

## 2021-2022 22 Club Achievement Competition | Ad 2 Austin

*Category: Cornerstone Initiatives & Events*

For the 2021-22 year, Ad 2 Austin's Cornerstone Initiatives & Events is composed of initiatives from our Diversity and Education committees. As a joint force, we are responsible for promoting diversity & multiculturalism, advertising education, awareness, and activism in the Austin community while championing creative excellence.

Our goals for the year have been largely informed by the social climate we work in, the ever-shifting COVID landscape, and the intersection of the two. The conversations we generate are best done with in-person events and activities, and we're excited by the opportunity to safely resume having those valuable face-to-face interactions after going without for so long.

This year, we've identified the following goals for Ad 2 Austin's Cornerstone Initiatives & Events:

- 1) Focus the club's diversity efforts through a speaker series event and diversity assessments of the club.
- 2) Bring more valuable educational opportunities for our student members through our mentorship events and speaker series.
- 3) Regularly creating and distributing digital content through our social, website, Slack, and other public/member channels to become an established presence, leader, and driver of transformation in the Austin advertising community.

**Goal 1:** Focus the club's diversity efforts through a speaker series event and diversity assessments of the club.

### ***Method 1: Speaker Series - The Value of Black Professionals in Advertising***

**Strategy:** In our Diversity & Inclusion efforts, we recognize the importance of amplifying marginalized voices. More than that, we wanted to bring those voices directly to audiences that may not hear them organically. By leveraging our personal networks, friends of Ad 2 Austin, and local agencies, we set out to find a perfect voice to bring to our community to talk about DEI in advertising and in the Austin market.

**Execution:** In our speaker series, we invited Eric Collier (Exhibit 1) to present to our attendees. Born and raised in Miami, FL, Eric has over 35 years of experience in coaching and developing managers and executives from his career as the Director of Federal Programs at IBM and his coaching and consulting practice, including consulting in the Diversity & Inclusion space. Eric is the President & CEO of BottomLine Solutions, where he has coached top executives, middle managers as well as new managers and emerging leaders. He's also coached leadership teams to create synergy and alignment in support of mission, vision, values, and goals.

Eric currently serves as the board President of E4 Youth, an Austin-based nonprofit that uses the arts, sciences, and technology to help youth find and pursue pathways to successful careers in the creative economy through hands-on training, active mentorship, and exposure to real-world opportunities.

Additionally, Eric serves as the Treasurer on the board of 100 Black Men of Austin, Inc., whose mission is to improve the quality of life within the Austin community and enhance educational and economic opportunities for African Americans and minorities.

Our event was originally scheduled in October as a virtual event. We saw the opportunity to make this our first in-person event in two years, so we reimagined the event entirely and pushed it back so we could execute. With the extra time, we secured sponsors, created an event page (Exhibit 2), and developed creative (Exhibit 3) to market the event through our organic social and email channels. The event was moderated by diversity co-chair, Jarrett Way, who worked with Eric Collier prior to the event to establish talking points, outline the conversation, and discuss logistics.

**Results:** The event took place on November 16, 2021, at the Austin Central Library atrium. (Exhibit 4)

Thanks to our agency sponsors, we were able to offer this event for free. There were 22 event registrations, (Exhibit 5) who enjoyed open discussion with Eric guided by a question and answer format.

Overall, the event was well-received and represented a strong moment for our organization in getting back to engaging our community through in-person events.

**Goal 2:** Bring more valuable educational opportunities for our student membership through our mentorship events and speaker series.

***Method 1: Mentorship Program***

**Strategy:** Ad 2 Austin hosts an annual program that pairs students with professionals in the Austin area. The goal is to provide students with a mentor to guide them as they start their career as well as provide supporting programs to drive additional value to students. Typically, this has been done in person but with the uncertainty of pandemic, we focused on a hybrid approach.

**Execution:** Our first event was in-person and focused on recruitment and job search. The second event was a virtual panel. The final event is planned as an in-person wrap-up. (Exhibit 6) **Strategy:** This year, we focused on providing a high value program to a smaller group of students. Our team has a very close relationship with Texas State so we utilized that relationship with their advertising club to reach students looking for mentorship. In order to recruit mentors, we created a social-post draft for our board members (Exhibit 7) so that they could easily and directly reach out to their network via LinkedIn. This worked really well and proved to have a high success rate.

**Results:** We had 17 total mentees matched with mentors (Exhibit 8), including three AAF Austin board members. In contrast to last year, we had almost double the amount of mentors vs. mentees. We will build on this success for a larger, stronger program next year as we continue to nurture our relationships with local colleges.

