2021 SPONSORSHIP OPPORTUNITIES
THE FORUM ON WORKPLACE INCLUSION®
THE FORUM ON WORKPLACE INCLUSION®
ENGAGING PEOPLE. ADVANCING IDEAS. IGNITING CHANGE.

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#WorkplaceForum 22

Photos by Sarah Morreim Photography
Since its founding more than 30 years ago, The Forum on Workplace Inclusion® has grown from a two-hour telecast attended by 75 people to become the nation’s hub for diversity, equity, and inclusion (DEI) learning and development.

In 2021 our annual conference will be presented virtually over five full days. The Forum community will have access to familiar plenary and workshop programming as well as new Forum features, learning formats, and on demand components. Moving forward into 2021 and beyond, The Forum is newly committed to being a 365-days-a-year learning platform where you can access cutting edge DEI content in our podcasts, webinars, online media platform, and more.

I invite you to lift up our mission, engage in opportunities The Forum provides to push boundaries of status quo thinking, and invest in our ongoing work through your sponsorship.

Sincerely,

Steve Humerickhouse
Executive Director
The Forum on Workplace Inclusion®
The Forum on Workplace Inclusion® - The Forum for short - offers a unique value proposition to its sponsor participants...A highly collaborative environment centered on interactive experiences. Our renewed mission and vision speak directly to this:

**OUR MISSION**

To convene learning experiences and forge connections that push bold thinking towards equitable workplace solutions for lasting impact. We do this by engaging people, advancing ideas, and igniting change.

**OUR VISION**

We envision a world where all people in all workplaces have equitable access to everything they need to feel valued and thrive.

As a sponsor of The Forum, you will demonstrate the commitment to collective action that is needed to advance positive change for equitable workplaces.

**THE FORUM & AUGSBURG UNIVERSITY**

The Forum on Workplace Inclusion® is based at one of the most diverse private colleges in the Midwest, Augsburg University in Minneapolis, Minnesota. The Augsburg experience is supported by an engaged community committed to intentional diversity in its life and work. Learn more at [Augsburg.edu](http://www.augsburg.edu).

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#WorkplaceForum: Shout Outs

Aperian Global was honored to appear at the recent @WorkplaceForum leading a presentation entitled "Inclusion for Front-Line Managers: Five Tips for Effective Managers."

Very much appreciated the opportunity to volunteer at and attend this very important conference. Relevant discussions & great ideas on how to better work together.

Leaving The Forum fulfilled and grateful to share this space with all of you on a journey towards creating a more equitable and inclusive world.
IDENTIFY & INTRODUCE EMERGING TRENDS IN BUSINESS

The Forum identifies and introduces emerging trends and explores the demands of doing business for today and tomorrow. We step outside our own boundaries of age, cultural exposure, knowledge, and mindsets. Participants look to The Forum to provide valuable industry resources, advocacy, education, business tools, service providers, and networking opportunities.

The most compelling and relevant trends inform our annual conference theme. In alignment with the theme, learning pillars are created to guide the learning experience for presenters and participants.

2021 THEME - WORKPLACE REVOLUTION: FROM TALK TO COLLECTIVE ACTION

The CoVID-19 health crisis has disrupted and upended the way we work. People in all corners of the globe long for human connection but are charged with quickly navigating a digital, distanced work environment. Social protests centering around racism and the unjust deaths of African Americans at the hands of the police have pulled the cover off overwhelming disparities in healthcare, economics, education, housing, and public safety, and more. Interpersonal tensions are roused and there is a vocal demand for systems change to promote a more equitable society across the US and the world.

What will it take to start a workplace revolution that moves us from talk to action?

LEARNING PILLARS

DISMANTLING SYSTEMIC RACISM

EQUITABLE DEVELOPMENT AND ADVANCEMENT OF PEOPLE

BUILDING ACTIVE ALLYSHIPS

RE-INVENTION DURING DISRUPTION

Click here to learn more about our Learning Pillars.
WHY SPONSOR?

MAXIMIZE YOUR INFLUENCE

Our collective impact sponsorship model engages people and organizations both globally and locally through connectivity, conversation, continuous learning, and community. We are a year-round platform with active sponsors as financial and advisory contributors to support our collaborative work.

MAXIMIZE YOUR VISIBILITY

Align your brand with the best in the industry! Our sponsors build lasting relationships with DEI practitioners, leaders, innovators, entrepreneurs, researchers, and authors. Find the level and benefits that are right for you, or contact us to create your custom package. (View our 2020 Sponsors)

MAXIMIZE YOUR IMPACT

Build your team’s awareness and skills by providing them The Forum’s DEI learning and resources to push bold thinking. Provide needed scholarships for students, young professionals, and experienced practitioners. Explore how to respond to trends and take action to shape positive workplaces. We need your engagement and sponsorship to continue to revolutionize our collective action.

