

ADVANCINGDIVERSITY.ORG 2021 RESOURCE CENTER

ALL ENCOMPASSING, TURN-KEY ADVANCING DIVERSITY ACTIVATION RESOURCES FOR MEDIA, ADVERTISING, MARKETING AND ENTERTAINMENT COMPANIES

AdvancingDiversity.org provides member organizations, leaders and team members with tools, resources and support focused on advancing diversity and inclusion programs and initiatives from advocacy to activism.

- **THE BUSINESS CASE FOR DIVERSITY & INCLUSION WHITE PAPERS**
- **ADVANCING DIVERSITY COUNCIL MEMBERSHIP**
- **DIVERSITY & INCLUSION PERFORMANCE METRICS AND RECOGNITION**
- **DIVERSITY INVESTMENTS AND ACADEMIC PARTNERSHIPS**
- **DIVERSITY LEADERSHIP MARKETING & COMMUNICATIONS**
- **MENTORING AND FINANCIAL SOLUTIONS**

MediaVillage members receive benefits consistent with their **Education & Diversity (E&D) Membership** Level: Activist, Leader, Partner and Member

ADVANCINGDIVERSITY.ORG RESOURCES PROGRAM BENEFITS AND RESOURCES ARE OUTLINED IN THE FOLLOWING OVERVIEW

DIVERSITY MEMBER **\$20,000**
(Included with MediaVillage E&D Member Level)

DIVERSITY PARTNER **\$30,000**
(Included with MediaVillage E&D Partner Membership)

DIVERSITY LEADER **\$60,000**
(Included with MediaVillage E&D Leader Membership)

DIVERSITY ACTIVIST **\$90,000**
(Included with MediaVillage E&D Activist Membership)

ADVANCING DIVERSITY RESOURCES

THE BUSINESS CASE FOR DIVERSITY AND INCLUSION

Instituting a robust educational program, especially access to online learning tools, is key for attracting a diverse workforce and retaining quality employees. Long-term support for employees of all educational levels and backgrounds ensures higher productivity, and it also demonstrates trust in your talent while fostering business growth. Properly investing in your human resources increases employee retention and productivity. A failure to invest in education causes entire industries to fail at achieving long-term growth. The media and advertising industry underinvests in both educational resources and talent retention programs by more than 500% compared to most growth industries.

WHITE PAPER:

THE CASE FOR EDUCATION & DIVERSITY AS TOOLS FOR GROWTH IN MARKETING & MEDIA

The social and technological forces that shape businesses and entire industries are constantly shifting. Some of the most prevalent forces in organizational development that have undergone drastic changes in the past decade are the methods, frequency, and breadth of educational resources and employee training. Download the AdvancingDiversity.org e-Book Report: *The Role of Online Learning Tools for Advancing Diversity & Generating Business Growth*.

WHITE PAPER:

THE BUSINESS CASE FOR COMMITMENT TO DIVERSITY: WHITE PAPER FROM THE KELLEY SCHOOL OF BUSINESS

From the Kelley School of Business at Indiana University, this white paper focuses on *The Business Case for Commitment to Diversity*. The report answers the question “Does an organization’s commitment to diversity – as reflected by CEO commitment, human capital, corporate communications (internal and external), and supplier diversity – result in competitive advantage and superior financial performance?”

WHITE PAPER:

BUILDING A LEARNING ORGANIZATION: WHITE PAPER FROM HARVARD BUSINESS SCHOOL

This Harvard Business Review white paper *Building a Learning Organization* provides a detailed roadmap for staying ahead of competitors and generating growth. Many performance-improvement and team education programs fail because many managers don’t realize that sustainable improvement requires both organizational and individual commitment to learning. Without learning, companies repeat old practices, make cosmetic changes, and produce short-lived improvements. To transform your teams and company into a learning organization, AdvancingDiversity.org has acquired rights to the tools perfected by a Harvard Business School team led by David A. Garvin. Garvin recommends mastering five techniques, which are organized in the AdvancingDiversity.org team survey: *Is Yours a Learning Organization?*

ADVANCING DIVERSITY COUNCIL MEMBERSHIP

ACTIVE ENGAGEMENT AS ADVANCING DIVERSITY COUNCIL COMMITTEE MEMBER

- Diversity Measurement & Metrics
- Investment Fund
- Marketing and Communications
- Career Development and Financial Solutions
- Quarterly Meetings (Virtual)
- Selection Committee for Advancing Diversity Hall of Honors
- Proprietary Industry-wide Data Insights

