

Gateway to LEADERSHIP

BY MONEY MANAGEMENT INSTITUTE



Are you seeking to enhance your firm's diversity profile?
Is it difficult to identify attractive entry-level candidates?
Would you like to build earlier connections with qualified diverse candidates?

MMI'S GATEWAY TO LEADERSHIP CAN HELP.

- A turnkey three-phase program administered by the Money Management Institute
- Two successful delivery models
- Direct engagement and connectivity with student population pre-graduation
- Advantaged access to qualified candidates who have completed basic industry training post-graduation
- Multiple sponsorship and engagement opportunities
- Flexibility to suit your specific objectives and participation preferences
- Extra branding benefits for early adopters
- A winning solution for your firm, the industry, and diverse candidates from historically-underrepresented communities

THE BASICS: Gateway to Leadership, a program administered by the Money Management Institute, offers highly motivated African-American and Hispanic students a proven pathway into the financial services industry.

The Gateway program is designed to help qualified university juniors and seniors:

1. **DISCOVER** the opportunities and career paths available in financial services
2. **LEARN** industry basics so they are well prepared for interviews and a fast career start
3. **CONNECT** with firms that are hiring for internships and entry-level positions

THE GATEWAY TO LEADERSHIP EXPERIENCE

The Gateway to Leadership program has three distinct components:



PHASE 1: CAREER AWARENESS

Gateway teams up with participating firms and local universities to host information sessions – either on campus or virtually – to provide information about the opportunities and career paths available in financial services. **These career awareness sessions help students determine if the industry is a good fit for them and enable your firm to establish early connections with potential future candidates.**

PHASE 2: INDUSTRY EDUCATION & PROFESSIONAL DEVELOPMENT

For students interested in taking the next step, a participating university selects a group of students to participate in a structured 4-month education program. Each month, the students attend half-day workshops at participating firms and participate in webinars with industry leaders who share their career perspectives and insight. **Hosting and participating in these educational sessions help position your firm as an industry leader and employer of choice.**

Students also complete an online curriculum suited to their level of familiarity with the financial industry. Topics include an introduction to financial markets, the investment products landscape, investment management principles, relationship sales skills, and fundamental business skills. Upon successful completion of the educational component, students earn a Certificate of Completion and a digital badge to share on LinkedIn and other social media platforms. **Because Gateway students gain a base of industry knowledge, they may require less on-the-job training and contribute more quickly than other candidates post-hire.**

PHASE 3: FIRM & STUDENT CONNECTIVITY

Finally – and most importantly – Gateway connects the students with firms – like yours – that are hiring for internships or full-time entry-level positions. Students are eligible to complete a detailed Candidate Profile that becomes part of the Gateway candidate database and can view and apply for positions through an online system. **Through the same system, your firm can post available internships and full-time entry-level positions and search the candidate database to fill open positions.**

POSITION YOUR FIRM AS A LEADER WORKING TO SOLVE THE INDUSTRY'S DIVERSITY CHALLENGE

There are multiple ways for your firm to participate and support Gateway's programs:

- **Participate** in one of two delivery models (see next page for more information)
- **Host** student career awareness and industry education sessions
- **Provide speakers** for student sessions and webinars
- **Make a corporate donation** at the program level
- **Endow student scholarships** for a more personal connection
- **Post** available internships and entry-level positions for viewing by Gateway candidates
- **Engage** with the growing Gateway community of students and participating firms via our [online portal](https://gateway.mminst.org) (gateway.mminst.org)
- **Call MMI** to discuss your firm's specific objectives



TWO DELIVERY MODELS OFFER FLEXIBILITY

Gateway to Leadership has launched **two distinct delivery models** that provide sponsor firms with different pathways to participation.

UNIVERSITY RESIDENCY MODEL

Engages multiple firms to sponsor and participate in Gateway activities at **a single university**. An example is the consortium of firms that are supporting a cohort of students at Metropolitan College of New York, a vibrant and unique non-profit learning institution with accreditation and an array of undergraduate and graduate degree programs designed for working professionals.



MARKETPLACE MODEL

Engages a consortium of local firms, universities, and community leaders to sponsor and participate in Gateway activities in **a single metropolitan area**. An example is the Philadelphia Marketplace Model, which is comprised of seven local firms supporting students from five area universities.



These two pilot programs – both overseen by Advisory Councils of academic and industry leaders – are now live, with students progressing through the various phases of the Gateway program. For the participating students and sponsor firms, the overall Gateway to Leadership experience is the same regardless of the delivery model.



Discussions are now underway to launch additional University and Marketplace programs. Contact us for details.

SPONSOR FIRM BENEFITS:

- A potential solution – or complement to your firm’s existing efforts – to hire diverse entry-level talent
- Positioning as a financial industry leader and partner
- Reinforcing your brand and local community presence
- Direct engagement with the student population
- Advantaged access to attractive diverse candidates

FOR MORE INFORMATION AND TO GET INVOLVED:

Contact **Shewanna Grasty**, Gateway to Leadership Program Manager, at (646) 868-8503 or sgrasty@mminst.org.



THE GATEWAY TO LEADERSHIP FOUNDATION

Gateway to Leadership, a 501c3 organization administered by the Money Management Institute, supports a variety of programs to foster career awareness and workforce readiness for students of color from historically underrepresented communities, particularly African Americans and Hispanics, seeking internships and entry-level employment opportunities in the financial services industry.

MONEY MANAGEMENT INSTITUTE

Established in 1997, the Money Management Institute (MMI) is the industry association representing financial services firms that provide financial advice and investment advisory solutions to investors. Through conferences, educational resources, and thought leadership, MMI facilitates peer-to-peer connections, fosters industry knowledge and professionalism, and supports the development of the next generation of industry leadership. MMI member firms are dedicated to helping individual and institutional investors, at every level of assets, plan for and fulfill their financial goals.