BENEFITS OF SPONSORSHIP

1. Strengthen brand recognition with leading DEI executives, practitioners, managers, and the leaders across business sectors.

2. Work in collaboration with partners in academia, corporate, non-profit, and government sectors.

   Take collective action with The Forum as a sponsor and revolutionize equitable workplaces!

3. Network, share best practices, and expand on innovative, cutting-edge ideas with more than 150 DEI thought leaders and innovators from around the globe.

4. Provide scholarships to students and professionals.

5. Advocate and advance DEI learning for a large and growing audience.
OUR AUDIENCE*

Industry:
- Consulting: 17.72%
- Non-profit: 14.77%
- Government/Military: 11.95%
- Healthcare/Medical: 11.54%
- Finance/Banking/Insurance: 9.53%
- Manufacturing: 3.62%
- Construction/Home Improvement: 2.95%
- Market Research/PE: 2.68%
- Other: 17.32%

Profession:
- Diversity & Inclusion: 29.85%
- Other: 23.64%
- Consulting: 11.94%
- Human Resources: 16.16%
- Management: 13.86%
- Finance: 4.43%
- Marketing: 3.26%
- Learning & Development: 2.99%

Occupational Title:
- Manager: 17.94%
- Specialist: 12.97%
- Consultant: 8.53%
- CFO, CDO, CEO: 7.46%
- Vice President: 6.39%
- Administrative/Clerical Support: 4.26%
- Student: 3.37%
- Educator: 3.20%
- Other: 3.86%

*Source: 2020 conference attendee registration data. Volunteer and "no-shows" (those registered which did not attend).
## 2021 SPONSORSHIP OVERVIEW

### Year-Round Opportunities

<table>
<thead>
<tr>
<th>SPONSOR LEVELS</th>
<th>Forum Webinar Series Champion $50,000</th>
<th>Half-Day Feature Events Visionary $35,000</th>
<th>The Forum Podcast Visionary 35,000</th>
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</thead>
<tbody>
<tr>
<td>Special Opportunity</td>
<td>Ten (10) monthly webinars</td>
<td>One (1) Event</td>
<td>Twenty-four (24) bi-monthly Podcasts</td>
</tr>
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<td>Logo on website and promotional communications</td>
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<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Promotional opportunity preceding presentation</td>
<td>Slide Show or Video</td>
<td>Slide Show, Video or Live Presentation</td>
<td>Promotional sponsor mention on each episode</td>
</tr>
<tr>
<td>INCLUDED ANNUAL CONFERENCE BENEFIT</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Logo on select signage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Conference comps</td>
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<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Sponsor recognition</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Welcome reception comps</td>
<td>10</td>
<td>8</td>
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<tr>
<td>Executive Director podium introduction and gratitude</td>
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<td>Diversity Executive Forum (DEF) comp</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Exhibit booth comp</td>
<td>Premium booth Two (2) booth staff</td>
<td>Premium booth Two (2) booth staff</td>
<td>Premium booth Two (2) booth staff</td>
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<tr>
<td>Advertising Opportunity (see page 21 for details)</td>
<td>Tier 1</td>
<td>Tier 1</td>
<td>Tier 1</td>
</tr>
<tr>
<td>Discounted registrations</td>
<td>✔️</td>
<td>✔️</td>
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</table>
# 2021 Sponsorship Overview

## Annual Conference Opportunities

<table>
<thead>
<tr>
<th>SPONSOR LEVELS</th>
<th>Presenting $75,000</th>
<th>Champion $50,000</th>
<th>Visionary $35,000</th>
<th>Signature $25,000</th>
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<td>Logo</td>
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</tr>
<tr>
<td>Conference comps</td>
<td>12</td>
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<tr>
<td>Underwriting opportunities (see page 17 for details)</td>
<td>✓</td>
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<tr>
<td>Sponsor recognition</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Reception comps</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Executive Director podium introduction and gratitude</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Diversity Executive Forum (DEF) comp</td>
<td>2</td>
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<tr>
<td>Content collaboration</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Distribution of company’s promotional product</td>
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<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity for stage presence</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Selected general sessions comps</td>
<td>12</td>
<td></td>
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</tr>
<tr>
<td>Custom company registration webpage</td>
<td>✓</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity for custom meet and greet</td>
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<td></td>
<td></td>
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<tr>
<td>Exhibit booth comp</td>
<td>Premium booth, Two (2) booth staff</td>
<td>Premium booth, Two (2) booth staff</td>
<td>Premium booth, Two (2) booth staff</td>
<td>Standard booth, One (1) booth staff</td>
</tr>
<tr>
<td>Advertising Opportunity (see page 21 for details)</td>
<td>Tier 1</td>
<td>Tier 1</td>
<td>Tier 1</td>
<td>Tier 2</td>
</tr>
</tbody>
</table>

