINESS INTELLIGENCE



ALEX HEPP
VP EXTERNAL



DUSTIN LIU
VP CHAPTER
ENGAGEMENT



ALEX SWANSON
VP CHAPTER SUCCESS



EMMA BURD
VP EXPANSION



DENNIS SCHMANDT
VP CHAPTER PRESIDENTS

COUNCIL TRANSITIONS:

Susan Zhang will follow David Williams as President. Daniel Pannone will succeed Brandon Goldbatt as VP Finance & Business Intelligence. Dustin Liu will take over from Laira Torres as VP Chapter Engagement and Emma Burd will step in for Grace Henderson as VP Expansion. Finally, Dennis Schmandt will take on the role previously held by Tiffany Chiang as VP Chapter Presidents.

Thank you to all of our former council members - we appreciate your hard work and years of dedication to PGN.

FAST FACTS

FISCAL YEAR 2021 | FALL 2020 - SPRING 2021

335

total chapter events held in Fall 2020

12.6

Percent growth in new members from Fall 2020 to Spring 2021

1,446

Students attended PGN Info Nights virtually in Spring 2021

915

Registered Alumni on the PGN Online Community

244

Student National Convention attendees

19

Active PGN Chapters nationally

181

thousand raised across PGN chapters for charity and internal initiatives

1.7X

Membership growth since 2017

What's Inside

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NATIONAL CONVENTION 2021

Due to the COVID-19 pandemic, we hosted the National Convention entirely virtual this year. **Running a virtual convention allowed us to extend an invite to the entire active organization and alumni base for the first time.** The convention is normally hosted over the course of a weekend and focuses on leadership skills for chapter executive boards. **This year, all attendees were able to choose from 40+ sessions over the course of six days.** Sessions covered topics ranging from entrepreneurship, to marketing, leadership, networking, and financial management. With **over 244 students and 43 alumni registered**, our first virtual convention was a success. Thank you to all who attended or served as panelists!

Goals for this week



- Provide PGN members with the information and tools r
- Foster healthy dialogue between Nationals and membe
- Demonstrate the similarities and shared experiences ac
- Challenge existing processes and collaborate to drive in
- Connect PGN leaders and build a stronger communi

Preparing the next generation of leaders

PGN CREATIVE LEADERS OF TOMORROW

NATION



Pictured Above: PGN Alumni Scott Plonsker and his bandmate performing for the Virtual After Party

EMBRACING MENTAL AND PHYSICAL WELLNESS

A new component to this year's National Convention was a **focus on mental and physical wellness**. To assist in our efforts, PGN engaged two external vendors, LiveBetterCo and The Tippy Kale, to provide **expertise on how to incorporate movement, stress management, and nutrition** into our day-to-day lives.



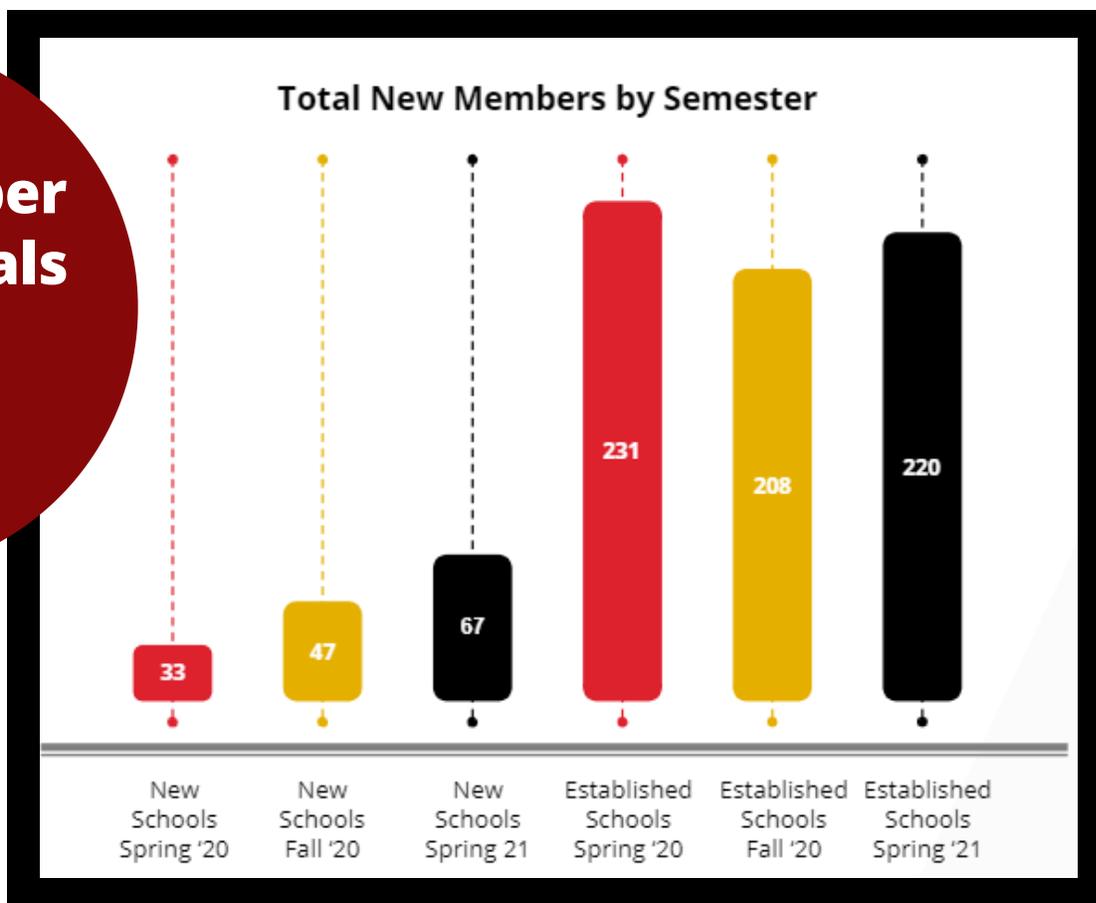
Pictured Above: Jason Loebig and Bret Gornik, Founders of LiveBetterCo