DIVERSITY & INCLUSION PERFORMANCE METRICS & RECOGNITION

HARVARD BUSINESS SCHOOL LEADERSHIP PREPAREDNESS PROGRAM

EXCLUSIVE TO [ADVANCINGDIVERSITY.ORG](https://www.advancingdiversity.org)

As reported by Harvard Business Review, “leaders may think that getting their organizations to learn is only a matter of articulating a clear vision, giving employees the right incentives, and providing lots of training. This assumption is not merely flawed—it’s risky in the face of intensifying competition, advances in technology, and shifts in customer preferences. Organizations need to learn more than ever as they confront these mounting forces. Each company must become *a learning organization made up of employees skilled at creating, acquiring, and transferring knowledge*. A learning organization cultivates tolerance, fosters open discussion, and thinks holistically and systemically. Such learning organizations are able to adapt to the unpredictable more quickly than their competitors can.”

AdvancingDiversity.org has partnered to offer Advancing Diversity Council member organizations with exclusive access to the Harvard Business School industry assessment tool “Is Yours a Learning Organization?” The 55-question self-administered team assessment tool enables individuals to confidentially assess their own commitment to learning, with data aggregated for team, organization, company and industry-wide badging and accreditation. Through this Advancing Diversity Council self-analysis program, organizations and team members can gain a deeper understanding of obstacles and opportunities for growth, identify a path toward enhanced leadership development, and implement solutions for advancing talent retention.

READOCRACY SELF-EDUCATION BADGING FOR INDIVIDUALS AND ORGANIZATIONS

ADVANCINGDIVERSITY.ORG PARTNER

Readocracy is a mission-driven platform that gives people credit for all the reading and learning they do online. Articles and newsletters, podcast and video support about to roll out. It catalogs it all, verifies it, and turns it into a data-driven knowledge profile so people can safely showcase, and be recognized for, their commitment and credibility on any subject. AdvancingDiversity.org has entered into a strategic agreement with Readocracy for rights to implement the tool with our member companies. Through Readocracy, companies, teams and prospective employees can be identified and rewarded based on their self-learning achievements, assuring that diverse communities are engaged, recruited and retained through professional advancement and recognition.

GENDER FAIR EQUALITY ASSESSMENT

ADVANCINGDIVERSITY.ORG PARTNER

The Gender Fair methodology was developed to assess a Company's commitment to gender equality, inspired by the UN Women's Empowerment Principles. The Scorecard allows Gender Fair to collect information methodically about the companies in its database, based on a set of pre-identified criteria. We believe the Gender Fair scoring methodology is the most comprehensive ranking system available to measure a company's progress towards gender equality. The points system means that Gender Fair can score and rank each company's commitment to gender equality on a comparative basis. The Scorecard currently includes 16 criteria that measure leadership, employee policies, advertising and philanthropy based on a 100 point scale. Gender Fair can be used to incorporate recommendations on improving multiple metrics of diversity and equality performance compared to the Gender Fair database that includes information on 5,500 public companies. The Gender Fair database is updated annually.

ADVANCING DIVERSITY HALL OF HONORS INDUCTION

THE ADVANCING DIVERSITY HALL OF HONORS RECOGNIZES THOSE WHO:

- Have made a commitment to and established successful initiatives that advance diversity and inclusion within their organizations;
- Have made a meaningful contribution through their diversity initiatives to the media, advertising, marketing and entertainment community;
- Visibly and inclusively communicate and advance their experiences, learnings, best practices and best principles with the goal of advancing diversity in our community and society;
- Demonstrate that advancing diversity and inclusion is good for business.

Each Advancing Diversity Hall of Honors inductee has made an important contribution to building a more diverse business community and society and continues to make a difference in advancing our industry's leadership. Each January, The Advancing Diversity Council inducts 8 to 12 new companies, organizations and individuals based on their activation of programs that have been proven successful in advancing diversity, equality and inclusion within their organization and their extended community. Advancing Diversity Hall of Honors members include ADCOLOR[®], The Hershey Company, Institute for Veteran and Military Families at Syracuse University, Muslim Public Affairs Council: The Hollywood Bureau, The Female Quotient, Publicis Media, Walt Disney Television, Walmart/Sam's Club, P&G, Unilever, ANA, Budweiser, Verizon, Kay Koplovitz/ Springboard Enterprises, Madonna Badger, NBA, IPG, 3% Conference (Kat Gordon), IAB Education Foundation, Nielsen and the Ad Council.

