

THE FORUM ON WORKPLACE INCLUSION®

2021 ANNUAL REPORT

A YEAR OF THE WORKPLACE REVOLUTION:
FROM TALK TO COLLECTIVE ACTION



AUGSBURG
UNIVERSITY®

THE FORUM ON WORKPLACE INCLUSION®
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"The Forum on Workplace Inclusion exceeded my expectations in creating a meaningful, intentional, and highly engaging virtual conference. There were certain aspects/features that almost made it more meaningful than an in-person experience. For example, having access to the recordings for 3 months following the conference is an amazing gift."

- 2021 Conference Participant



The 2021 conference pushed the limits of what is possible for a virtual conference experience. Heidi Batz Rogers of INclusion ACTION Collective is pictured live in studio at AV For You as she interviews guests from around the globe.

From the Executive Director

The year 2020 was, without a doubt, not at all what any of us might have predicted. We had our expectations of what any new year would bring, but none of us foresaw a global pandemic, financial meltdown, and exposed systemic racism, all of which continued into 2021.

For The Forum on Workplace Inclusion (The Forum), along with everyone else, it required a complete shift in how we delivered our main service--our annual conference--moving from in-person to virtual. Fortunately, we had experience with virtual presentation through our webinars and podcasts, but those pale compared to the intensity of a full week of more than 100 presentations, plus networking and other features.

COVID-19 also brought us the opportunity to move in a new direction in our diversity, equity, and inclusion learning strategy. This was something we had long talked about, but now--faced with a very different world--dug into. We examined and reworked our mission and vision, built a strategic plan that looked at us, and the world, through a different lens, and saw new opportunities to bring Forum content to longtime and new audiences.

Two things have not changed: we are still conveners of people interested in DEI development, and we are still curators of the very best DEI learning. Our promise has always been, and continues to be, bringing you the highest-quality content and production values. So no matter what our new strategy entails, you can count on The Forum to remain the best at what we do.

This is our first annual report. It is something we have talked about producing for several years, and now plan to offer to our constituents every year. It documents what we have accomplished this past fiscal year (June 2020-May 2021) and what you can expect from us going forward into this, unanticipated post-pandemic future.

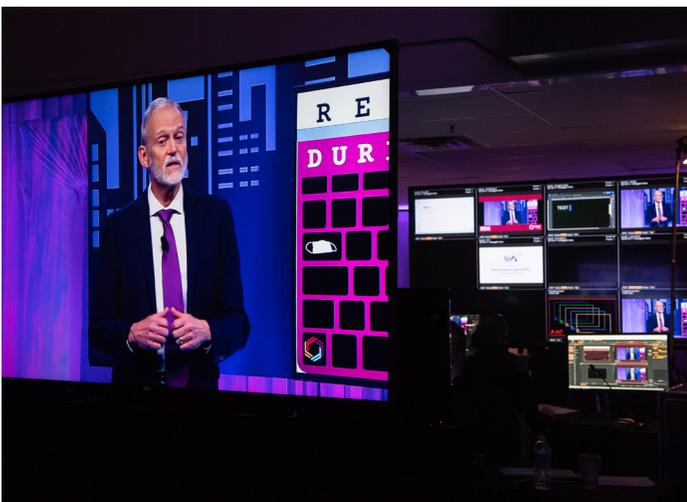
As always, thank you for your support of The Forum.

Steven Humerickhouse
Executive Director,
The Forum on Workplace Inclusion

"[The conference] exceeded my expectations. To host a conference of this magnitude in a digital world must have been so different and complex. I was also impressed by the quality of most of the presenters... All of the participation on the chat on real time also added a nice third dimension to the presentations."

- 2021 Conference Participant

(Below left to right)
Behind the scenes view with Steven and crew from AV For You during day 4 of the annual conference. Steven meets with Chevara Orrin of The Winters Group. Steven speaking during day 1 of the annual conference.



1

**ABOUT THE
FORUM**

1.1 - Mission & Vision...Reframed

Over the past year we have revisited our mission, vision, and strategy with the help of our good friends and strategic partners at the consulting group INclusion ACTION Collective (IAC). IAC took us through a rigorous, multi-week process that we are still refining today. Here is our recently refreshed mission and vision. There is more later in this document about our new strategy.

"During the Conference, I realized that I felt a noticeable sigh of relief. The reason was threefold: being in an environment with others committed to racial equity and inclusion; the opportunity to receive information and updates on important topics; and the solution oriented approach incorporated into the Sessions. Additionally, the Conference made me feel present and engaged... Therefore, I appreciate and applaud the organizational and logistics efforts."
- 2021 Conference Participant

MISSION REFRAMED

Our mission is to convene learning experiences and forge connections that push bold thinking towards equitable workplace solutions for lasting impact.

VISION REFRAMED

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

**WE DO SO BY ENGAGING
PEOPLE, ADVANCING IDEAS,
AND IGNITING CHANGE.**

1.2 - Augsburg University

In July 2019, The Forum on Workplace Inclusion became a program of Augsburg University. We operate independently from the University, but are University employees with offices on campus, and receive accounting, HR, IT, and other support from the University. Augsburg also acts as our fiscal agent.

Augsburg University offers more than 50 undergraduate majors and 11 graduate degrees to 3,400 students of diverse backgrounds at its campus in the vibrant center of the Twin Cities and nearby Rochester, Minnesota location. Augsburg educates students to be informed citizens, thoughtful stewards, critical thinkers, and responsible leaders. An Augsburg education is defined by excellence in the liberal arts and professional studies, guided by the faith and values of the Lutheran church, and shaped by its urban and global settings. Learn more at [Augsburg.edu](https://www.augsburg.edu).

