W.I.S.E Woman: Mikeisha Kelly Participates in the Women Inspiring Successful Enterprise program

by Harriet Carino

The mission of the W.I.S.E. program is to develop female emerging leaders and empower them to advance professionally. W.I.S.E, an acronym for 'Women Inspiring Successful Enterprise," allows women to succeed through competitive internship opportunities, training, and collaborative projects, preparing them to hold high-level professional positions.

Senior Communication major Mikeisha Kelly was chosen for the women's professional development internship program during the Summer of 2018. Through the W.I.S.E. program, Kelly landed internships for Summer and Fall 2018, which allowed her to pursue her current internship at WABC-TV.

The program provides an immediate network of women who mentor younger professionals and students like Kelly, and explain the skills that have helped them succeed. W.I.S.E gives students the opportunity to be matched up with top-notch companies and determine what industry suits them best. In being chosen for this program, Kelly received housing, participated in an eight-week paid internship, and attended weekly enrichment sessions. Although many women still struggle for equality, it is crucial to create gender diversity in the workplace and hire women for leadership positions in all industries. W.I.S.E facilitates this mission.

Kelly's experience with the W.I.S.E program has drastically changed her life and how she looks at her career. During Summer 2018, she was able to utilize her editorial, marketing, and digital skills in different internships, while benefiting from mentorship and professional development activities.

"As a communication student, it is important to identify with not only what you like but what you don't like," Kelly said. "This program is not just about career. It enhances how you think about yourself, and your own strengths and weaknesses. I think this is valuable for any student."

As W.I.S.E continues to work on expanding its membership, it is important for women on campus to consider taking advantage of the program and being mentored by women in leadership roles. •