

**Anne Ruder**

# PORTFOLIO

# Contents

BRAND IDENTITY

CORPORATE DESIGN

REPORTS & SURVEYS

PRINT COLLATERAL

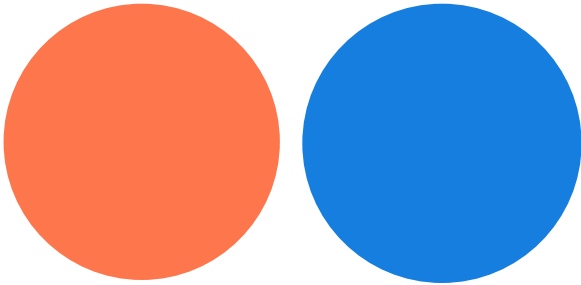
SOCIAL MEDIA & EVENTS

The background of the image consists of several horizontal, wavy lines in a light green color, creating a textured, organic pattern. The lines vary in thickness and curvature, giving the impression of water ripples or a topographical map.

# BRAND IDENTITY



Primary



Secondary



## Header DM Sans Bold

The quick brown fox jumps over the lazy dog.

## Body Nunito Sans Regular

The quick brown fox jumps over the lazy dog.



### Industry

Childcare  
Startup

### Services

Full Branding Services

Arvorie is a childcare startup platform that connects employers and parents with thousands of providers to tackle the childcare accessibility crisis. They did not have a company name or any brand identity established and required full branding services. Derived from the Portuguese word for tree, 'árvore', the new name Arvorie reflects the growth, energy and optimism. A custom stock library was also created to foster brand consistency in all areas.

Before



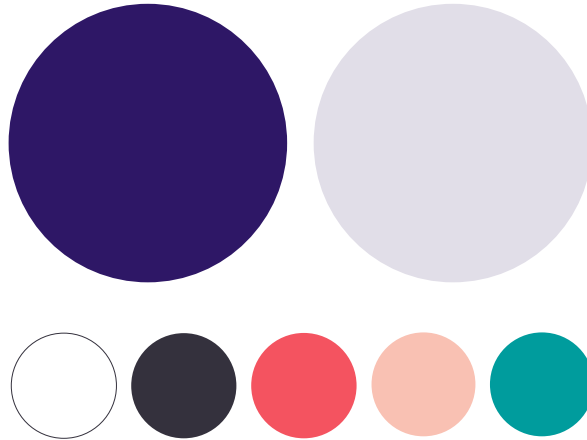
**HEADER OSWALD**

The quick brown fox jumps over the lazy dog.

**Body Open Sans**

The quick brown fox jumps over the lazy dog.

After



**Header Noto Sans**

The quick brown fox jumps over the lazy dog.

**Body Noto Sans Regular**

The quick brown fox jumps over the lazy dog.

**Industry**

- HR Technology*
- Financial Services*
- Consulting*

**Services**

- Brand Update & Refresh*

Rep Cap is a B2B content marketing agency focused on providing services primarily for management consultants, HR tech, insurance/risk advisors and financial services. A brand refresh was needed and the only requirements were to keep purple and teal in the color palette. Both colors were refined and kept in the palette with teal now as a supporting color. As a B2B agency specializing in content marketing, the new logo is reminiscent of how words are depicted in the dictionary. Fonts were simplified work cohesively with the new logo.

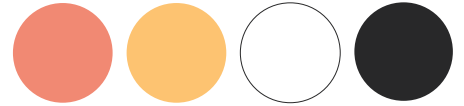


# PERIDUS GROUP

Primary



Secondary



## Header Gilroy ExtraBold

**The quick brown fox jumps over  
the lazy dog.**

## DISPLAY LEMON/MILK

**THE QUICK BROWN FOX JUMPS OVER  
THE LAZY DOG.**

## Body Spartan MB Regular

The quick brown fox jumps over the lazy dog.

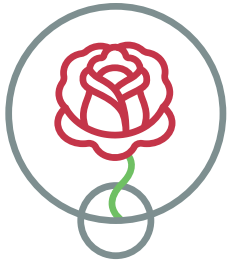
### Industry

*HR Technology Consulting*

### Services

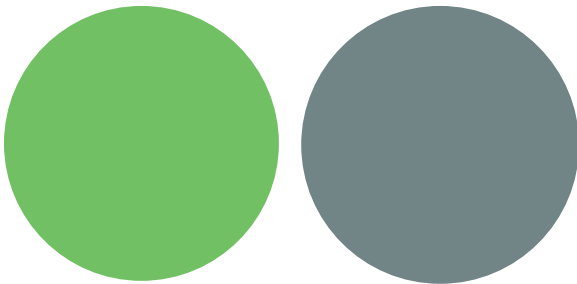
*Full Branding Services*

Peridus Group was a boutique full-service human resources technology consulting firm. As a small, newly founded consulting firm in the HR technology space, Peridus Group did not have any existing branding. They needed to quickly design a brand identity to reveal and launch their new company at an upcoming conference. Brand elements were created from the ground up to capture the playful personalities of the three founders.



Nurture Earth

Primary



Secondary



## Questrial

The quick brown fox jumps over the lazy dog.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Industry

*Nonprofit*

### Services

*Logo, Color Palette, Fonts*

Nurture Earth is a nonprofit focused on climate change and driving sustainable change for the future. A new logo and color palette were designed along with basic font selection. This was a pro-bono project.



# CORPORATE DESIGN





# Scaling the Digitally-Ready Workforce

Aon's 2020 Digital Readiness Report



## Identifying Digitally-Ready People

### In Action

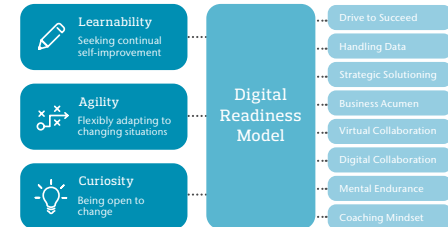
What does this mean for your future workforce strategy?

First, better understand your employees. Your workers should know their strengths, skills and abilities. This will allow them to make informed decisions and give them the power to invest in their development. Assessments like our digital readiness solution or a skills inventory provide great insights and help with understanding what everyone brings to the table, what interests people have and where to start preparing for the future.

Then, focus on training, reskilling and upskilling. To enable talent mobility, understand what roles or career steps are a good fit for your employees. Prepare them for the challenges of digital transformation and help them master new tasks. After identifying gaps, help employees close them.

Figure 11 — Digital Readiness Model

The model is created to help identify the digital readiness of a person and helps to understand critical behaviors relevant for performance in the digital world.



- The core competencies represent the most relevant aspects of Digital Readiness
- The supplemental competencies complete the skill set needed to be successful in the digital world
- This digital readiness model draws on both behavioral and ability, measured respectively by ADEPT-15<sup>®</sup> and gridChallenge

## Key Findings on Organizational Readiness

Most respondents reported that their organizations had made significant progress toward executing an effective digital strategy, including placing digital leaders in critical roles.

Figure 24 — Our organization has executed/is executing an effective digital strategy across the entire firm

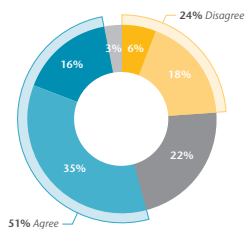


Figure 25 — We have leaders in critical roles to drive digital change

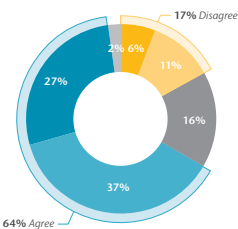
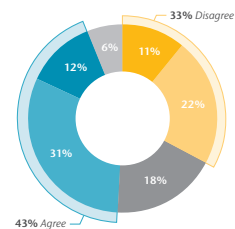


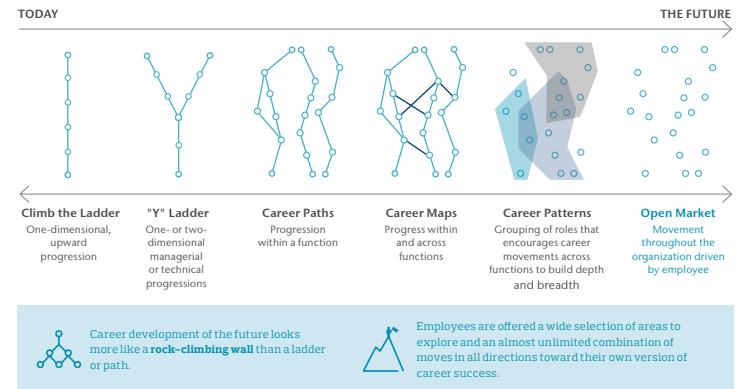
Figure 26 — Contingent/part-time technology workers are a part of our strategic workforce plan



Strongly Disagree Disagree Neutral Agree Strongly Agree N/A

## Supporting Digitally-Ready Teams

Figure 20 — Considerations for True Career Mobility





## Navigating an Uncertain Future in the Dental Industry



## Introduction

The COVID-19 pandemic exposed the dental industry's vulnerability to unexpected global disruptions.