1.3 - A Note From Augsburg University President Paul C. Pribbenow, PHD

Just two years ago, The Forum became part of the Augsburg University community, and I want to say again what a privilege it is to be the home for The Forum and to share our common commitments to the essential work of diversity, equity, and inclusion. We are more and more finding ways to integrate the Forum's work with Augsburg's academic and community engagement commitments – and we look forward to even stronger ties in the years ahead.

This, of course, is a most poignant moment for the work we do together.

Here we find ourselves in 2021 living at the intersection of three pandemics. The novel coronavirus COVID-19 pandemic has disrupted all aspects of how we live and work, and has pointedly illustrated the tension between public health and economic well-being. Following in the wake of the COVID-19 pandemic, an economic pandemic threatened our social fabric with massive unemployment and business closures worldwide. And, last summer, the racial inequities exacerbated by the senseless murder of George Floyd by Minneapolis police officers uncovered a third pandemic that threatens to tear the United States apart. Surely this uncharted terrain presents unique challenges for all of us as citizens, trying to imagine how we will navigate to some as yet unknown future.

I experience the intersection of these three pandemics with anger and resolve as president

of Augsburg, one of the most diverse institutions in the United States, located in one of the most diverse neighborhoods in the country. The impact of these pandemics on our students, faculty, and staff – and on the immigrant neighbors we cherish – is stark. Their health, economic well-being, and safety all are threatened. And I feel an urgent responsibility to act in response to those threats – as I know you all do as well.

This is why the work we do together is so very important. There is much we can – and will – do in our university and in the many organizations you represent to accompany our community as we deploy our many resources to work on health, economic, and safety challenges. This, then, is an important moment for all of us to lean into the impact of these pandemics with a powerful response grounded in our commitments to equity and inclusion – in our organizations and in our communities.



Paul C. Pribbenow is the 10th president of Augsburg University

1.4 - Meet the Team

STEVEN HUMERICKHOUSE
Executive Director

BEN RUE
Program Manager

WYATT YAGER
Assistant Director of Finance and Operations

ERNEST JEFFERSON
Registrar/Administrative Coordinator

ENDER GÖÇMEN
Assistant Director of Marketing

1.5 - External Collaborators

The Forum has a small staff amplified by with close and long-term partner organizations that help shape our annual theme and learning pillars, the look and feel of our events, branding, production, and logistics. The four listed here have provided us with the ability to reach a large number of people across the globe with the very best DEI learning and development.

AV For You - Golden Valley, Minnesota

AV For You has been providing award-winning service for 20 years. With a dedicated team of long-term employees, AV For You is an inclusive work environment that respects diversity in all its forms, which has been carried into the work that the organization does: The first gay weddings of Minneapolis at city hall, One Voice Mixed Chorus, Rainbow Families, Golden Valley Pride, MEDA-Metropolitan Economic Development Association, and of course, The Forum on Workplace Inclusion.

Inclusion ACTION Collective (IAC) - Minneapolis, Minnesota

Since 2015, IAC founder Heidi Batz Rogers has worked with The Forum to identify the most relevant topics to explore, engage compelling keynote and plenary speakers, and create interactive experiences that engage the right and left brain in discovery learning. In 2020, IAC guided The Forum through a future-focused visioning process, resulting in a strategic expansion of programming. IAC is committed to bringing people from diverse lived experiences together to make a world that works for all, not some.

Lund Solutions - Edina, Minnesota

Since 2018, Lund Solutions has been proud to support the marketing efforts of The Forum on Workplace Inclusion. While our annual deliverables include logos, brochures, signage, and websites, we realize the importance of this work far beyond its simple graphic value. We hope that our role helps advance the larger mission of The Forum. We are honored to work with the entire Forum team to engage people, advance ideas, and ignite change.

Stagetime Productions - Bloomington, Minnesota

Stagetime Productions, LLC has been in business for 18 years and has provided production and logistics support at The Forum for the past 10 years. Stagetime Productions is owned and operated by Shannon Pierce. Stagetime Productions produces over 70 events and videos a year, with an emphasis on conferences, non-profit galas, awards dinners, and outdoor events. Stagetime productions has an over 90% client retention rate and holds NGLCC and WBENC certifications.

1.6 - Organization Chart

The Forum, operates through collaboration and guidance from a network of committees. Each year, these volunteers contribute hundreds of hours of logistical planning, thought leadership, and on-the-ground effort in order for The Forum to do its work.