DIVERSITY INVESTMENTS AND ACADEMIC PARTNERSHIPS

MEDIA INDUSTRY ADVANCING DIVERSITY EDUCATION FUND

A percentage of all MediaVillage membership fees and [AdvancingDiversity.org](https://www.advancingdiversity.org) contributions are contributed to the Media Industry Advancing Diversity Education Fund, supporting established industry organizations and initiatives identified and approved by the Advancing Diversity Council. All selected organizations have demonstrated proven success in advancing organizational and industry diversity and generating positive business impact. (See accompanying document.) Currently approved organizations and initiatives are:

- 4A's Foundation
- ADCOLOR
- Advancing Diversity/Mentor's Playlist
- American Education Foundation (AEF)
- AAF AdCamp for High School Students
- Institute for Veterans and Military Families at Syracuse University
- International Radio & TV Society Foundation (IRTS)
- Jacaronda Foundation College Loan Relief
- John A. Reisenbach Foundation
- TD Foundation for Children of Wounded Warriors and Fallen Heroes

AAF HIGH SCHOOL ADCAMP

The American Advertising Federation program introduces high school students to the many facets of advertising through hands-on learning activities. It provides them the opportunity to work on a real client campaign, interact with industry professionals, as well as explore career options through company immersions and classroom activities. The AAF High School AdCamp requires funding to continue and expand its program beyond Atlanta. In collaboration with AAF, AdvancingDiversity.org will identify additional communities for expansion with a goal of 40 programs in place by 2030.

ANA/AEF TALENT ACQUISITION, RETENTION AND LEADERSHIP DEVELOPMENT INITIATIVES

In collaboration with the Association of National Advertisers and the American Educational Foundation, and in partnership with Advancing Diversity Council members, AdvancingDiversity.org will underwrite further activation of several initiatives that can advance industry talent acquisition, development and retention.

- **BEST JOBS EVER ADVERTISING CAMPAIGN**
- **AEF ONE-DAY VIRTUAL CAMPUS CONFERENCES**
- **CAMPUS SPEAKERS PROGRAM**
- **MARKETING & ADVERTISING EDUCATION (MADE) PROGRAM**
- **VISITING PROFESSOR PROGRAM**

MENTORS PLAYLIST

The Mentors Playlist is a new media platform solution created by Hearst Publishing executive David Carey as part of his work as a fellow at the Harvard Advanced Leadership Initiative in 2019. When it comes to career readiness, there is often a wide skills gap between the children of upper and lower income households that increases disparity and inequality. Mentors Playlist changes that. Using smartphones and social media that are central to the lives of young people, the Mentors Playlist bolsters the early career possibilities for under-served youth, helping to level the economic playing field and improving social mobility in the United States. It could be described as “TED Talks for opportunity youth,” “Khan Academy for career preparation,” or “a career-centered Masterclass.com for low income students.”

MEETINGPREP.COM

MediaVillage has built the most advanced AI-activated search engine dedicated to providing micro-learning access for industry professionals, educators and students. Visit www.MeetingPrep.com and enter your search inquiry.

ACADEMIC PARTNERSHIPS

• **ADVANCING DIVERSITY IMMERSION FELLOWSHIPS**

Following the IRTS Foundation Fellowship and Verizon/ Publicis Immersion Fellowship models, we're offering Advancing Diversity Council members the opportunity to underwrite diversity-focused fellowships designed to attract diverse talent and prepare their future leaders for accelerated career development.

• **ONLINE EDUCATION CERTIFICATION PROGRAM FOR INDUSTRY PROFESSIONALS**

In partnership with leading colleges and universities, AdvancingDiversity.org is developing a core curriculum of available distance learning continuing education courses.

• **ADJUNCT PROFESSOR (PROFESSOR OF PRACTICE) UNDERWRITING AT HISTORICAL BLACK COLLEGES & UNIVERSITIES & COMMUNITY COLLEGES**

In partnership with HBCUs and colleges with a large percentage of diverse students, AdvancingDiversity.org will establish funded adjunct professorships (Professors of Practice) to be filled by prepared professionals from MediaVillage member companies.