GROWING OUR MEMBERSHIP

A SNAPSHOT: SPRING 2020 - SPRING 2021

New Member Growth Goals

Fall 2021: 400
Fall 2022: 440
Fall 2023: 480
Fall 2024: 500



Adjusting to Virtual

Impact of COVID-19

Our students normally spend valuable face time speaking to potential new members during the recruitment process. However, with COVID-19, all of PGN's chapters had to quickly adapt to an entirely virtual recruitment process. Even while navigating the challenges that come with a virtual environment, potential new member turnout and recruitment was a success. We're excited to welcome **287 new members** to the PGN family in Spring 2021!

Quick Stats



806

Total New Members

PGN added 806 new members from Spring 2020 to Spring 2021



1.5 K

Info Night Attendance

1,446 students attended PGN info nights virtually in Spring 2021



3

New Schools

PGN added USC, James Madison University & Miami of Ohio to our portfolio

DE&I TASK FORCE

Launched this past November, the PGN DE&I Task Force was responsible for assisting PGN Nationals in its effort to evolve training and education around Diversity, Equity, and Inclusion initiatives at the National and Chapter Level. Over the course of three months, the task force ran a national level survey, reviewed existing requirements, and examined processes to identify where PGN has room to grow.

Based on their findings, PGN will be making investments in the following priority areas: Board Development, Organization Innovation, and Student Experience



PICTURED ABOVE FROM LEFT TO RIGHT

CAROL PAZOS

Analyst at The Chartis Group
2020 Washington University in St. Louis Alum
<https://www.linkedin.com/in/carolpazos/>

DUSTIN LIU

Masters in Education Student at Harvard University
2019 Cornell University Alum
<https://www.linkedin.com/in/dliu97/>

MATTHEW FOX

Enterprise Risk Senior Consultant at EY
2016 University of Illinois Alum
<https://www.linkedin.com/in/matthew-fox-b54a4964/>

WILLIAM WALDRON

Client Services Manager at NielsenIQ
2015 Washington University in St. Louis Alum
<https://www.linkedin.com/in/william-james-waldron/>



Initial Investment Opportunities

Board Development

- Require Diversity and Inclusion Training for all board members

Student Experience

- Integrate equity training as part of the new member education process for all PGN schools
- Create a DE&I chair at every active PGN Chapter by Fall 2021

Organizational Innovation

- Build National bias reporting resources for students
- Establish a diversity innovation fund for the greater PGN community

SHARK TANK WINNERS

CORNELL UNIVERSITY



Ross Halpern '23



Jing Wen Soh '23



Rishab Yeddula '23

During the 2021 National Convention, students from five universities pitched the National Council on investment opportunities to further PGN's entrepreneurial spirit. TeamThink, from Cornell University, won over the panel and \$2,500 in grant money with their **plan to tackle the challenge of effectively evaluating teamwork during new member interviews**. Read more below for how they plan to solve the problem and stay tuned for the initial application coming out this summer!

INTRODUCING TEAMTHINK

The first automated group interview application...

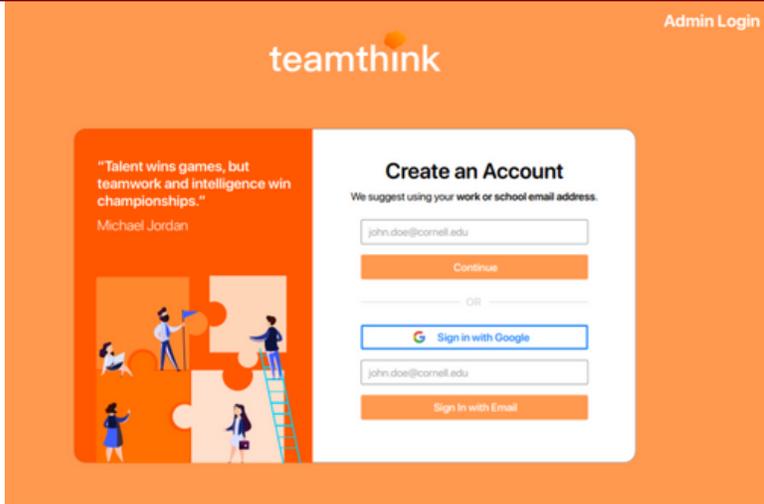
...that evaluates candidates based on collaboration, teamwork, and problem-solving.