AUGSBURG UNIVERSITY

THE FORUM ON WORKPLACE INCLUSION® STAFF

(See previous page)

COMMITTEES

(Arranged by alphabetical order below)

Accessibility Committee

Hannah Chadwick, Disability:IN
Deb Dagit, Deb Dagit Consulting
Amanda Temple, Minneapolis Advisory Committee on PwD

Awards Committee

Dave Baker, University of St. Thomas
Elsa Batica, Elsa Batica Consulting
Betsy Lofgren, University of St. Thomas
Manichan Joy Nguyen
Renee Pagano, University Physicians
Sue Plaster, Sue Plaster Consulting
Bill Wells, Bill Wells & Associates
Kurt Wiger, Allina Health
Destiny Xiong, City of Minneapolis

Government Committee

Mae Brooks, Minneapolis Park and Recreation Board
Shavondalyn Givens, NASA
Tonya Palmer, Hennepin County
Jamica Quillen, Federal Reserve Bank of Minneapolis

Healthcare Committee

Tom Kottke, HealthPartners
Lor Lee, Mayo Clinic
Riikka Salonen, PeaceHealth
Myat Tun, Fairview Health
Kurt Wiger, Allina Health

Program Committee

Marissa Afzali, Progressive Insurance
Zoe Allerdig, L Brands
Chris Cardarelli, Merck
Hannah Chadwick, Disability:IN
Erin Evans, Prudential
Drinal Foster, Well Fargo
Aisha Ghori-Ozaki, Allstate
Tara Hastings, Avalara
James Heighington, Google
Janet Huber, Bank of Oklahoma
Briana Joyner, Minnesota Historical Society
Kent Kniebel, Cargill
Chris Matuseski, HealthPartners
Karin McCabe, McGough
Cecilia Nelson-Hurt, L'Oreal
Sarah Peterson, General Mills
Joanne Reeck, Augsburg University
Caidin Riley, Data Recognition Corp
Nichole Salaam, Project for Pride in Living
Cameron Smith, Tanenbaum
Minjon Tholen, Amnesty International USA
Jackie Thomas-Hall, Allina Health
Tony Tolliver, Center for Economic Inclusion
Kristina Urvina, Allianz

"Every session I attended was excellent, thought-provoking and left me with practical ideas for action and further learning."
- 2021 Conference Participant



STRATEGY & PLANNING

(Previous page)
Left to right, Angela Davis (MPR), Heidi Batz Rogers (INclusion ACTION Collective), and Eddie Glaude Jr. (Princeton University) prepare for the day 5 closing general session and final keynote presentation.

2.1 – The New Strategic Plan

For 34 years, The Forum has been a curator and convener of diversity, equity, and inclusion learning and development. Our new strategic plan builds off that expertise by acknowledging that history and expanding on it.

- **We have been a leader in the DEI space by providing challenging programming:**
We want to be the most trusted source for that learning, especially as it advances equitable workplaces.
- **We have selected our programming through a rigorous proposal application process:**
We want to continue that rigor and offer more innovative opportunities for learning and growth.
- **We have grown an international audience of presenters and participants:**
We want to broaden and deepen that audience to bring together more voices from the global community.
- **We have built alliances in order to provide the very best DEI learning opportunities:**
We want to forge new and bigger alliances to maximize collective impact.

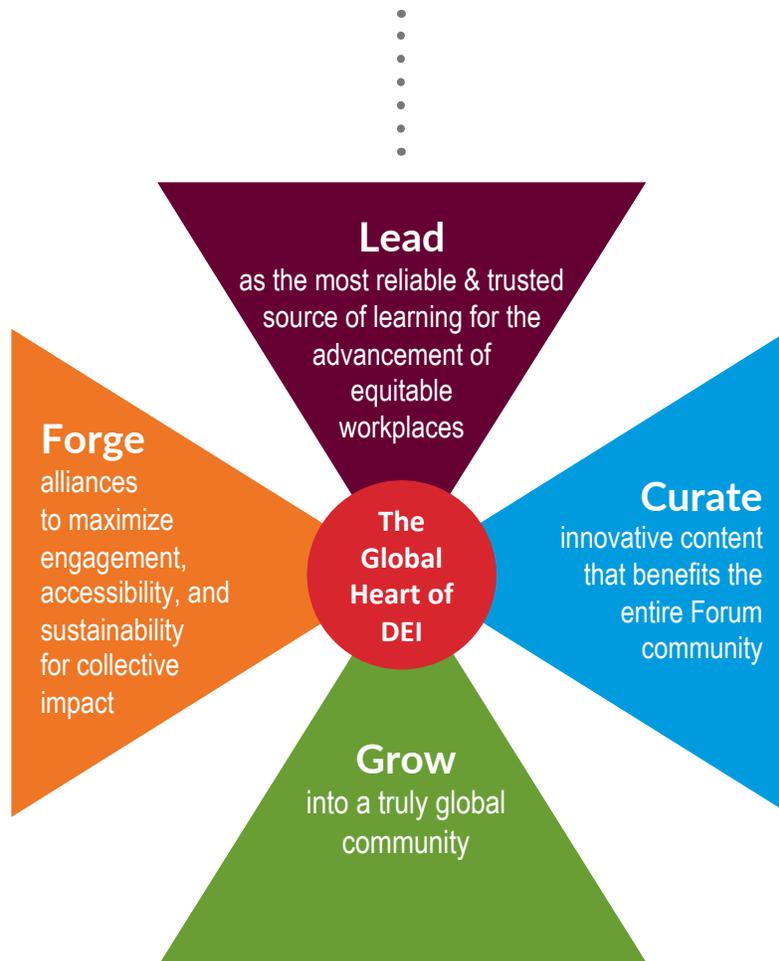


Fig. 1, The Forum's new strategic plan visualized in four sections: lead, curate, grow, and forge with "the global heart of DEI" located at the center.

2.2 - Pivot to Virtual - The Conference Reimagined

In late spring of 2020, as we better understood the challenges COVID-19 posed and the changes required to respond to it, The Forum made the decision to move to a virtual annual conference for 2021. We already had some virtual experience through our webinars, but a virtual conference was a whole new level of expertise that we needed to build.