***Method 2: Keynote speaker - The Building Blocks to a Successful Career***

**Strategy:** To build additional value to our student members, the team wanted to find a speaker who would be able to speak to our membership on ways to build their career.

**Execution:** The team invited Jenifer Sarver (Exhibit 9) to speak on the best ways to build a successful career. Every professional experience – good and bad – is a building block for our member’s lives and their careers. The event focused on the message that it’s what you choose to take from those experiences and how you mold them together that determine the shape your career will take. In the session, Jenifer Sarver shared lessons learned from a career that has taken her from a modest upbringing in the Rio

Grande Valley to a thriving career that has allowed her to visit 48 countries, work with world leaders and take on professional challenges that fulfill her mind and soul. She gave practical tips for young professionals on building their personal brand and shared stories from her own personal journey. (Exhibit 10).

**Results:** There were 13 total tickets sold to the event (Exhibit 11) and a meaningful conversation that was extremely valuable to our membership.

### **Goal 3: Creating & Distributing Digital Content**

#### ***Method 1: Diversity, Equity, and Inclusion Hub***

**Strategy:** Research indicates that as Austin's population rapidly increases, the city is becoming even less diverse. With increased marginalization comes an increased need for resources and community building. As we rebuild our website in spring 2022, we have an opportunity to include a hub for resources directly related to the intersection of DEI, our industry, and our market. Our overall goal is to create lasting, accessible change through resources and education.

**Execution:** We realize that creating a fully-fledged hub is a multi-year initiative. This will be an interactive process, starting with initial research of community statistics surrounding the demographic makeup of our community, perspectives of black professionals in advertising here in Austin, and resources for education and awareness. Additionally, we'll partner with local HBCUs and other universities to build content and resources to support students entering the field. Short-term, this information will populate a social media campaign designed to deliver quick statistics, information, and community stories on the subject. Over time, we'll collect information that will create databases, job boards, community events, etc. to be hosted on our website.

**Results:** While this is a work in progress, we've already seen the benefits of providing information and other resources to our community through our channels. We may be early on in this initiative, but we're confident that an investment in this resource is also an investment in our community. Right now, we are planting a seed with this initiative that we hope will compound and thrive as time goes on.



## Conclusion

The last couple of years has been a challenge to navigate for our organization. Through it, we've realized our ability to make a change in our community and industry through our platform and channels. Stepping back into in-person events after going so long without, our team has brought new energy to our opportunities to connect with our audience. By engaging with the community, encouraging conversation, and distributing resources, Ad 2 Austin aims to be a leading voice and resource in our market.

Exhibit 1



**Eric Collier** (He/Him) · 1st  
Certified NeuroTransformational Coach (CNTC): Personal and Professional Transformation Coaching  
Austin, Texas Metropolitan Area · [Contact info](#)

**500+ connections**

11 mutual connections: Adam Butler, Jenaro Diaz, and 9 others

[Message](#) [More](#)

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### Highlights

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### About

I am in the business of personal and professional transformation. I don't simply make you better at your work; I show you how to have sustained health, happiness and full expression of your talent in all of life. You can meet all of life's challenges with calm, determination, and enthusiasm. You can bring mastery over whatever circumstances you encounter. You can live a transformed life; one with complete satisfaction and fulfilment. ...see more

Exhibit 2

**AD2Austin**  
**THE VALUE OF BLACK PROFESSIONALS IN ADVERTISING**  
Ft. Eric Collier

NOV 16

**Ad 2 Austin Diversity Speaker Series Ft. Eric Collier**

by AAF Austin  
87 followers [Follow](#)

Free

♡ Sales Ended [Details](#)

An in-depth interview and discussion about the value of Black professionals.

**About this event**

About our Event:

Date and time  
Tue, November 16, 2021  
6:30 PM – 7:30 PM CST

Location

Exhibit 3

**AD2Austin**  
TUESDAY, NOVEMBER 16

**Diversity Speaker Series**

**ERIC COLLIER**

Sponsored by:  
atd partners  
The In-House Agency Trading Desk

SHERRY MATTHEWS GROUP

ad2austin · Following

ad2austin Our Diversity Series is back and in person! We're beyond excited to have Eric Collier, the President & CEO of Bottom Line Solutions interviewed by Mighty Citizen's Jarrett way on Nov 16th from 6:30 to 7:30 pm at the Austin Public Library!

We'll learn all about Eric's career, experience, and expertise in advertising while discussing the value of Black professionals in the field. Come prepared with any questions you might have for the Q&A with Eric at the end of the interview!

RSVP now before we sell out with the link in our bio!