In the U.S., many state regulators and health authorities recommended dental offices immediately stop seeing patients, except for emergency treatment, in March 2020. Those office closures led to unprecedented revenue declines across the country.

Dental practices face steep obstacles navigating an economically uncertain COVID-19 world: supply chain disruptions, concerns about patient and employee safety, and economic and workforce issues such as school reopenings, re-filling furloughed positions, etc. Health experts fear we may experience additional closures and quarantines due to COVID-19 over the coming months. Infectious disease specialists also warn that other novel viruses could emerge to disrupt daily life in the future.

The dental industry faces a daunting array of potential disruptions – global economic recessions, supply chain disruptions due to geopolitical factors, demographic changes and increased severe weather events. These obstacles all pose threats to a

practice's ability to operate. Building a sustainable practice has never been a more urgent concern. Organizations such as the Centers for Disease Control and Prevention (CDC), the American Dental Association (ADA), OSHA (Occupational Health and Safety Administration) and a host of others offer information to help dental providers navigate these difficult times. Finding the right resources and information to stay up to date on emerging trends and best practices can be a full-time job when providers are focused on building and operating a sustainable practice that can weather these difficult times. This comprehensive guide compiles expert information and resources from a range of health agencies, industry experts and organizations to support you as you navigate this uncertain future.

The guide provides resources to help you safeguard your patients and your team as you implement a new standard of care and build a more sustainable practice.

## Table of contents

PREPARE YOUR OFFICE FOR LONG-TERM DISRUPTION

CREATE SUSTAINABLE SAFETY PROTOCOLS

DEVELOP A SUSTAINABLE WORK CULTURE

INVEST IN YOUR RELATIONSHIP WITH PATIENTS

LEVERAGE THE POWER OF YOUR CONTRACTED NETWORKS

ADOPT A SUSTAINABLE BUSINESS MODEL

CONCLUSION

RESOURCES



## Prepare Your Office for Long-Term Disruption

The COVID-19 pandemic is likely to affect operations for at least another year. Preparing and equipping your office to maximize safety and security is a good first step. Now is the time to put into place communication plans, equipment, safety protocols and staff training to minimize risks within your clinical environment.

Sourcing personal protective equipment (PPE) is a top concern for dental practices. During the early months of the pandemic, many states asked dental practices to donate their PPE to hospitals treating very ill patients. This created major challenges for dental offices as they began to reopen. Providers had to replenish PPE and purchase additional face shields, head coverings and KN95 masks.

While you may typically keep a two-week supply of PPE on hand, many types of necessary PPE are on back order up to three months. Increased regulation around patient and staff safety means additional equipment and supplies need to be sourced, such as KN95 or N95 masks, head coverings, surgical masks, face shields and gowns.

In addition, you face a steep increase in the cost of the equipment.<sup>1</sup> The cost of face masks skyrocketed because of increased demand and supply chain disruptions, while some suppliers limit volumes of PPE sold to customers at one time.

The pandemic also revealed weak spots in supply chains. Dental offices often rely on supplier loyalty programs to help keep costs down, which means they typically only buy from a certain supplier. While in the past that has been an effective way to manage supplies and costs, moving forward, practices will need to develop a more dynamic, broader supply chain.

Now is the time to put into place communication plans, equipment, safety protocols and staff training.



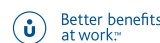
## ABOUT UNUM

Since 1848, Unum has been offering benefits that help employees thrive. Today we work with more than 88,000 employers in the U.S. to protect 31.9 million employees and their families with dental, vision, disability, life, accident, hospital and critical illness benefits.

Talk to one of our specialists to see how Unum's dental network can help you.

The information in this document does not constitute legal guidance and should not be relied upon when making decisions. Please consult with your legal counsel or employment law advisor about your responsibilities under the employment laws of your jurisdiction.

1 "Optimizing Supply of PPE and Other Equipment during Shortages," Centers for Disease Control and Prevention, U.S. Department of Health & Human Services, May 14, 2020. <https://www.cdc.gov/coronavirus/2019-ncov/hcp/optimizing-supply.html>. Accessed September 14, 2020.  
 2 "Strategies for Optimizing the Supply of Face Masks: Contingency Capacity Strategies," Centers for Disease Control and Prevention, U.S. Department of Health & Human Services, June 28, 2020. <https://www.cdc.gov/coronavirus/2019-ncov/hcp/optimizing-strategies-for-masks.html#contingency-capacity>. Accessed September 14, 2020.  
 3 "These are the occupations with the highest COVID-19 risk," World Economic Forum, April 20, 2020. <https://www.weforum.org/agenda/2020/04/occupations-highest-covid-19-risk/>. Accessed September 14, 2020.  
 4 "COVID-19 Safety and Clinical Resources," ADA Center for Professional Success, American Dental Association, <https://dentalnews.ada.org/practice-management/patient-safety-and-clinical>. Accessed September 14, 2020.  
 5 "COVID-19 Control and Prevention: Creating Workers and Employees' Occupational Safety and Health Administration, U.S. Department of Labor, <https://www.osha.gov/SLCA/covid-19/identifiers.html>. Accessed September 14, 2020.  
 6 "Guidance on Preparing Workplaces for COVID-19," Occupational Safety and Health Administration, U.S. Department of Labor, 2020. <https://www.osha.gov/Publications/OSHA3995.pdf>. Accessed September 14, 2020.  
 7 DeBalle, Ann-Marie. "The New Normal in Dentistry: The Touch-Free Patient Experience." *Off the Grid, Patterson Dental*, June 19, 2020. <https://www.offthegrid.com/newsroom/in-depth/the-touch-free-patient-experience>. Accessed September 14, 2020.  
 8 "Revised your patients: If you're ready, we're ready." Dental Trade Alliance and Lunark 360. <https://dentistrymypatients.com/>. Accessed September 14, 2020.  
 9 "Patient Return Resource Center for Members," ADA Center for Professional Success, American Dental Association, <https://systems.ada.org/practice-management/patient/covid-19-patient-communication-resources-for-dental-visits>. Accessed September 14, 2020.  
 10 Naveah, Karim, et al. "Modeling the Impact of COVID-19 on U.S. Dental Spending." Health Policy Institute, American Dental Association, April 2020. <https://www.ada.org/-/media/ADA/Research/COVID19/ModelingHealthPolicy/ModelingHealthPolicy.pdf>. Accessed September 14, 2020.



unum.com

# Placemat

Marketing Collateral, Layout Design, Print



## One Family, One Vision.

The ANA Enterprise is a family of organizations that includes the American Nurses Association (ANA), the American Nurses Foundation (Foundation), and the American Nurses Credentialing Center (ANCC). Our three organizations work together to achieve our shared vision, mission, and values.

The ANA Enterprise 2020-2023 Strategic Plan puts our shared vision, mission and values into action to allow the ANA Enterprise to be a true catalyst for creating a healthy world and leading the nursing profession to shape the future of nursing and health care.



### VISION

A healthy world through the power of nursing.



### MISSION

Lead the profession to shape the future of nursing and health care.

### VALUES

#### TRUSTED

We act with integrity, respect, transparency, and humility in all we do.

#### INCLUSIVE

We embrace the uniqueness of every individual, including diversity of thought, as we work collaboratively to bring our very best.

#### INNOVATIVE

We are creative, nimble, open to change, and we will never stop striving for excellence.

#### EMPOWERED

We choose to see it, own it, solve it, and do it, through shared decision-making, optimism and joy.

# AMERICAN NURSES ASSOCIATION



## Our Goals and Objectives

The ANA Enterprise 2020-2023 Strategic Plan includes our strategic goals and objectives represent our priorities and our areas of focus.

1

### ELEVATE THE PROFESSION OF NURSING GLOBALLY

- ▶ Elevate the image of nursing in health care and with consumers.
- ▶ Grow and diversify our credentialing portfolio.
- ▶ Build a body of evidence to demonstrate how ANA Enterprise products and programs positively impact the practice environment across diverse settings.

2

### ENGAGE ALL NURSES TO ENSURE PROFESSIONAL SUCCESS

- ▶ Deliver data-driven personalized programs, products, and services to nurses throughout their careers.
- ▶ Increase customer loyalty with the ANA Enterprise.
- ▶ Identify and grow priority nurse segments.

3

### EVOLVE THE PRACTICE OF NURSING TO TRANSFORM HEALTH AND HEALTH CARE

- ▶ Advance workforce priorities and improve the work environment across diverse practice settings.
- ▶ Evolve nursing programs and practice priorities.
- ▶ Expand coverage and payment to reform health care.
- ▶ Develop nurses to lead and innovate.