We did an extensive search for the right platform to host the conference. It needed to be flexible, accessible, intuitive, with easy connectivity, and especially allow for the things Forum participants have come to expect--small group work for best learning and the ability to meet other conference participants through networking. The Pathable platform was the best option we could find.

Once we had the platform in place, we needed to set up new expectations for our presenters and ourselves. For presenters, this meant experience with virtual, interactive presentations and a willingness to learn new technology prior to the conference; for us, it meant TV studio production quality and additional staff to run the technology, rehearsals, and the presentations themselves.

Finally, we realized our schedule would also need adjustment. The three-day-in-person conference was expanded out to a full five days, and with that, more and different presentation formats: documentary films, book readings, art and wellness sessions, morning and afternoon groundings, group coaching, and more.

All these intentional changes led to the very positive responses we received from our participant evaluations. Specifically, there was increased participation from people who stated they would never be able to attend The Forum in person due to cost or location. There was also

great appreciation for the flexibility allowed during the conference week and through the post-conference on-demand component (made possible by recording all sessions); the attention to the multiple ways participants could meet up with one another through the virtual platform and other networking opportunities; and the addition of so many valuable new learning features.

You can read more about the participant experience via the testimonials found throughout this document.



Tanya Cruz Teller of Spaciousness Works joins Steven virtually from South Africa during Day 2 of the annual conference.



AV For You works behind the scenes to bring Eddie Glaude Jr.'s virtual keynote presentation and hybrid interview to life.



Walter White, CEO of Allianz Life Insurance Company of North America gets ready at the AV For You studios.



Angela Davis of MPR gets ready to interview Eddie Glaude Jr. - who joins virtually - during Day 5 of the annual conference.



REINVENTION
DURING DISRUPTION

the
FORUM
on workplace

FINANCE

The stage is set for day 4 of the annual conference. The Forum, INclusion ACTION Collective, Stagetime Productions, and AV For You teams worked tirelessly to re-envision the studio space for each day of the annual conference - adding a fresh look and experience for conference participants.

3.1 Overview & Report

As with any annual report, it is important to understand the financial aspects of The Forum as an organization. The charts below provide information about where our revenue comes from and how we spend it. Further provided is a comparison of programming versus overhead expenditures.

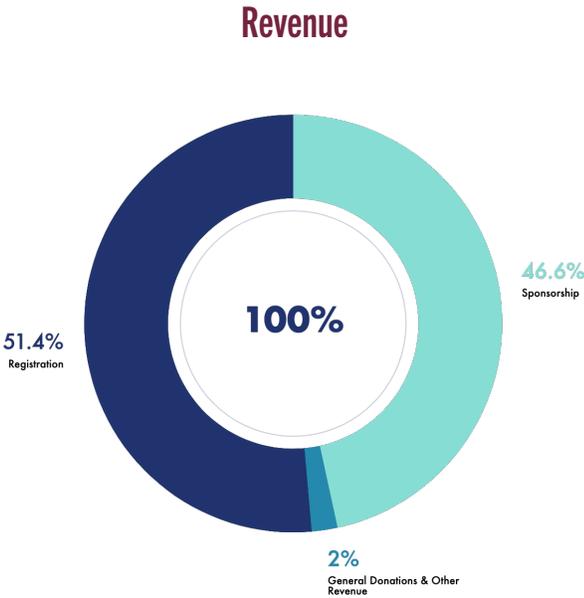


Fig. 2, Revenue. 51.4% registration, 46.6% sponsorship, 2% general donations and other revenue.

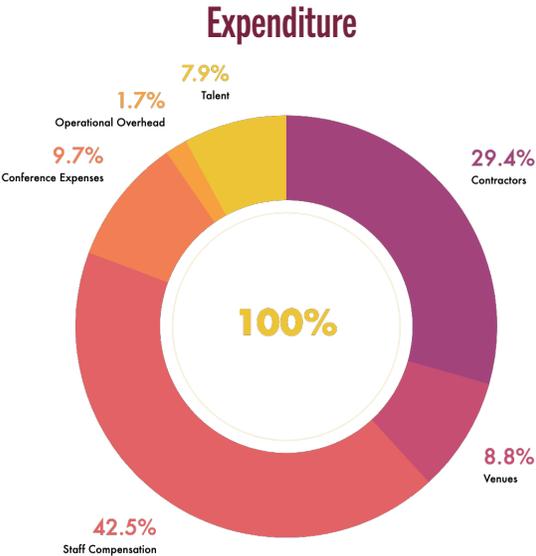


Fig. 3, Expenditure. 42.5% staff compensation, 29.4% contractors, 9.7% conference expenses, 8.8% venues, 7.9% talent, 1.7% operational overhead.

"I thought [the conference] was quite well done and organized! It was accessible and the content was interesting and informative. I look forward to viewing the sessions that I was unable to attend, and appreciate you making them available for a few months! Thank you!"
 - 2021 Conference Participant

Program vs. Overhead

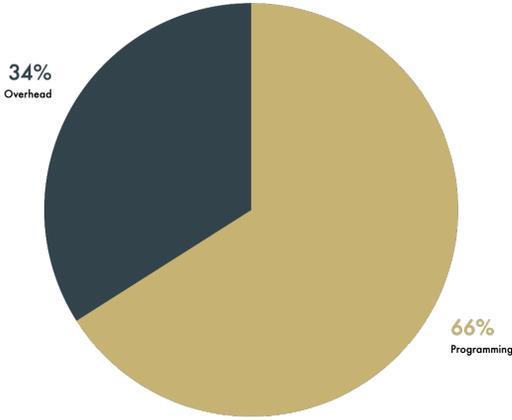


Fig. 4, Program versus overhead. 66% programming, 34% overhead.