16w

♥️ 🔍 📌

👤 Liked by victoriaanngg and 19 others

NOVEMBER 8, 2021

😊 Add a comment... [Post](#)

Exhibit 4



Exhibit 5 - Speaker Registrations

## Event Dashboard

Find Attendees →



Completed

Congratulations on completing your event!

22 Tickets Sold / 50



Tickets sold  
All time



● Available ● Free

Tickets sold

22

Add-ons sold

0

Page views

219

Exhibit 6



Exhibit 7

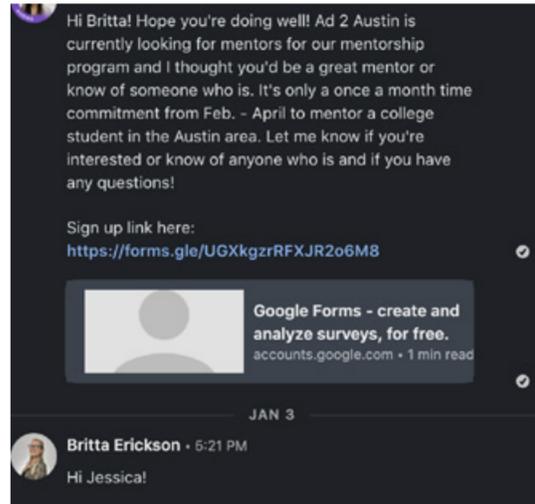
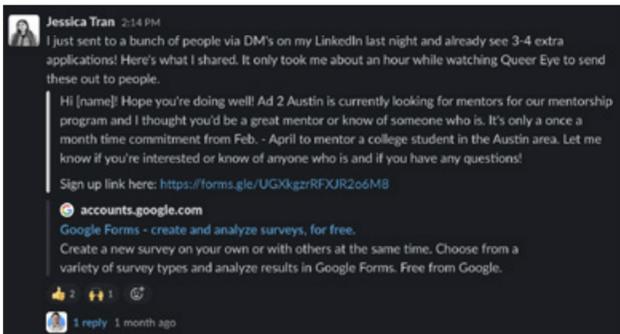


Exhibit 8

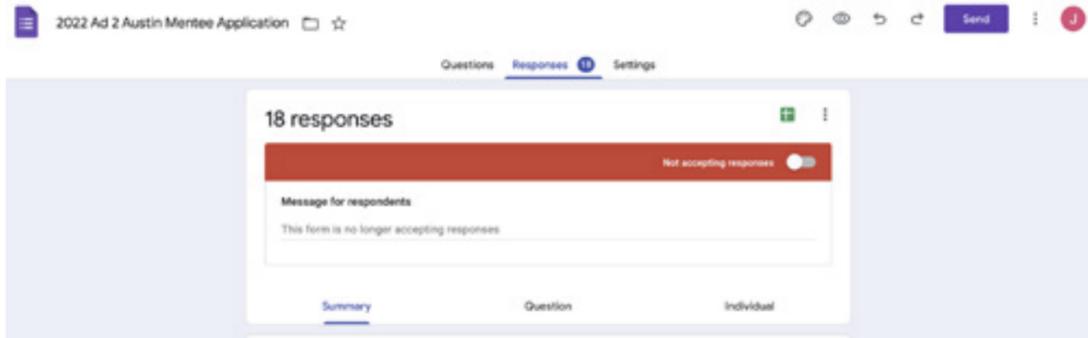


Exhibit 9

A LinkedIn profile page for Jenifer Sarver. The profile picture shows a woman with blonde hair smiling. The background image shows a group of people in a meeting. The profile name is "Jenifer Sarver" with "1st" next to it. The bio reads: "Passionate about people, their stories and how we can work together to build a more civil society." The location is "Austin, Texas, United States" and there is a "Contact info" link. She has "500+ connections" and "2 mutual connections: Kathleen Lucente and Stephanie Price". There are "Message" and "More" buttons. The "About" section is partially visible, starting with "Jenifer loves stories and helping people develop and tell theirs. At Sarver Strategies, she works with corporate and nonprofit clients to develop their story – and then train them to effectively tell it. She is a sought-after corporate coach, working with executives and their teams to build and refine their communication skills. She leads classes, workshops and one-on-one sessions on media training, advocacy and engagement, pul ...see more".

Exhibit 10



Exhibit 11

## Event Dashboard

 →

📅 Completed  
Congratulations on completing your event!

13 Tickets Sold / 51  
 26%

Tickets sold All time

View details

Tickets sold  
**13**

Add-ons sold  
**0**

Page views  
**229**

● Available ● Free