4

### ENABLE TRANSFORMATIONAL CAPABILITIES THROUGH OPERATIONAL EXCELLENCE

- ▶ Deliver optimal technology capabilities for the ANA Enterprise technology services.
- ▶ Promote equity, diversity and inclusion throughout the profession and across the ANA Enterprise to encourage culturally informed care and workplace practices.
- ▶ Apply a comprehensive project management approach to ANA Enterprise resource prioritization, planning, and optimization.



85%

of Americans rated nurses' honesty and ethical standards as "high" or "very high" in 2019<sup>1</sup>

+12%

RN employment is projected to grow 12% from 2018 to 2028, much faster than the average<sup>2</sup>



58%

of Americans say they place "a great deal" of public trust in nurses to lead health care reform<sup>3</sup>

43%

of the LPN/LVN workforce is from diverse racial and ethnic backgrounds<sup>4</sup>

<sup>1</sup> Gallup 2019 Survey

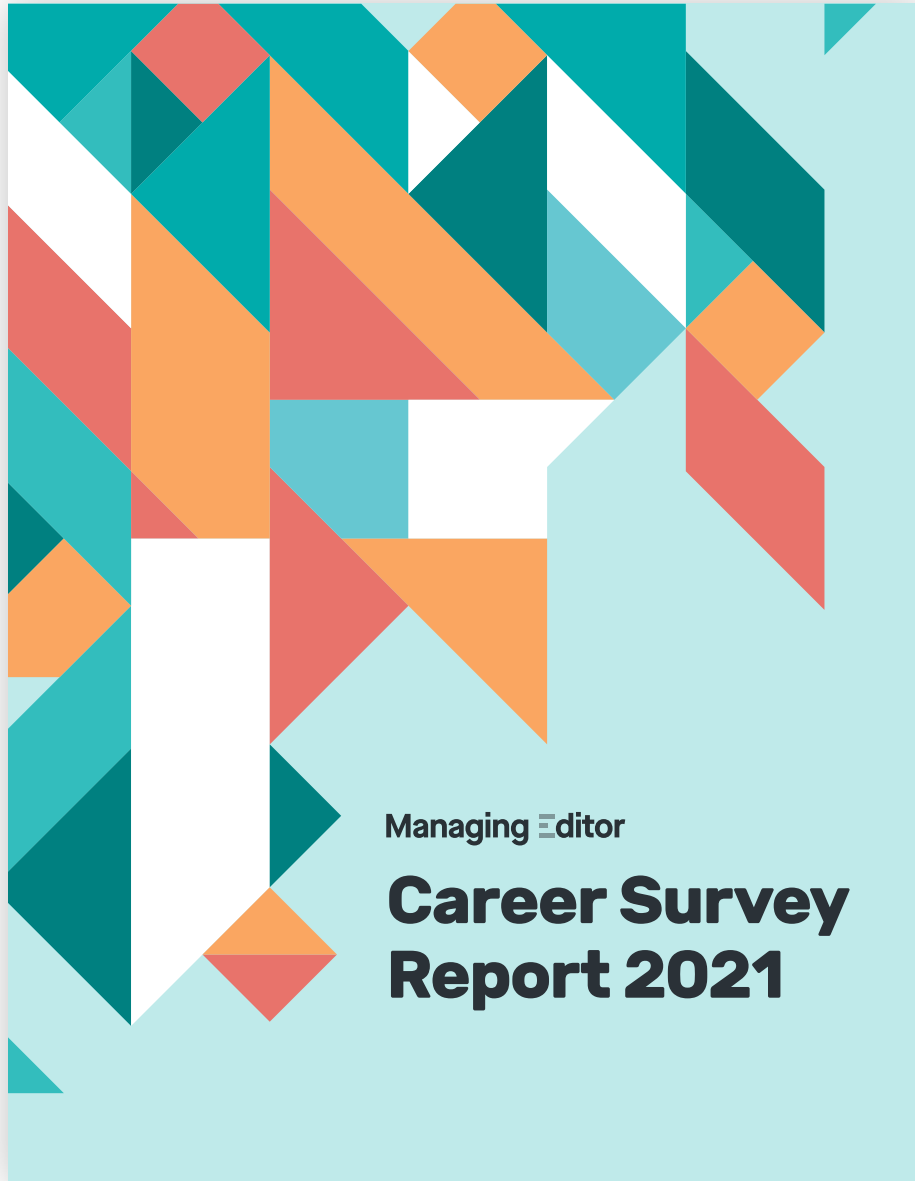
<sup>2</sup> Bureau of Labor Statistics

<sup>3</sup> The Commonwealth Fund/The New York Times/Harvard T.H. Chan School of Public Health, Americans' Values and Beliefs about National Health Insurance Reform. July 10-August 11, 2019.

<sup>4</sup> Georgetown University Center on Education and the Workforce, Nursing: Can It Remain a Source of Upward Mobility Amidst Healthcare Turmoil?

The background of the page is a solid light green color with a pattern of darker green, wavy, horizontal lines that create a sense of movement and depth. The lines vary in thickness and curvature, resembling a stylized topographic map or a series of ripples.

# REPORTS & SURVEYS



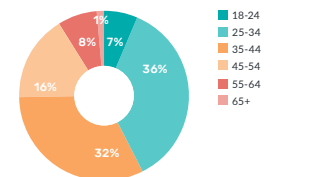
## Who Took The Survey

Survey respondents were overwhelmingly white, cisgender women in the 25-44 age range. Three-fourths of our responses came from the U.S. Our typical respondent highlights a concern that content marketing, as an industry, has been grappling with: a lack of diversity. The content we create is distributed widely to diverse audiences, and the strategists and creatives behind this

content should better reflect their audiences. It's incumbent on content marketing leaders to elevate diverse voices, not only to be more representative of their audiences or because diverse teams tend to make better decisions than homogeneous ones, but also because it is the right thing to do.

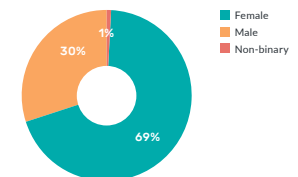
### Age

Answered: 387 Skipped: 0



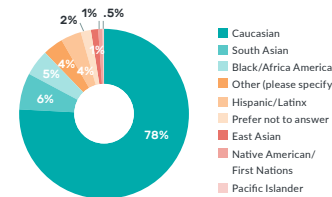
### Gender

Answered: 387 Skipped: 0



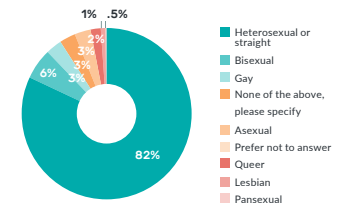
### Ethnicity

Answered: 387 Skipped: 0



### Sexual Orientation

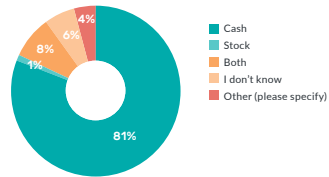
Answered: 387 Skipped: 0



## Overall Compensation & Benefits (cont'd.)

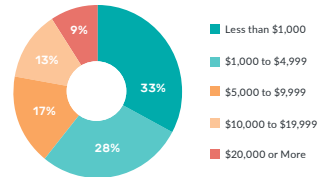
### Is that bonus cash, stock or both?

Answered: 160 Skipped: 227



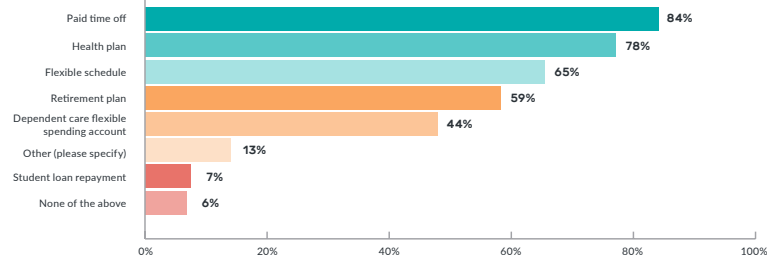
### What was the value of your bonus in 2020?