3.2 Sponsorship

Sponsoring organizations make multiple commitments to The Forum. They provide gifts of time, talent, and financial support..

As shown in the charts above, nearly half of 2020-2021 revenue came from sponsorship. Moreover, our dedicated sponsors give in multiple other ways beyond financial contributions such as providing volunteers, committee members, advice, and content and programming. Their generosity ensures our ability to provide the many learning opportunities currently available, and expand our community's reach. THANK YOU to our 2020-2021 sponsors for your ongoing support of The Forum!

Champion Level Sponsor



Visionary



Signature



Executive



Benefactor

Bremer Bank
Hennepin County
Land O' Lakes

Pentair
Sunrise Banks
The Winters Group

Premier





PROGRAMS, EVENTS & SERVICES

(Previous page)
Poet ShaVunda opens the conference with a spoken word piece.

4.1 Overview & Data

The Forum has grown since our first teleconference with 75 attendees in 1988! In addition to our archive services and website, The Forum offers a wide variety of events and programs throughout each fiscal year. This section highlights the four main areas in which we operated: the annual conference, webinars, Diversity Insights Presentations, and The Forum Podcast.

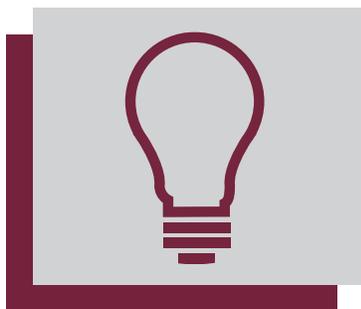
I am forever changed - again - by the experiences I had in the workshops and sessions at this year's Forum.
- 2021 Conference Participant



**2021 Annual Conference:
Workplace Revolution**
March 8 - 12, 2021



The Forum Webinar Series
June 2020 - May 2021*



Diversity Insights Presentations
June 16 & 20, 2020
October 29, 2020
February 3, 2021
May 6 & 20, 2021



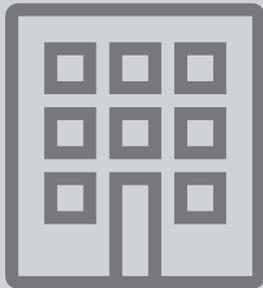
The Forum Podcast
June 2020 - May 2021*

* Webinars, DIPs, and Podcast are developed and programed during the calendar year; however, for purposes of this report, figures are represented during The Forum's fiscal year which is June - May. Note: there were no webinars in February and March.

2021 BY THE NUMBERS



11,580
People Involved



30+
Industries
Represented*

TOP 5:

1. Government
2. Financial Services
3. Education
4. Consulting
5. Healthcare

49 
US States
Plus D.C. and Puerto Rico

40  **Countries**

ARGENTINA, AUSTRALIA, BAHRAIN, BELGIUM, BRAZIL, CANADA, CROATIA, FRANCE, GERMANY, GHANA, GUATEMALA, HONG KONG (CHINA), INDIA, IRELAND, ITALY, JAPAN, KENYA, LEBANON, LIBERIA, MALTA, MEXICO, NETHERLANDS, NIGERIA, NORWAY, PERU, POLAND, RUSSIA, RWANDA, SENEGAL, SINGAPORE, SLOVAKIA, SOUTH AFRICA, SPAIN, SWITZERLAND, TAIWAN, TANZANIA, UNITED ARAB EMIRATES, UNITED KINGDOM, UNITED STATES OF AMERICA, URUGUAY

* Registrants marked as "Other" not represented in the figure above.

Image: Behind the scenes at the AV For You studios during the 33rd annual conference.

4.2 The 2021 Annual Conference

At the end of each conference, we like to compile numbers from the event— the number of attendees, presenters, volunteers, businesses, etc. – to help show the scope of the conference and how it serves our mission of engaging people, advancing ideas, and igniting change.

2021 ANNUAL CONFERENCE **BY THE NUMBERS**

The Forum on Workplace Inclusion®
33rd Annual Conference
Online/Virtual
March 8 -12, 2021



39  **US STATES**
Plus D.C. and
Puerto Rico

13  **COUNTRIES**

Argentina, Belgium, Brazil, Canada, Germany,
Japan, Kenya, Netherlands, Peru, South Africa,
Switzerland, United Kingdom, USA



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Fig. 5, Key metrics represented for the 2021 annual conference.

46.5% Minnesota
96.7% US
3.3% International

TOP 5 Industries Represented

1. Consulting
2. Healthcare
3. Financial Services
4. Nonprofit
5. Government

4.3 Webinars, DIPs, & Podcast



Screenshot from Forum webinar, "A Psychologically Safe Workplace is the New Normal."

The Forum Webinar Series

10 Webinars from June 2020 - May 2021*

7,738 Total Registrants

39.8% Minnesota

95% US

5% International

TOP Five Industries Represented

1. Government
2. Financial Services
3. Education
4. Consulting
5. Healthcare

*There were no webinars in February and March.



Screenshot from Forum Diversity Insights Presentation, "When Our Identities Conflict – Learning to See and Hear Each Other Across Difference."