SHARK TANK UPDATE:

Since presenting in February 2021, TeamThink has...

- Assembled a team of front-end and back-end developers
- Conducted user interviews with multiple schools
- Completed initial application screens for end-user interface
- Began developing administrative screens for PGN chapters to monitor applicants' status
- Drafted brainteaser content questions



PROPOSED APPLICATION FEATURES

FLEXIBLE INTERVIEW SCHEDULING

Applicants can flexibly and anonymously schedule interview times without brotherhood assistance

AUTOMATED GROUP SESSIONS

TeamThink will automate brainteasers and organization specific questions to be asked to applicants

KEY ACTIONABLE METRICS

Based on the scores, candidate performance can be aggregated and sent to PGN

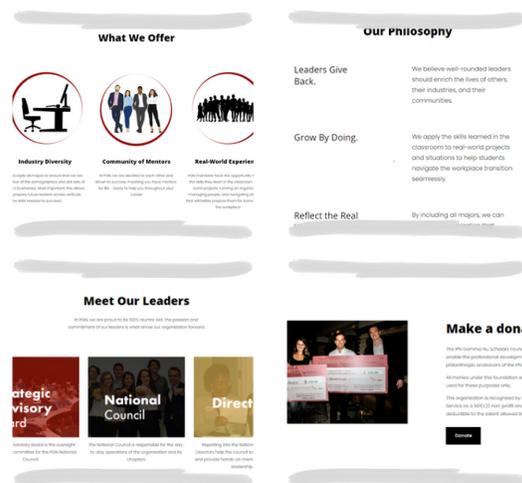


Since 1924, We've Built Leaders Who Revolutionize Industries and Enrich Communities.

NATIONAL WEBSITE REFRESH

In Summer of 2020, we overhauled our existing website and the majority of the student-hosted websites to align with our re-branding efforts.

The updated website focuses on messaging that is cleaner and easier to understand - highlighting what PGN stands for, what we offer, and why we're different than other professional development organizations



www.pgnleaders.org





RACHEL CACCHILLO
PRESIDENT
MIAMI UNIVERSITY OF OHIO



School Spotlight

WELCOME BACK MIAMI UNIVERSITY OF OHIO!

Join us in giving the students of Miami of Ohio a big welcome!

We checked in with President, Rachel Cacchillo at Miami of Ohio to hear how the journey of re-opening the chapter has gone thus far during COVID-19.

PGN: What has been your biggest challenge?

RACHEL: Our chapter was re-opened during the COVID-19 global pandemic, forcing our members to get to know each other behind masks and screens. This has raised challenges with chapter engagement, but we hope this will increase when we return to in-person in the fall.

'Our members [had to get to know each other] behind masks and screens'

PGN: What are you most looking forward to this Fall?

RACHEL: Miami University announced a 'back to normal' fall semester and our chapter is preparing for some really great events. We hope to have a color 5k, take a trip to Nashville, and have many fun social events. A few activities we're already planning for include bowling, intramural sports, top golf, and more!

Best of luck to Miami of Ohio!

PGN 2021 MVPS

Nominated by their peers, this group embodies the true meaning of 'most valuable' PGNer



I AM PGN

Maggie Sullivan was recognized as a Senior who most exemplifies PGN for her strong leadership, communication, and teamwork skills. Maggie is an influential member of the Penn State chapter and will be serving as a Director on the National Council upon graduation

THE MVP

Alex Foss always goes above and beyond for his chapter at the University of Michigan. As recruitment chair, he helped his chapter recognize a 45% increase in applications and a more diverse pool of candidates - across 20 majors and 7 schools - all while navigating a new virtual landscape



THE ENTREPRENEUR

Alivia Kaplan embodies the entrepreneurial spirit of PGN. Over the summer, she created her own global consulting company and enlisted members from the Washington University of St. Louis chapter to assist with solving issues created from the COVID-19 pandemic



THE RISING STAR

Caitlin Minneci demonstrates her strong leadership potential through her service as Director of Philanthropy and Recruitment Team Coordinator for The Ohio State University's Chapter



CHAPTER EVENTS | COVID-19 EDITION

During 2020, PGN's chapters came together to support their communities, explore professional opportunities, and find new ways to have fun in a virtual environment





 **PGN** **CREATING LEADERS**
OF TOMORROW