Answered: 153 Skipped: 234



### What benefits does your employer offer? (Check all that apply)

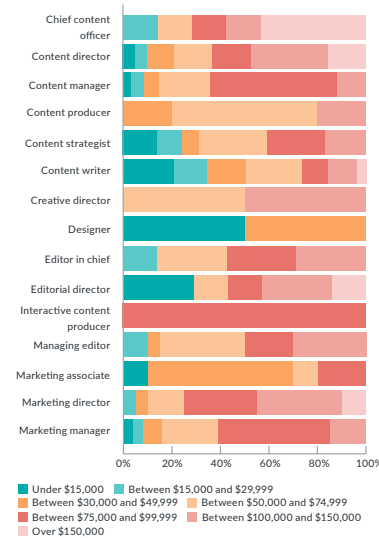
Answered: 156 Skipped: 231



## Professional Experiences (cont'd.)

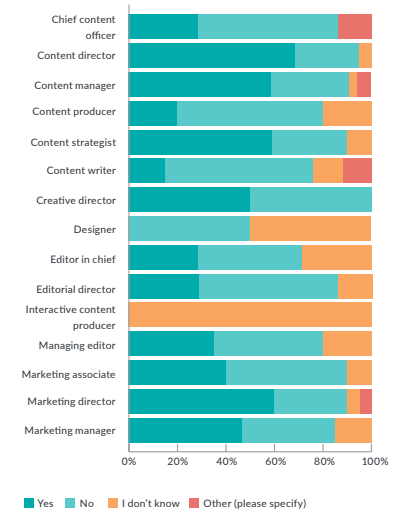
### What was your base annualized salary on Feb. 1, 2021?

Answered: 246 Skipped: 15



### Is your current role eligible for a bonus?

Answered: 246 Skipped: 15






## Table of Contents

- Message from Executive Director 5
- Message from Chairwoman of the Board 6
- Board of Directors 7
- Leadership Team 8
- Mission 11
- Initiatives 13
- Programs & Community Impact 21
- Who We Serve & Our Partners 43

Louisiana Housing Corporation 2020 Annual Report C



## Mission

The mission of the Louisiana Housing Corporation (LHC) is to ensure that every Louisiana resident is granted an opportunity to obtain safe, affordable, energy-efficient housing and related services.

Each day, this ongoing challenge is met by a dedicated team of professionals who allocate federal and state funds to help working families make their housing dreams a reality.

LHC co-chairs the Louisiana Disaster Housing Task Force administers federal and state funds through programs designed to advance energy-efficient and affordable housing and drives housing policy.

**COMMUNITY IMPACT AT A GLANCE\***

<b>HOMEOWNERSHIP</b>	<b>UTILITY ASSISTANCE</b>	<b>HOUSING DEVELOPMENTS</b>	<b>HOMELESSNESS SOLUTIONS</b>
464 Homeowners	\$72M Loans	51 Developments	713 Families assisted
		\$211M Investment	\$20M Investment
2,864 Families assisted	2,429 Jobs created		
<b>LIHTC COMMUNITY IMPACT</b>	<b>RENTAL ASSISTANCE</b>		
30 Developments	1,718 Families assisted		\$12M Investment
2,739 Families assisted	1,500 Jobs created		

\*Data is rounded to the nearest whole number.

Louisiana Housing Corporation 2020 Annual Report 11

Louisiana Housing at a Glance

**OVER 28%**  
of the state's 600,000 renter-occupied households are severely cost-burdened, meaning they're paying more than 50% of their household income on rent.

Roughly 65.4% of residents are owners in the state, and 34.5% are renters, compared to 63.6% and 36.4% in the U.S.

**\$866**  
The median gross rent in the state is \$866, the 21st-lowest in the U.S., and the median nationally is \$801.

**13.2% OF UNITS**  
are mobile homes, over twice the average rate in the U.S. Mobile homes are the 2nd-most-common type of dwelling in Louisiana, behind single-family homes.

LHC IMPROVED EMERGENCY RENTAL ASSISTANCE PROGRAM TO RESPOND TO COVID-19 PANDEMIC

Modifications Enhanced Access for Renters and Landlords Affected by the Pandemic

The Louisiana Housing Corporation (LHC) improved the Louisiana Emergency Rental Assistance Program (LERAP) to improve access for renters and landlords impacted by COVID-19. LHC has reduced the application length and divided it into components for renters and landlords. E-signatures are now allowed for faster receipt of documentation required by the federal government. In addition to hosting in-person outreach events in New Orleans and Baton Rouge, LHC scheduled other events around the state to serve those with limited access to the internet, or who otherwise may need help in submitting their application.

"We know COVID-19 has impacted thousands of Louisianians, and emergency rental assistance is needed by many. LHC's goal is to provide that assistance as soon as possible, and after receiving feedback on how to improve the process, we have made several adjustments," said LHC Executive Director E. Keith Cunningham, Jr. "Although there are federal requirements that we must abide by, our team has been able to significantly reduce the application length, as well as establish partnerships to assist with the delivery of services. In addition, we are encouraging applicants to stay in touch with the program through our customer service center by working together, we will see even more progress."

LHC is continuing to expand its partnership with local housing entities across the state to provide direct assistance to help renters and landlords impacted by COVID-19 complete the necessary paperwork.



Since launching LERAP on July 16, 2020, over \$7 million has been committed to eligible applicants, preventing more than 3,000 families from being evicted last year. The LHC and the Louisiana Office of Community Development (OCD) partnered with the Continuum of Care (CoC) network to launch a program to address imminent housing needs across the state caused by the financial impacts of the pandemic.

Federal funding sources for the LERAP include:

- \$7 million in HOME Investment Partnership Program funds
- \$5 million in Community Development Block Grant (CDBG) funds from the OCD
- \$12 million in Emergency Solutions Grant (ESG) funding provided by the Coronavirus Aid, Relief, and Economic Security (CARES) Act

Programs & Community Impact

The Louisiana Housing Corporation (LHC) administers programs that assist renters, homeowners, developers, nonprofit organizations, local governments and other stakeholders in creating safe, affordable, energy-efficient housing.

- Homeownership**  
We work with lenders, Realtors and homebuyer counselors to offer down-payment and closing-cost assistance, low-interest loans, tax credits and financial training to make homeownership a reality.
- Housing Development**  
We offer tax credits and low-interest loans to help finance the construction, acquisition and rehabilitation of affordable homes and rental housing.
- Weatherization**  
We provide weatherization assistance to reduce energy costs by increasing energy efficiency in the homes of eligible families and individuals.
- Energy Assistance**  
We assist with heating and cooling energy costs by offering bill-payment assistance for eligible households experiencing financial hardship.
- Disaster Relief**  
We administer federally funded programs to help housing developers and property owners affected by natural disasters.
- Homelessness Solutions**  
We work to prevent and end homelessness by funding local organizations to provide housing and supportive services to people who are experiencing or at risk of homelessness, including youth, veterans, and people fleeing domestic violence.
- Rental Assistance**  
We offer resources to help citizens find affordable rental housing.

Who We Serve & Our Partners

WHO WE SERVE

- Children Aging Out of Foster Care
- Homebuyers
- Homeowners
- Renters
- People Experiencing Homelessness
- People With Disabilities
- Veterans
- Seniors
- People Fleeing Domestic Violence

OUR PARTNERS

- Accountants
- Advisors
- Attorneys
- Commercial Lenders
- Contractors
- Developers
- Government Representatives
- Homebuyer Counselors
- Housing Providers
- Investors
- Landlords
- Lenders
- Mortgage Lenders
- Nonprofit Representatives
- Property Managers
- Service Providers
- Realtors
- Homeless Service Providers

Interested in partnering or working with the Louisiana Housing Corporation?  
Please contact our Office of Public Affairs at publicaffairs@lhccorp.gov or 888.454.2021.



Homeownership

The Louisiana Housing Corporation (LHC) works with lenders, Realtors and homebuyers to help make the dream of homeownership a reality.

**HOME BUYER COUNSELING PROGRAM**  
Homeownership is a valuable part of improving our communities. LHC understands the value of homeownership, as well as the costs and obligations that come with it. Our homebuyer counseling program helps people understand the rights, privileges and responsibilities of homeownership through workshops with approved counseling agencies.

A total of 464 prospective homebuyers across the state received education in the homebuying process. Education included group training and one-on-one counseling administered by HUD-certified counselors.

**PROGRAM IMPACT**  
Investment: \$72 million  
Average Loan: \$155,628  
Homebuyers: 464



Housing Development

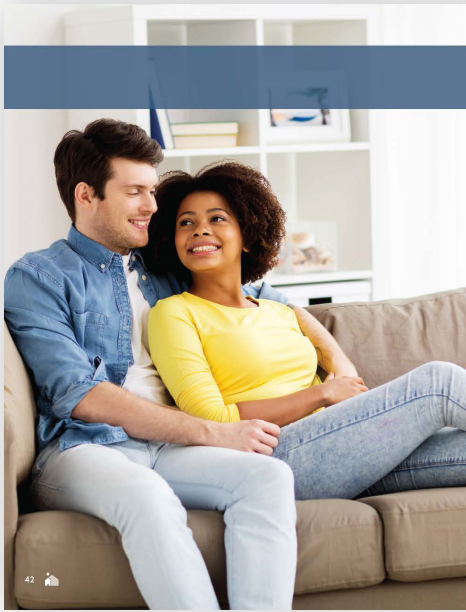
Louisiana Housing Corporation's (LHC's) rental and housing programs are a proven boost to development projects across the state, helping fund projects that might not otherwise be possible, particularly in low-income areas.