## SPONSOR LEVELS (continued)

<table>
<thead>
<tr>
<th>SPONSOR LEVELS</th>
<th>Executive $15,000</th>
<th>Premier $10,000</th>
<th>Benefactor $5,000</th>
<th>Supporting* $1,000</th>
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<td>Logo</td>
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</tr>
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<td>Conference comps</td>
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<td>2</td>
<td>Name Only</td>
<td>Name Only</td>
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<tr>
<td>Underwriting Opportunities (see page 19 for details)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Advertising Opportunity (see page 21 for details)</td>
<td>Tier 2</td>
<td>Tier 2</td>
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<td></td>
</tr>
</tbody>
</table>

* Eligible to small businesses and non-profits with under a $5 million operating budget.
YEAR-ROUND SPONSORSHIP OPPORTUNITIES

The Forum offers year-round sponsor opportunities in the form of our Webinar Series, Half-Day Feature Events, and Podcast Series.

Audience Sizes and Engagement

THE FORUM WEBINAR SERIES

16,900
Email marketing distribution list size

6,539
Registered participants in 2020 YTD

15.62%
Open Rate YTD on webinar email marketing eblasts

DIVERSITY INSIGHTS PRESENTATIONS

918
Total attendees over three events

27%
Director or Manager level

326
Registered participant organizations

THE FORUM PODCAST

20,148
Total plays

347
Audience Size

45
Episodes and counting!
YEAR-ROUND SPONSORSHIP OPPORTUNITIES

THE FORUM WEBINAR SERIES

The Forum on Workplace Inclusion® Webinar Series (The Forum Webinar Series) is a free monthly webinar series offering skill-building opportunities in DEI topics. Each month attendees and presenters from a variety of industries around the globe participate and share their ideas.

Champion Sponsorship: $50,000

Sponsoring the The Forum Webinar Series includes these opportunities:

- Ten (10) monthly webinars from January through December
- Not held in February or March

- Logo on website and promotional communications
- Promotional slide show or video preceding webinar presentation

The Forum on Workplace Inclusion® Annual Conference Benefits

- Logo on select signage
- Executive Director podium introduction and gratitude
- Sponsor recognition
- One (1) Diversity Executive Forum (DEF) comp
- Ten (10) conference comps
- Ten (10) guests to event receptions
- Premium exhibit booth with (2) booth staff comps
- Tier 1 advertising opportunity
- Discounted registrations
YEAR-ROUND SPONSORSHIP OPPORTUNITIES

HALF-DAY FEATURE EVENTS

The Forum on Workplace Inclusion® Half-Day Feature Events bring scholars, thought-leaders, and attendees together to engage in conversation about the diversity, equity, and inclusion (DEI) landscape around a specific industry or topic.

Visionary Sponsorship: $35,000

Sponsoring the Half-Day Feature Event includes one (1) event.

Event sponsor recognition
Logo on select event signage
Executive Director podium introduction and gratitude
Content collaboration
Eight (8) Comps to the event

The Forum on Workplace Inclusion® Annual Conference Benefits

Logo on select signage
Executive Director podium introduction and gratitude
Sponsor recognition
One (1) Diversity Executive Forum (DEF) comp
Eight (8) conference comps
Eight (8) guests to receptions
Premium exhibit booth with two (2) booth staff comps
Tier 1 advertising opportunity
Discounted registrations
YEAR-ROUND SPONSORSHIP OPPORTUNITIES

THE FORUM PODCAST

The Forum on Workplace Inclusion® Podcast (The Forum Podcast) is a free monthly streaming audio series offering skill-building opportunities in DEI topics featuring presenters from a variety of industries around the globe.

Visionary Sponsorship: $35,000

Sponsoring the The Forum Podcast Series includes these opportunities:

Twenty-four (24) bi-monthly Podcasts from January – December

Logo on website and promotional communications
Promotional sponsor mention on each episode

The Forum on Workplace Inclusion® Annual Conference Benefits

Logo on select signage
Executive Director podium introduction and gratitude
Sponsor recognition
One (1) Diversity Executive Forum (DEF) comp
Eight (8) conference comps
Eight (8) guests to receptions
Premium exhibit booth with (2) booth staff comps
Tier 1 advertising opportunity
Discounted registrations
CONFERENCE SPONSORSHIP OPPORTUNITIES

Our flagship event, The Forum on Workplace Inclusion® annual conference is our premier learning opportunity at the cutting-edge of the DEI landscape. The 2021 conference will be a five-day long virtual conference.