Diversity Insights Presentations

Six DIPs from June 2021 - May 2021

2,606 Total Registrants

36.5% Minnesota

96.7% US

3.3% International

TOP Five Industries Represented

1. Financial Services
2. Government
3. Education
4. Consulting
5. Healthcare

The Forum Podcast

Introduced in 2018, The Forum Podcast is in its fourth season with over 65 episodes



36,879
Total Plays
 (The combined total number of plays)

As of June 11, 2021



307
Estimated Audience Size
 (The average number of plays for each episode within 30 days of publishing)



304
Unique Listeners
 (The number of distinct devices used)



WEBSITE, SOCIAL MEDIA, & AUDIENCE

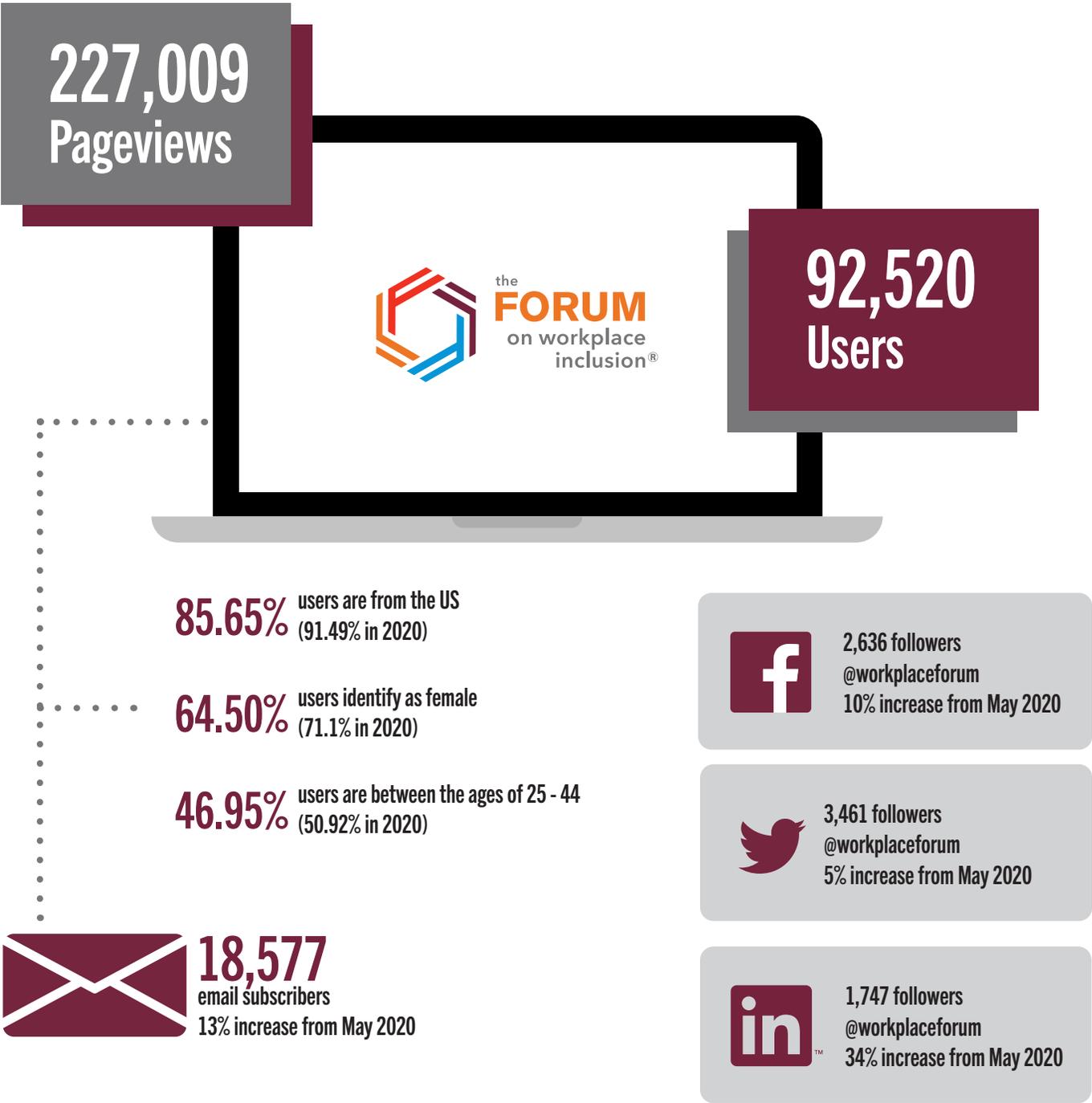
(Previous page)
Kim Kanowitz of AV For You works behind the scenes in studio during the annual conference.