**HOME INVESTMENT PARTNERSHIPS PROGRAM**  
The HOME Investment Partnerships Program provides funding for affordable rental and homeownership development and rehabilitation. In 2020, we assisted 125 families with a total investment of \$19.9 million in 21 projects.

**PROGRAM IMPACT**  
Investment: \$20 million  
Developments: 21  
Families Assisted: 125  
Jobs Created: 929

"Despite the pandemic, we were able to continue our homeownership programs. We never missed a day, showing up to work to make sure that eligible loans could move forward."

— Brenda Evans  
LHC Homeownership Administrator







## Mission

We champion the power of good planning to build livable, resilient communities throughout Louisiana through our work as policy advocates, educators and planning experts.

## Contents

From the Leadership	4
What We Do	6
2018 Highlights	10
Planning Pays Off	14
Investing in a Better Louisiana	17
2018 Members	20

## From the Leadership

### CPEX BOARD OF DIRECTORS

Cordell Haymon, Chair  
Preston J. Castille Jr., Vice Chair  
Robert Schreckenburger, Treasurer  
Robert Steinberg, Secretary  
George Bell  
Jim Brandt

Stacy Cochran  
Helen Cunningham  
Kelley Kormick Funes  
Camille Manning-Broome  
Kanya LeNour Messer, PhD  
Somesh Nigam, PhD  
Paul Bahwater  
Randy Rousel  
Ashley Shelton  
James E. A. Stator  
John Seain  
Robert Twilley, PhD



**Cordell Haymon,**  
CPEX Board Chair

**CPEX has collaborated with more than 50 parishes, towns and neighborhoods around the state.**

I hope you will enjoy seeing in this report an overview of the important work CPEX is doing. I would like to express appreciation to all CPEX members and supporters and to the partners who join us in this work. People sometimes forget that CPEX is a nonprofit with no government funding. We are a unique resource providing planning expertise to our state and its communities. Though much of our work is funded through grants and contracts that require specific deliverables, CPEX also engages with policymakers and elected officials to promote good planning and wise policy decisions. The cost for doing this work is covered by the donations we receive in the form of memberships. Membership dollars are a relatively small portion of our overall revenue, but they are essential for our ongoing work and engagement. So thank you again for being an important part of CPEX. I hope you will continue supporting us, and encourage others to do so.



**Preston J. Castille Jr.,**  
CPEX Board Vice Chair

Planning is important. The failure to plan the development of our communities contributes to many of the serious problems facing our state — poor health, traffic congestion, crime, blight and disinvestment. On the other hand, good planning creates the places we want to be — places where we can enjoy sidewalk cafes on a historic main street, stroll along shady sidewalks, experience public art and meet friends and neighbors at parks. These are also places that are safe, that provide equitable access to opportunity and that are easy to get around, whether on foot or by bike, bus or car. Smart planning can be truly transformative, bringing residents together around a shared vision for the future and providing the tools needed to make it a reality. The planning that CPEX has contributed to over the past 20 years has helped shape the parts of the city that make me proud to call Baton Rouge home. What I'm excited about now is our expanded effort to bring good planning practices to every segment of the city, especially disinvested areas in North Baton Rouge.

I am proud to be a part of CPEX as we continue to work with our partners to create cities, towns and neighborhoods that all residents are proud to call home.



**Camille Manning-Broome,**  
CPEX President & CEO

Louisiana is at a pivotal moment. The status quo is not working and will not sustain us in the future. We must face hard truths about poverty, public health, racial disparities, disasters and climate change. We must pivot from a persistent state of reaction and recovery to proactive decision making. CPEX is working to identify and implement changes to programs, policies and practices that will result in greater resilience for our state.

To tackle the difficult challenges we face, CPEX needs courageous supporters committed to tangible impacts that drive equitable, sustainable growth for all. Change doesn't happen overnight, but if we build a movement dedicated to solving our biggest problems, we can make a difference. With the power of planning and passion for our people and our state, we can create a more resilient and livable Louisiana.

Our work takes us across the state and around the globe to identify cutting-edge solutions to the challenges we face. We work with civic leaders, state and local agencies, and elected officials to create the plans, policies and stakeholder engagement needed to adapt those solutions to the unique needs and aspirations of each Louisiana community.



Policy

To make lasting progress on the issues we care about—whether it's the economy, traffic, congestion, public health or flood risk—policy is key. Good policy creates efficiencies, accelerates progress and supports racial and economic equity across all sectors. CPEX crafts policies that are based on proven best practices and adapted to the specific needs and preferences of the communities we serve. We then help implement these policies so they can see real change.

CPEX develops policy to address:

- Complete Streets and transportation choices
- Nonstructural flood risk mitigation, climate change adaptation and green infrastructure
- Community development and equitable land use planning
- Healthy community design
- Resilience planning



Education and Engagement

Planning for positive change doesn't work unless the people who will be affected have meaningful opportunities to participate in the process. Equitable and inclusive engagement and education are integral to all CPEX projects. We engage diverse stakeholders in conversations that foster understanding of sustainable growth principles and a shared vision for creating extraordinary places. Our commitment to learning and dialogue helps ensure that residents have opportunities to shape the future of their communities, and that leaders are able to apply the right planning tools to implement their constituents' vision.

Some of the ways CPEX works to educate and engage all stakeholders in our work include:

- Workshops and trainings
- Annual Smart Growth Summit
- Demonstration projects
- Facilitated convenings



Planning

Before Hurricanes Katrina and Rita, fewer than 15 parishes in Louisiana had comprehensive plans or land use regulations in place. Since that time CPEX has been leading a paradigm shift, contributing to plans for more than 50 Louisiana parishes, towns, neighborhoods and campuses. In order to address blight, prepare for population changes, economic shifts and emerging housing needs, and adapt to the climate crisis, communities across the state need access to planning resources and experts.

CPEX helps communities plan with:

- Planning and land use tool kits
- Comprehensive plans
- Corridor plans
- Campus plans
- Bike/pedestrian plans
- Flood-risk reduction and resiliency plans

We strive to help our partners connect the things that matter most: people, housing, transportation, health, culture and the natural environment.

We work to ensure that our limited resources are used to their highest and best purpose in every context to build lasting resilience in each of these fields.

Sustainable Transportation Action Committee

CPEX joined forces with AARP Louisiana in 2012 to form the Baton Rouge Sustainable Transportation Action Committee (BR-STAC), a coalition of more than 40 local volunteer partners engaged in making Baton Rouge streets safer and more accessible for all travelers. Since its formation, STAC has fostered new collaborations, policies and projects and strengthened the public's voice in policy and implementation decisions.

- Some of BR-STAC's key successes include:
- Advocated successfully for development and adoption of Baton Rouge's Complete Streets Policy
  - Worked with the mayor's office to form the Complete Streets Advisory and Technical committees, charged with ensuring that implementation is addressing areas of greatest need and meeting the highest design standards.
  - Developed a collaborative, data-driven planning process that considered equity, public health and safety, and piloted on the Foster Drive corridor, resulting in a pipeline of projects key to revitalizing this diverse part of Mid City Baton Rouge.
  - Produced the Complete Streets Toolkit, a blueprint communities can use to advance their own Complete Streets policies and implementation processes.

BR-STAC is one of several examples of work CPEX does to improve our state and communities that is funded by CPEX's member contributions.

Jean Lafitte Resilience Plan

In 2012, CPEX partnered with the town of Jean Lafitte to develop a resilience plan through the Office of Community Development's Resilience Pilot Program. The plan identified projects such as a community center, a fisher's market and the Wetlands Discovery Center, and made

recommendations for directing growth toward areas with higher ground and lower flood risk. By having a resilience plan in place, Jean Lafitte has been able to:

- Increase the economic value of their assets.
- Secure funding to build a levee.
- Reduce residents' flood risk.
- Reduce flood insurance premiums by 5%.

CRISIS Coalition

In 2015, CPEX worked with the Baton Rouge Area Chamber (BRAC) and the Greater Baton Rouge Industry Alliance (GBRIA) to form CRISIS – Capital Region Industry for Sustainable Infrastructure Solutions. CRISIS is a coalition of business and industrial leaders from throughout the capital region providing unified leadership on the challenges affecting our transportation network. CRISIS advocates for data-driven decision making, increased funding to maintain and develop transportation infrastructure, and increased capacity for local and regional transportation planning entities.

- Since 2015, CRISIS has been instrumental in:
- Creation of the Capital Region Mobility Strategy
  - Convening Capital Region parish leadership around regional transportation goals.
  - Securing more than \$1.8 billion to fund increases in network capacity.
  - Advancing the Capital Region Bridge District. CPEX seeks to ensure that new projects and funding initiatives include land use considerations and multi-modal options, and improve overall connectivity.