Dates & Details

33rd Annual Conference - Workplace Revolution: From Talk to Collective Action
When: March 8 - 12, 2021
Where: Online/Virtual

Design & Branding

The 2021 logo mark eschews more traditional logo forms to visually represent the theme of revolution. The bright colors of The Forum brand, in their liquid shapes, form dynamic circles expressing the vibrant motion of inspired change.

The year indicates this currently unfolding and significant time in history, a moment when the need for revolution was undeniably felt. The classic poster typeface represents the determination of a collective voice.

Our 2021 logo mark allows many opportunities for variety in texture, type layout, and brand color arrangement.

Logo Mark Stamp A

Horizontal Logo Mark

Logo Mark Stamp Variations B through E
The arrival and spread of the novel coronavirus disease COVID-19 impacted participation at the 32nd annual Forum on Workplace Inclusion® (the annual conference). The annual conference was one of the last events of its size before the State of Minnesota released a statement on March 13, 2020, which requested events larger than 250 people to be cancelled.

While the annual conference experiences participation churn in any given year, COVID-19 had a larger than average effect on the number of cancellations and attendee no-shows.

Numbers can give you some of the picture, or the whole picture. We believe in looking at the whole picture - from multiple angles.

To understand total participation, which includes but is not limited to, projected and trending participation and the effects of COVID-19 on participation, we’ve segmented our data to include multiple views:

**GROSS POTENTIAL PARTICIPATION**
A pre-cancellation quantitative view of all potential participation based on original registrations prior to the affects of COVID-19. This view also includes no-shows*.

**REGISTERED**
Total registered participants as of March 10, 2020 less cancellations.

**ATTENDED**
Total attendees at the annual conference as of March 12, 2020 less cancellations and no-shows.

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*Not every cancellation and/or no-show was a direct result of COVID-19.
**Combined one-hour coaching sessions and Ask-An-Expert sessions.
CONFERENCE SPONSORSHIP OPPORTUNITIES

LEAD SPONSOR

The Lead Sponsorship is custom-tailored for one company each year. Benefits include the company’s logo on all key conference information, materials, and signage, public recognition and stage presentation, significant complimentary and unlimited discounted registrations, and tailored events.

The Forum’s Lead Sponsor is the highest sponsorship level.

Propose your sponsorship idea today! Convening people for professional diversity, equity and inclusion learning is the heart of The Forum. Join us with funding to impact equitable workplaces.

Contact The Forum on Workplace Inclusion for a consultative conversation around how your organization can become active.

The Forum on Workplace Inclusion
Office: 1 (612) 373-5994
Email: workplaceforum@augsburg.edu
CONFERENCE SPONSORSHIP OPPORTUNITIES

Presenting Level: $75,000

At the Presenting Level, companies may sponsor combined opportunities.

In addition, Presenting Level benefits include the following:

Content collaboration
Logo on select signage
Distribution of a digital promotion
Executive Director podium introduction and gratitude
Opportunity for stage presence
Sponsor recognition
Two (2) Diversity Executive Forum (DEF) comp
Twelve (12) conference comps
Twelve (12) guests to receptions
Twelve (12) guests to selected General Sessions
Custom company registration webpage
Opportunity for custom meet and greet
Premium booth, 2 booth staff comps
Tier 1 advertising opportunity
Discounted registrations

Champion Level: $50,000

At the Champion Level, companies may sponsor one of these opportunities:

- Opening General Session
- Day Two General Session
- Day Three General Session
- NEW! Day Four General Session
- Closing General Session
- The Forum Marketplace of Ideas
- Registration
- NEW! Forum On-Demand

In addition, Champion Level benefits include the following:

Content collaboration
Logo on select signage
Distribution of a digital promotion
Executive Director podium introduction & gratitude
Opportunity for stage presence
Sponsor recognition
One (1) Diversity Executive Forum (DEF) comp
Ten (10) conference comps
Ten (10) guests to receptions
Premium exhibit booth with (2) booth staff comps
Tier 1 advertising opportunity
Discounted registrations
CONFERENCE SPONSORSHIP OPPORTUNITIES

Visionary Level: $35,000

At the Visionary Level, companies may sponsor one of these opportunities:

- Diversity, Equity, and Inclusion Coaching
- Diversity Executive Forum (DEF)
- NEW! Innovation Sprint
- Trend Talks (formerly Spotlight Series)
- Conference SWAG

In addition, Visionary Level benefits include the following:

- Logo on select signage
- Executive Director podium introduction and gratitude
- Sponsor recognition
- One (1) Diversity Executive Forum (DEF) comp
- Eight (8) conference comps
- Eight (8) guests to receptions
- Premium exhibit booth with (2) booth staff comps
- Tier 1 advertising opportunity
- Discounted registrations

Signature Level: $25,000

At the Signature Level, companies may sponsor one of these opportunities:

- Conference App
- Diversity Awards
- Receptions
- Student conference scholarships
- NEW! Community conference scholarships
- Professional conference scholarships
- NEW! Conference accessibility

In addition, Signature Level benefits include the following:

- Logo on select signage
- Sponsor recognition
- Six (6) conference comps
- Six (6) guests to receptions
- Standard booth, 1 booth staff comp
- Tier 1 advertising opportunity
- Discounted registrations
CONFERENCE SPONSORSHIP OPPORTUNITIES

Executive Level: $15,000

At the Executive Level, companies may sponsor one of these opportunities:

- Breaks
- NEW! Orientation Videos
- Art Series
- Wellness Series
- NEW! Documentary Film Festival
- NEW! Deep-Dive Learning Sessions

In addition, Executive Level benefits include the following:

Logo on select signage
Three (3) conference comps
Tier 2 advertising opportunity
Discounted registrations

Premier Level: $10,000

At the Premier Level, companies may sponsor one of these opportunities:

- Session Track (1 of 8 available):
- NEW! Concierge & Hospitality

In addition, Premier Level benefits include the following:

Logo on select signage
Two (2) conference comps
Tier 2 advertising opportunity
Discounted registrations
CONFERENCE SPONSORSHIP OPPORTUNITIES

Benefactor Level: $5,000

Benefactor Level benefits include the following:

- Organization name listed (no logo) on select signage
- One (1) conference comp
- Discounted registrations

Supporting Level: $1,000*

Supporting Level benefits include the following:

- Organizational name in print

* Eligible to small businesses and non-profits with under a $5 million operating budget.

Other Opportunities

We welcome discussion of new ideas which support The Forum, our sponsor companies, and our participating organizations!

The following opportunities are also available:

- Media/PR sponsor ($10,000 minimum value)
- Purchase of conference advertising opportunities
- Purchase of Marketplace of Ideas exhibit booth
- Trade opportunities and more

See page 21 for more details and options.
CONFERENCE SPONSORSHIP OPPORTUNITIES

Other Opportunities

EXHIBIT SPACE

Digital exhibitor booths in our Marketplace of Ideas are also available for purchase.

<table>
<thead>
<tr>
<th>TYPE</th>
<th>FEATURES</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>Basic features</td>
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</tr>
<tr>
<td>Premier</td>
<td>All available features</td>
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ADVERTISE WITH THE FORUM

Ad space is available in annual conference digital program book and virtual conference bag, distributed to all participants!

<table>
<thead>
<tr>
<th>TIER</th>
<th>DETAILS</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>Banner Ad or Video</td>
<td>Sponsors Only</td>
</tr>
<tr>
<td>Tier 2</td>
<td>Listing on attendee benefits page*</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*Possible listing options include: a link to website, consultation offer, gift card, digital coupon, white paper.
#WorkplaceForum: Sponsor & Attendee Shout Outs

We love hearing from our sponsors and attendees. Here’s just a sampling of conference stories shared online using #WorkplaceForum2020

Join the conversation at #WorkplaceForum2021 by becoming a sponsor today!

Shannon Hady @shannonhady

The #WorkplaceForum2020 over the last 3 days has been nothing short of inspiring! Call to action to all of us to be an ally, supporter, and sponsor and to work to ensure everyone is included. So honored to be a recipient of the @BushFoundation scholarship and cohort!

Augurian @AugurianTweets

"Yesterday’s solutions won’t solve tomorrow’s issues” - Tony Hunter

A few members of our team recently attended the #WorkplaceForum2020 annual conference to learn ways to make Augurian more inclusive. @WorkplaceForum

Kindra Ramaker @KindraRamaker

This was amazing. Mary Francis Winters models having courageous conversations with those you disagree with. workplaceforum2020

Erin White @erinwhitecc

Fun to see @STEMconnector member @Prudential at the #WorkplaceForum2020

Mayo colleagues at #WorkplaceForum2020