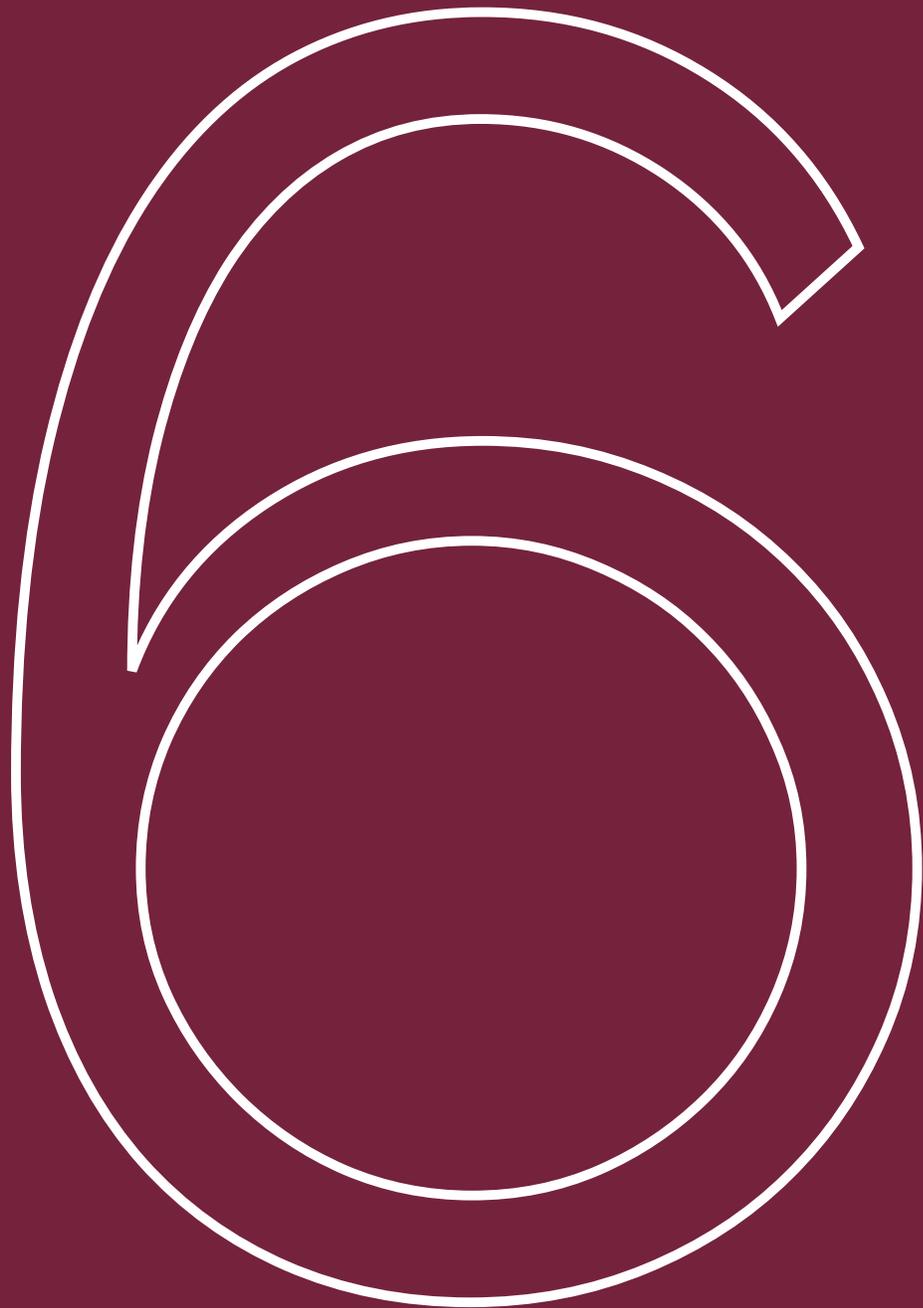
5.1 Overview & Data

Below is a snapshot of our website, social media presence, and audience via our database during the 2021 fiscal year, which runs from June 1, 2020 through May 31, 2021. This information provides insight into how we can best connect with our stakeholders and audiences to deliver meaningful content and resources. The data also helps inform us whether or not The Forum's audience is growing.

5.2 Website, Social Media, & Our Audience

Data from June 1, 2021 to May 31, 2021





**WHAT'S
AHEAD**

6.1 What's Ahead



Ben Rue co-hosts Day 2 of The Forum.



Heidi Batz Rogers (right) speaks with Tabitha Haly (left) and Elizabeth Daly-Torres (center) during Day 3 of The Forum.



Houston White during Day 3 of The Forum.

As referenced earlier, The Forum's new strategic plan calls for **additional ways to curate innovative content** that benefits the whole Forum community. These include new learning opportunities that we will roll out over the next year, like a content-focused newsletter with articles, blogs, news, and information important to the DEI community; half-day presentations throughout the year featuring partnerships with multiple organizations with deep expertise in DEI issues; additional one to one-and-a-half-day conferences on DEI issues important to individual industries or groups within the DEI space; and new ways to partner with groups and organizations around the country and world that look to advance DEI imperatives.

Our new strategic plan also speaks to how and with whom we do our work. For example, **our commitment to accessibility** for our participants with disabilities has been and continues to be enhanced. This started with presentations at the 2021 annual conference and continues throughout the year, and will be a special emphasis for our 2022 conference. This effort began last fall with the creation of an accessibility committee to guide us in our work. Accessibility also includes financial assistance for any of our programs that require a registration fee. Through a community funding model, we will work to establish a year-round scholarship fund to help make all Forum content (not just the conference) accessible to any who may require financial assistance.

Furthermore, our strategy calls for The Forum to **provide globally-focused workplace content on a regular basis**. To that end, we will seek partnerships and alliances with organizations that have expertise in global DEI issues and consider offering some of our content in languages other than English. Along with these global partnerships and alliances, The Forum looks to also work with other organizations to learn how we **advance and track DEI learning in specific industries**, when possible co-identifying metrics to develop a dashboard that provides data on DEI learning and development that contributes to equitable workplaces.