# Investing in a Better Louisiana

# Planning Pays Off

When it comes to planning, it's all about the long game. Projects we began years ago have continued to evolve, grow and materialize into the changes that the community envisioned. Plans and projects implemented in years past have led to transformative results for our communities.

Better Block BR: Government Street

It's hard to imagine now, but the Government Street project in Mid City Baton Rouge was originally going to be a simple repave-and-fix-the-curb project. When CPEX launched the Government Street Better Block demonstration project in 2011, all that changed. Better Block allowed area residents and businesses to experience a totally different Government Street, reimaged to include shaded sidewalks, bike lanes, vibrant retail and increased safety for people using all modes of travel.

The Better Block also demonstrated unprecedented, community-driven partnership—CPEX worked closely with the mayor's office and Mid City Redevelopment Alliance, as well as the Walls Project, EBR Redevelopment Authority, EBR Department of Transportation and Drangage, elbow/room, Mid City Merchants, Stantec, Makaira Design + Build and a host of volunteer residents and businesses to execute the event and create a vision for the future.

The economic impact since then has been clear. New businesses have flocked to Government Street in anticipation of the redesign, and neighborhoods like Ogden Park, the Garden District and Bernard Terrace are re-emerging as highly desirable, walkable neighborhoods.

PROGRESS in Mid City Baton Rouge

48 new businesses and 2 new mixed-use developments since Better Block was launched in 2011

55 businesses participate in Hot Art, Cool Nights, with 200+ artists

76 businesses participate in White Light Night with 400 artists

183 member artists participate at monthly Mid City Makers Market events

"The quality of life in Mid City has improved dramatically over the past five years thanks to the Government Street Better Block. Seeing that the city was willing to make this investment in a complete street intended to make the neighborhood a better, safer place has spurred so much development and investment in the area and has very rapidly transformed the corridor into a thriving hub."

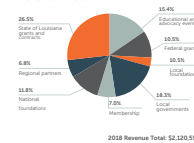
—Justin Lemoine, CPEX's Lead Developer, ELS Landscape Architecture Studio, Co-founder of Mid City Makers Market



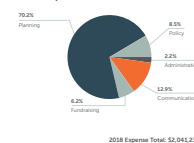
Grantors

- AARP Louisiana
- Foundation for Louisiana
- Greater New Orleans Foundation
- The Kreege Foundation
- Louisiana Healthy Communities Coalition
- Louisiana Realtors
- LSU HoCenters
- McKnight Foundation
- National Association of REALTORS®
- National Oceanic and Atmospheric Administration
- Walton Family Foundation

2018 Revenue



2018 Expenses



Join us in championing the power of good planning to build livable, resilient communities. As a member, your resources directly support our work as policy advocates, educators and planning experts in the Louisiana places that need it most.

- Vision Level 2**  
\$25,000+
- Vision Level 1**  
\$10,000+
- Leadership Level 2**  
\$5,000+
- Leadership Level 1**  
\$2,500+
- Foundation Level 3**  
\$1,000+
- Foundation Level 2**  
\$500+
- Foundation Level 1**  
\$250+
- Community Member Level 2**  
\$2,500+
- Community Member Level 1**  
\$1,000+

CPEX is excited to announce the unveiling of new membership levels and opportunities later this year. Stay tuned!

With the power of planning and passion for our people and our state, we can create a more resilient and livable Louisiana for generations to come. Our children deserve nothing less.

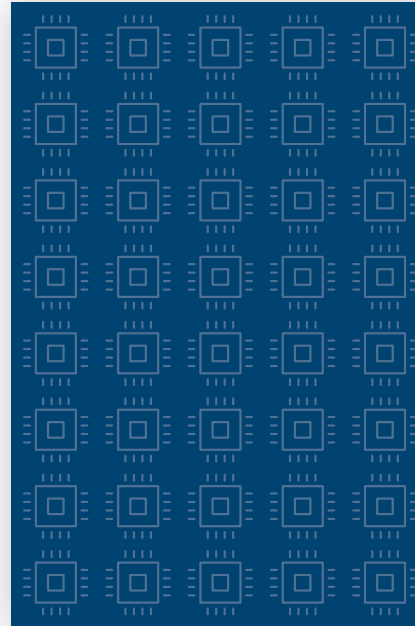
The background of the image consists of several thick, wavy, light pink lines that flow across the page, creating a sense of movement and depth. The lines vary in thickness and curvature, some following a more regular wave pattern while others are more organic and fluid.

# PRINT COLLATERAL

Talent Handbook Series



# Emerging Regulations in the Age of AI



## Table of Contents

Introduction .....	5
Adopt Secure, AI-Augmented Assessment Systems .....	11
Embrace Transparency in How You Use Data .....	17
Build Accountability into Your Processes .....	23
Conclusion .....	27
Getting Started .....	30

This is especially true when using video-based assessment software. Most data privacy laws recognize that the candidate has ownership over their own data, and this is solidified when that data is coupled with the candidate's image. Upholding human dignity means respecting and protecting the right to privacy, and it's crucial for your organization to protect the images and information a candidate allows you to collect, store and utilize.



Upholding human dignity means respecting and protecting the right to privacy.

The design process for talent assessment and video interview software has to blend data science with human considerations. Data scientists have technical expertise but have less knowledge of the legal and societal repercussions of their work. Psychologists understand the societal ramifications of data collection but may not understand the intricacies of the technology.

The end goal when designing and using data-driven talent assessment software is to preserve and protect human dignity and integrity.



## Adopt Secure, AI-Augmented Assessment Systems

The best way to ensure an ethical use of data is to employ a technically robust data system augmented by human oversight. Any systems that collect or process candidate data must be secure against potential breaches.

The end goal when designing and using data-driven talent assessment software is to preserve and protect human dignity and integrity. The systems we put in place for collecting and assessing data from talent assessments must uphold these critical values.

11

Merging these points of view at the beginning of the design process produces secure, all-encompassing risk-mitigation solutions and foregrounds the need to maintain robust, secure data storage that protects stakeholders from improper uses of their data. Furthermore, data security technology must be subject to constant tests and frequent updates.

The key to data security is remembering what's at its heart: people. Upholding human autonomy drives data security as well as the laws being written to protect it. Security measures must be human-centric – not just in intent, but also in design and practice. Data collected from talent assessments and video interviews has to be overseen by trained, dedicated personnel.

That high-level access should only be granted to a small group of people with a proven need, and records should be kept of who has access to which parts of a given AI system.

14



The key to data security is remembering what's at its heart: people.

Technology that collects or processes candidate data should not be susceptible to malicious use. To protect data collected from AI-augmented assessments and recorded interviews, only authorized personnel should be granted access. This mitigates the likelihood of intrusion and data breaches. Utilizing human safeguards adds a second layer of accountability and security, further minimizing the chances of data breaches or unauthorized access.

Selecting the right assessment vendor is key to protecting data from malicious use. Aon mitigates risk through the use of a trusted local service vendor and dedicated IT personnel. A good assessment vendor will also provide data integration services so you can securely transfer data from the assessment software to a protected storage location, guarded both by technology and human oversight.

15

## Getting Started

You don't have to wait until data privacy laws are written to leverage AI-augmented talent assessment and video interview software and follow sound data use, handling and privacy principles. Here's how to get started.

### Adopt Secure Systems

- **Test your systems.** All data security technology, including assessments, must be subject to frequent updates and testing.
- **Control access.** Only authorized personnel should be granted access to assessment data to mitigate the likelihood of intrusion and data breaches.
- **Audit vendor policies and protocols.** Your processes are only as secure as those of the people you partner with.

30

### Embrace Transparency

- **Specify what data you need.** Share what personal data you're collecting from candidates, as well as what data you're assessing.
- **Share how data will be used.** Organizations need to be able to clearly demonstrate how the assessed data relates to the job in question and how it influences the decision to hire or not hire.
- **Explain how data will be secured.** Candidates have the right to know how their data is being stored and secured.

### Promote Accountability

- **Standardize the information that can be used to compare candidates.** Follow a scientifically validated personality model.
- **Provide consistent documentation.** This supports transparency and makes data easy to access and delete at the candidate's request.
- **Mitigate potential risks involved with using AI in assessments and video interviews.** Adopt processes that are equitable, fair and defensible. Communicate consistently with internal and external stakeholders and candidates to build trust and understanding about AI applied to talent.

31



## Build Accountability into Your Processes

Standardizing the information that can be used to compare candidates will become an important issue to be addressed.

To stay accountable, Aon uses the scientifically validated ADEPT-15 personality model. This model has been internationally substantiated and standardizes the information pulled from each candidate.