DIVERSITY LEADERSHIP MARKETING AND COMMUNICATIONS

CONTENT PUBLISHING – TEAM MEMBER PROFILES & INTERVIEWS

Sharing the stories of successful diverse individuals at all levels of seniority has a direct positive impact on talent retention. AdvancingDiversity.org highlights industry diversity and connects diverse professionals through published profiles and one-on-one interviews. Content is published at relevant MediaVillage sites including AdvancingDiversity.org and its family of diversity-focused sites, which include:

- **[1STFIVE.ORG](#)** - Talent Retention
- **[BLACK LEADERS MATTER](#)** - From Advocacy To Activism
- **[FUTUREOFMEN.ORG](#)** - Positive Gender Relationships
- **[THEAGEOFAGING.COM](#)** - Valuing The Boomer Demo
- **[WOMENADVANCING.ORG](#)** - Leadership Development

VIRTUAL EVENTS AND EDUCATIONAL PROGRAMS

- **1STFIVE EXPERIENCE** - Annual Event for Interns and Early Stage Employees
- **ADVANCING DIVERSITY CAREER MEET-UP** -Connecting Professionals with Candidates
- **WOMENADVANCING DUAL MENTORING EVENTS** - Retention & Advancement Events
- **THE FUTURE OF MEN** - Redefining Masculinity at Work, Home and in Relationships

WATCH LISTEN & LEARN

- **ASK GEN-Z VIDEO INTERVIEWS** - Gen-Z Host Amanda Keaton Interviews Early-Stage Team Members
- **INSIDERINSITES PODCAST INTERVIEWS** - 20-Minute Podcast Interviews
- **LEGENDS & LEADERS VIDEO INTERVIEWS** - 20-Minute Video Interviews
- **JACK MYERS LEADERSHIP CONVERSATIONS** - Jack Myers' Video Interviews with Industry Activists

MENTORING & FINANCIAL SOLUTIONS

MENTORLOOP

Using smart matching tools, AdvancingDiversity.org quickly and accurately matches mentors and Mentees.

EDUCATIONAL LOAN RELIEF

Offering employees and potential employees college loan relief through a simple confidential application process.

ADVANCINGDIVERSITY.ORG MEMBER RESOURCES

MEMBER BENEFITS	DIVERSITY ACTIVIST \$90,000	DIVERSITY LEADER \$60,000	DIVERSITY PARTNER \$30,000	DIVERSITY MEMBER \$20,000
ADVANCING DIVERSITY COUNCIL MEMBERSHIP	✓	✓	✓	—
DIVERSITY & INCLUSION WHITE PAPERS				
Education & Diversity as Tools for Growth	✓	✓	✓	✓
Business Case for Commitment to Diversity	✓	✓	✓	✓
Building a Learning Organization	✓	✓	✓	✓
D&I PERFORMANCE METRICS AND RECOGNITION				
Harvard Business School Leadership Program	✓	✓	✓	✓
Readocracy Education Badging Program	✓	✓	✓	—
Gender Fair Equality Assessment	✓	✓	—	—
Advancing Diversity Hall of Honors Induction	✓	—	—	—
DIVERSITY INVESTMENTS AND ACADEMIC PARTNERSHIPS				
Advancing Diversity Investment Fund Support	✓	✓	✓	✓
MeetingPrep.com D&I SEO Optimization	✓	✓	✓	✓
ACADEMIC PARTNERSHIPS				
Advancing Diversity Immersion Fellowships	✓	✓	—	—
Online Education Certification Program	✓	✓	—	—
Adjunct Professor Eligibility	✓	✓	—	—
LEADERSHIP MARKETING & COMMUNICATIONS				
CONTENT PUBLISHING # OF ARTICLES	8	6	4	2
1stFive.org Profiles	✓	✓	✓	✓
WomenAdvancing.org Profiles	✓	✓	✓	✓
FutureofMen.org	✓	✓	✓	✓
TheAgeofAging.com	✓	✓	✓	✓
Black Leaders Matter Profiles	✓	✓	✓	✓
EVENTS AND EDUCATION PROGRAMS				
1stFive Experience	✓	✓	✓	✓
Advancing Diversity Career Meet-Up	✓	✓	✓	✓
WomenAdvancing Dual Mentoring	✓	✓	✓	✓
The Future of Men Events	✓	✓	✓	✓
WATCH LISTEN & LEARN AUDIO/VIDEO				
Ask Gen-Z Video Interview	✓	✓	✓	✓
Insider Insites Podcast Interview	✓	✓	✓	—
Legends & Leaders Video Interview	✓	✓	—	—
Interactive Audio Content Series	✓	✓	—	—
Jack Myers Leadership Conversation (Video)	✓	—	—	—
MENTORING AND FINANCIAL SOLUTIONS				
Mentorloop Circles	✓	—	—	—
501C3 Educational Loan Relief Contribution	\$9,000	\$6,000	\$3,000	\$2,000