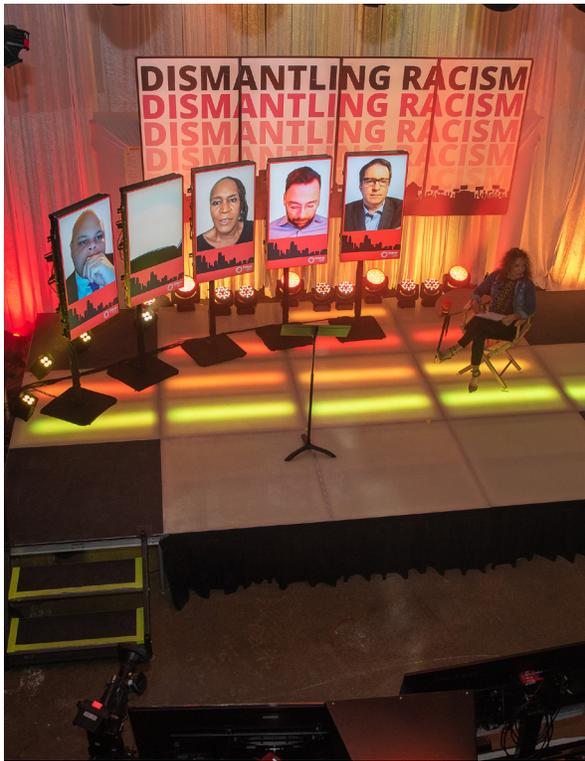
Finally, with an eye to the future, **we want to work with students and young professionals to advise The Forum on issues important to them**, increase their participation and involvement in The Forum community, and provide them with the tools they need to excel in the increasingly diverse workforce.

All of these efforts are part of **our mission to create equitable workplaces where all people have access to DEI learning, tools, and the support they need to feel valued and thrive**.

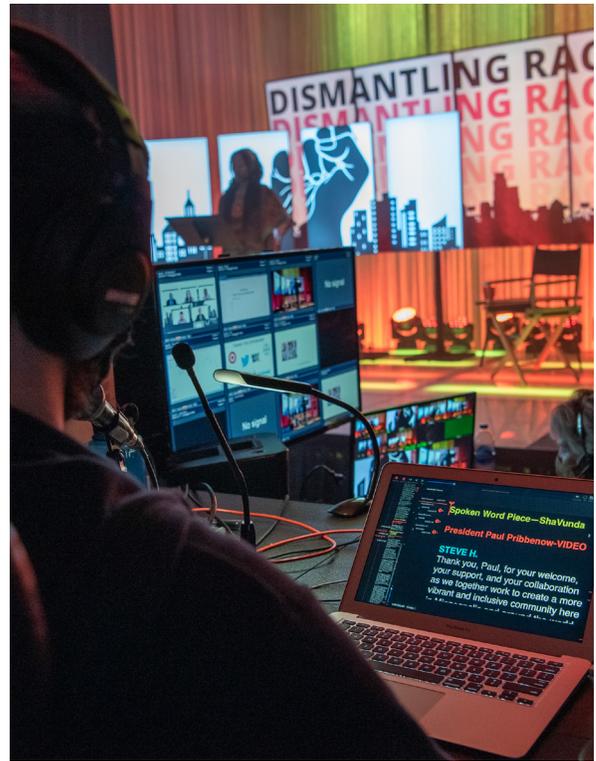
We welcome and invite everyone to stay connected with The Forum to learn more about our exciting new opportunities this year and beyond. You can do this by joining our email list at forumworkplaceinclusion.org, following us on [Facebook](#), [Twitter](#), and [LinkedIn](#), or reaching out to us directly at workplaceforum@augsborg.edu.

"I expected to learn from experts, have conversations with DEI practitioners, and make industry connections. And that's exactly what happened!"

- 2021 Conference Participant



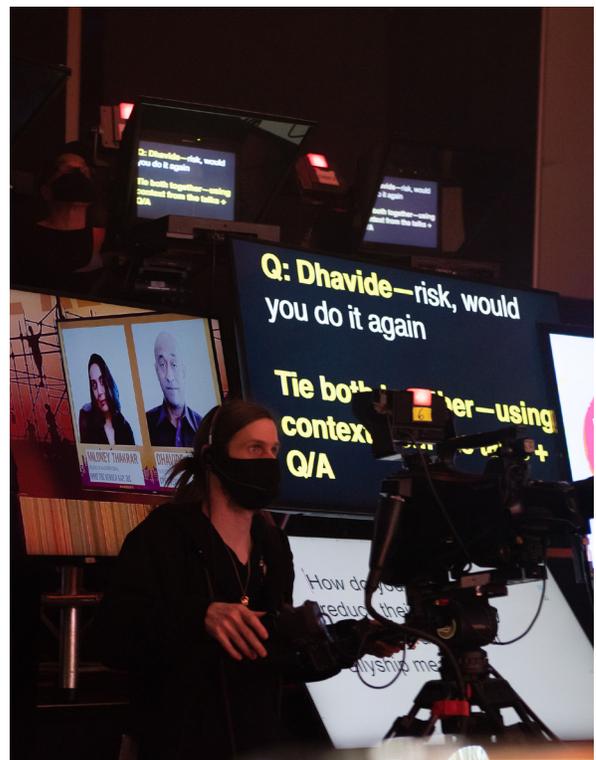
Chevara Orrin waits with guest speakers at the start of Day 1 during The Forum.



The AV For You and Stagetime Productions teams prepare for the beginning of Day 1 at The Forum.



Bryan Collins joins virtually during Day 2 of The Forum.



The AV For You and Stagetime Productions teams prepare for the beginning of Day 3 at The Forum.



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