Consistent documentation supports transparency and makes data easy to access and delete at the candidate's request. Only designated team members should have access to data, eliminating the risk of data breaches.

23

Printed Magazine (6"x9")

Print, Layout Design, Editorial, Magazine

# MANAGING EDITOR

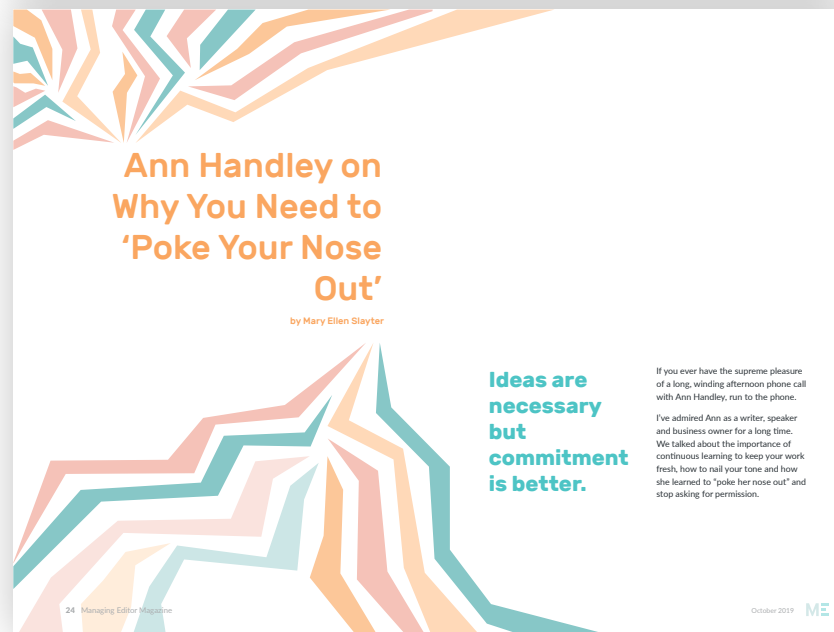


## THE MORAL IMPERATIVE OF CONTENT MARKETING

- 6** Change the Conversation About Content ROI
- 10** Zen and the Art of Working with Subject-Matter Experts
- 16** The Moral Imperative of Content Marketing
- 24** Ann Handley on Why You Need to 'Poke Your Nose Out'
- 30** Good Content Is Good for Business: How InVision Built a Hub for Designers

### Managing Editor

October 2019  
Publisher: Mary Ellen Slayter  
Co-Founder & Managing Editor: Lee Price  
Writers: Ginny Engholm, Rex New, Molly Olson  
Copy Editor: Steve Heaters  
Creative Director: Annie Ruder  
Additional Graphic Design: Ivine Badran



## Ann Handley on Why You Need to 'Poke Your Nose Out'

by Mary Ellen Slayter

**Ideas are necessary but commitment is better.**

If you ever have the supreme pleasure of a long, winding afternoon phone call with Ann Handley, run to the phone. I've admired Ann as a writer, speaker and business owner for a long time. We talked about the importance of continuous learning to keep your work fresh, how to nail your tone and how she learned to "poke her nose out" and stop asking for permission.

# Printed Magazine (6" x 9")

Print, Layout Design, Editorial, Magazine

# MANAGING EDITOR

**As the ones leading the charge on content, we have to be aware that while we think something might make for a great story, pursuing it could be damaging or detrimental to the expert's job.**

**The Political Problem**  
Here's another challenge I see a lot: The expert has something to say — but their point of view is controversial or tough to swallow. Here's where honesty and transparency in the managing editor/content developer-expert relationship are key.

"We've had authors whose tone is too negative or who make points that conflict with the principles of our organization," Melissa says. When that happens, she says, "I am transparent with the author about the underlying issues, and provide suggestions for improvement." And, she admits, she sometimes loses authors at that point. "But I chalk it up as the author wasn't a good fit."

For Kelly, it's often not how an expert contributor says something; it's that they won't say anything. Sometimes, she says, "SMEs don't want to discuss something because of potential political or legal fallout." She gives the example of when Theranos first hit

nationwide media. As a former medical laboratory scientist herself, Kelly was wary of the company's claims. "I tried on a number of occasions to get experts in the clinical laboratory medicine field to discuss the company, but while everyone was happy to speak off the record, no one wanted to go on record, so my articles and blog posts never came to fruition." As the ones leading the charge on content, we have to be aware that while we think something might make for a great story, pursuing it could be damaging or detrimental to the expert's job.

**The Beginning of a Beautiful Friendship**

The best thing you can do for your relationship with an expert is to be honest and clear about what you need and expect from them. "Practice honest compassion," Kelly says. "Sometimes it's a struggle to edit experts who aren't writers, sometimes personalities clash, but at the end of the day we all want to get the information out there."



Molly Olson is the managing editor of Lab Medicine and the senior editor of Critical Values magazine. She lives in Chicago.

## What does it mean to be a moral marketer?

As content marketers we have a powerful platform for sharing ideas. And that comes with a great deal of responsibility. We have a moral obligation to ensure that the ideas we help create, share and promote are not just good but used for good.

Katie Martell's recent article on "pride marketing" points out the dangers of "rainbow-pandering" — exploiting LGBTQ rights in a company's marketing without meaningful

action or social change efforts. Rainbow-pandering, newsjacking, woke-washing, digital blackface<sup>1</sup> and virtue-signaling are all examples of companies — and marketers — abdicating their moral responsibility to use ideas for good, not just for gain. It might be well-done content marketing (slick, original, effective), but without moral grounding it creates content that's morally bankrupt and that harms society. The Meaning of 'Good'

We talk a lot about creating good content. But what does that mean? Good has two meanings. One meaning is "high quality." But the other kind of good is "morally right." Virtuous. Righteous. In content marketing that would be ideas that are morally good and beneficial to society. Ideas that adhere to values and beliefs that help make the world better, more human-centered, more inclusive and fair.

As an industry, it feels like we spend a lot of time talking about that first good and not a lot of time talking about the second kind.

**Ideas that adhere to values and beliefs that help make the world better, more human-centered, more inclusive and fair.**

<sup>1</sup> "Pride or Pandering?" Katie Martell, LinkedIn, June 21, 2019. <http://www.linkedin.com/pulse/pride-pandering-katie-martell/>

<sup>2</sup> "Woke-washing brands cash in on social justice. It's lazy and hypocritical." Arwa Mahdawi, The Guardian, Aug. 10, 2018. <http://www.theguardian.com/commentisfree/2018/aug/10/follow-kids-woke-washing-critical-alignment-worship-causes>

<sup>3</sup> "Memes and Misogyny." Laur M. Jackson, The Awl, Aug. 28, 2014. <http://www.theawl.com/2014/08/memes-and-misogyny/>

## THE MORAL IMPERATIVE OF CONTENT MARKETING

by Ginny Engholm

## Zen and the Art of Working with Subject-Matter Experts

by Molly Olson

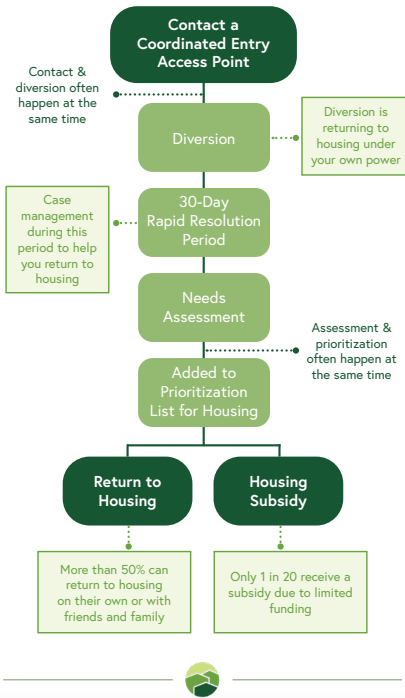
**Experts aren't always the best at translating their specialized knowledge into content that makes sense for a more general audience.**

If I had a quarter for every hour I've spent listening to experts drop knowledge on their subject of choice, I'd never have to worry again about where my Aldi shopping cart coins would come from. I've heard people hold forth on subjects from food manufacturing to biopharmaceuticals to laboratory medicine.

I'm always happy to listen to these experts — some people call them subject-matter experts (SMEs).

<sup>1</sup> Not the same as Captain Hook's oddball sidekick "Peter Pan".

## How Coordinated Entry Works



It is your responsibility to stay in contact!

Contact your case manager every week until you return to housing and every time your contact information changes.

If we don't hear from you, we can't help you!

### Contact Info

Find your Coordinated Entry Access Point at:  
[www.laboscoc.org/housing-and-services](http://www.laboscoc.org/housing-and-services)

If you believe you have been discriminated against, you can contact HUD's Fair Housing Hotline: 800-669-9777

LHC serves as the lead agency for the Louisiana Balance of State Continuum of Care.



## Coordinated Entry: What to Expect



Losing your house or apartment?  
Living on the streets or in a shelter?  
Fleeing or experiencing domestic violence?

Your local housing providers can help.



## What Is Coordinated Entry?

Coordinated Entry will help you achieve permanent housing.

A case manager will help you return to housing on your own. If you can't, they'll help you apply for publicly funded housing.

Coordinated Entry is not a waiting list. When housing is available, it goes to the person with the highest need first.

Coordinated Entry does not guarantee funding. Because of limited funding, fewer than 1 in 20 people receive publicly funded housing.

Our case managers will work hard to help you return to housing on your own or with your friends and family.

### You may qualify for help through Coordinated Entry if you are:

#### AT RISK OF HOMELESSNESS

You'll lose your home in the next 2 weeks and you don't have anywhere else to go.

#### CURRENTLY HOMELESS

This means that last night you slept on the streets, in a shelter or somewhere other than a house, apartment or other residence.

#### UNDER THREAT OF DOMESTIC VIOLENCE

This applies if you are experiencing, or running away from, domestic violence, including stalking, dating violence, family violence or human trafficking, including forced sex work.

## Know Your Rights

Everyone has the right to safe, sanitary, secure and affordable housing.



### Fair Housing

Coordinated Entry does not discriminate on the basis of race, ethnicity, religion, sex, sexual orientation, gender, disability, family status or national origin.



### Equal Access for All Genders and Sexual Orientations

Coordinated Entry serves people of all genders and sexual orientations, including people who identify as non-binary, transgender and gender-fluid.



### Domestic Violence Survivors

Coordinated Entry connects people fleeing domestic violence to safe housing. For domestic violence supportive services, call 1-888-411-1333.

## Coordinated Entry Connections

These are some of the resources Coordinated Entry can connect you with.

#### DIVERSION

- Available to everyone eligible for Coordinated Entry.
- Available the first time you contact Coordinated Entry.
- Case management to help you return to safe housing on your own or with friends or family.

#### EMERGENCY SHELTER

- Available to anyone who expects to spend the night on the streets or any other place not made for people to live and to anyone fleeing domestic violence.
- Short-term shelter and sometimes basic necessities.
- Case management to help you return to safe housing on your own or with friends or family.

#### RAPID REHOUSING

- Available primarily to people living in a shelter, on the streets or any other place not made for people to live or fleeing domestic violence.
- Short- to medium-term housing.
- Project usually pays some or all of your rent.
- Case management to remove housing barriers like education, job training and life skills.

#### PERMANENT SUPPORTIVE HOUSING

- Available primarily to people experiencing chronic homelessness (12+ months) who also have a physical or mental disability.
- Housing for as long as you need it.
- Project usually pays some or all of your rent.
- Case management to help you stay housed and access resources like SSI/SSDI.



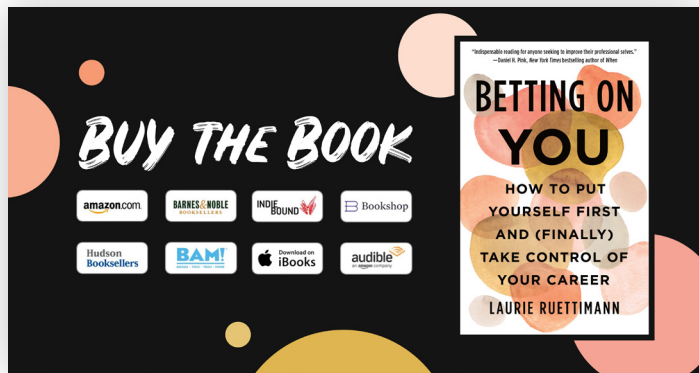
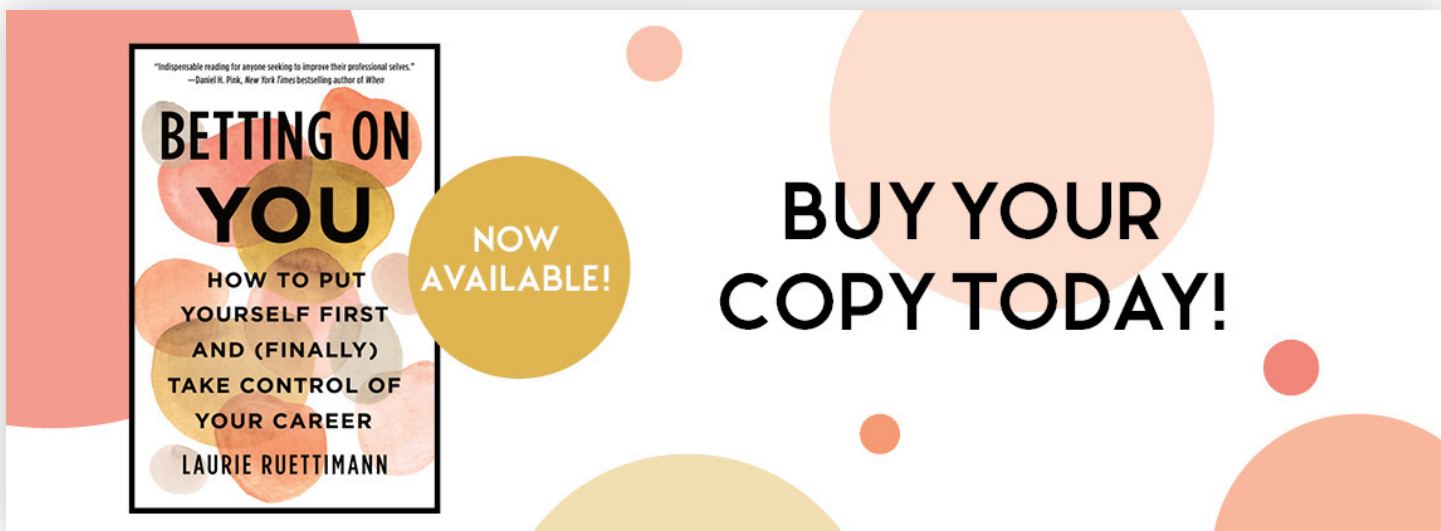
The background of the image consists of a solid purple color with a pattern of lighter purple, wavy, concentric lines that create a sense of depth and movement, resembling ripples in water or a topographical map.

# SOCIAL MEDIA & EVENTS

# Book Promotion Visuals

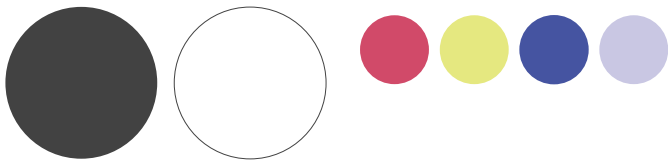
Promotion, Social Media, Email Banner

# LAURIE RUETTIMANN



Shift 2021 was a virtual conference designed to provide people with the skills and insider knowledge they need to thrive in today's workplace. I provided event design and branding elements as well as developing a cohesive brand experience. I also created all supporting marketing collateral for the event.

# Shift 2021



## Shift 2021

### Speaker Prospectus

#### About the Event

Shift 2021 is the premier virtual conference designed to provide people with the skills and insider knowledge they need to thrive in today's workplace. People will leave this one-day event hopeful and ready to invest in themselves and advance their careers.

Hosted by Laurie Ruettimann and Mary Ellen Slayter, this event will bridge the gap between the ambitions and expectations of employers and workers when it comes to the future of work.

As a speaker, you can engage with midcareer professionals who are looking for inspiration, advice and tools to help them navigate the next step in their careers with hope and purpose.

Are you ready to inspire individuals to make their dreams a reality?

**Thursday,  
June 17, 2021**  
10 a.m. to 4 p.m.  
(CST)

**(o)**  
Livestream via BigMarker.  
Available on demand  
after the event.

**1,000**  
Expected  
registrations

**25-minute session  
length.** Most speakers  
present for 15 minutes  
and leave 10 minutes for  
questions.

#### We Are Seeking Speakers Who ...

- Are on the front lines of talent acquisition, job hunting and career coaching.
- Can inspire an audience through fresh stories, practical examples and actionable takeaways.
- Are eager to contribute to proactive, hopeful conversations around the future of work from the individual perspective.

#### What's in It for You

- **Visibility.** Targeted promotion of your book, podcast, newsletter or other offering of your choice as part of the marketing of the event and within your session. You'll also receive a copy of the recording with a transcript to use in your own marketing.
- **Community.** Access to the email addresses of everyone who registers for your session. You can connect with them immediately after the event to continue the conversation.
- **Money.** That's right, we'll pay you. Each of our speakers will be awarded a \$500 honorarium, which we can either pay to you or donate to a charity of your choice.



**First Last**  
Title, Company

Shift 2021

# Shift 2021