



DIVERSITY:

The Untapped Strength of Your Club and Our Industry

Club Operations Manual: 2011 – 2012

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INTRODUCTION

The power of diversity is significant to our industry – locally and nationally.

Why does your club's membership need to be more diverse?

1. Makes your club more reflective of the population and clients it serves.
2. Heightens awareness in more communities about the advertising/marketing industry as a career.
3. Offers perspective from different vantage points that will influence overall goals and strategies.
4. Leverages more of your club's potential and available services.
5. Puts your club at the forefront of commitment to diversity in your market's workplace.

How can your club leverage the benefits of diversity? By using the resources and grassroots network that is the hallmark of what has made the American Advertising Federation great.

Our goals are clear:

1. **Make an impact.** Advertising, on the surface, can seem like a boring office job to a teenager or young adult. We have set out to make advertising fun by showing the energy, vitality, creativity and the salary potential for new professionals entering the field.
2. **Be a change agent for diversity.** By showing it, acknowledging it, and by providing an opportunity for multicultural youth to be exposed to career options in the advertising industry.
3. **Reach students at their peak.** Our target audience is 10th through 12th graders. By reaching students who are in their peak years of curiosity, we can make an impact and perhaps change the life of a student and our industry in general.

WHAT IS YOUR CLUB'S BEST FORMULA FOR SUCCESS?

1. Have an official club diversity chair.
2. Submit goals/objectives for diversity to the district diversity chair.
3. Be represented on the quarterly diversity committee meetings.
4. Align your club with District 3 initiatives to implement the scholarship diversity program by:
 - a. Presenting to at least five (5) classrooms this year.
 - b. Promoting and conducting an internship application process.
 - c. Selecting at least one intern (1) and facilitate his or her internship with a local business.
 - d. Coordinating with scholarship recipient's high school to get parental consent.
 - e. Arranging student transportation, if necessary.
 - f. Provide a local club \$500 grant for each diversity student intern. District 3 will reimburse each participating local club for one (1) grant up to \$250.
5. Align your club with AAF national initiatives.

THE DISTRICT DIVERSITY COMMITTEE

It is very important to AAF National, AAF District 3 and our industry as a whole to come up with better ways to promote diversity within our communities. District 3 clubs are uniquely qualified to address the lack of representation of minorities in the advertising industry. The purpose of the committee is:

1. To develop and recommend innovative programs.
2. To increase the representation of minorities within the advertising industry in its markets.
3. To create more opportunities for minority students to learn about the industry, and for them to seek and receive employment opportunities in advertising.
4. To provide consistent and scalable self-regulation guidelines for recruitment and retention efforts.

If you have great ideas and are passionate about diversity, you are qualified! You don't have to be the club diversity chair or club president to provide your ideas or commit to improving the landscape. If you know a member in your club who would be interested in the committee, please invite them to contact us.

AAF DISTRICT 3 DIVERSITY COMMITTEE RESOURCES

Each club received a CD with committee resources shortly after the 2011 Leadership Conference. This information also is available to you at www.AAFDistrict3.org. The following items are included:

- **Samples for scholarship presentation:**
 - Posters (for print and screen).
 - Video.
- **Reference material:**
 - AAF District 3 Diversity Club Operations Manual (you are reading it now).
 - Sample Greenville diversity materials:
 - Recruitment poster – posted at area schools, churches and youth centers. Taken down once application deadline closes.
 - “Do You Enjoy” poster – used during presentation.
 - Student packet – distributed during presentation, emailed to education contact list, and posted on website.
 - Host packet – given to prospective agencies via email, also posted on website.
 - Intern bio sheet – given to intern’s host company.
 - Intern certificate – given to scholarship recipient at awards event.
 - Sample rejection letter – given to students who are not awarded a scholarship.
 - Sample acceptance letter (for Host) – given to internship host company.
 - Sample acceptance letter (for Student) – given to scholarship award recipient.
 - 2011-2012 AAF District 3 Diversity PowerPoint presentation.
 - 2011 Most Promising Minority Student satisfaction survey – from AAF National.

SETTING YOUR CLUB GOALS / OBJECTIVES

Your own research will determine your club's strengths and weaknesses, which will serve as the basis for developing your diversity objectives and strategies. Objectives should be reasonable, realistic, and based on the potential and capabilities of your club and its ability to serve students effectively.

Suggested club objectives:

1. **Budget and strategies.** Prepare annual budget request and strategies to help achieve committee goals for the year.
2. **Recruit committee.** Should be sufficient in size and diverse enough to carry out a plan of action for the club year effectively.
3. **Maintain and increase.** Recruit more minority members and increase their participation at all AAF club functions, including leadership positions in your club.
4. **Speakers.** Increase the number of minority topics, speakers, and individuals who can discuss issues of diversity at monthly meetings.
5. **Awareness.** Increase the awareness of the important roles that minorities play in the advertising and marketing field, and how rewarding a career in the advertising/marketing industry would be.
6. **Resource.** Serve as a resource for minority professionals and students by supplying education in a monthly newsletter/blog/social media. Distribute to members when possible – make it your goal to produce at least three (3) articles per year.
7. **Align with District 3 initiatives.**
 - a. **Student Matching Grant Program.** Implement a diversity student internship program. Award one (1) \$500 grant and submit for the AAF District 3 \$250 rebate. High school juniors and seniors are eligible.
8. **Align with AAF National initiatives.**
 - a. **Most Promising Minority Student Scholarship.** Help recruit scholarship recipient for the Rising Star Scholarship Award – college juniors and seniors are eligible.
 - b. **Diversity Achievement and the Mosaic Awards & Forum.** The Mosaic Awards recognizes successful integrated multicultural marketing and diversity efforts that demonstrate the spirit of AAF's Mosaic Principles and Practical Guidelines.
 - c. **Club Achievement Award entry books.** Prepare outline of activities throughout the year for Club Achievement Competition books.
9. **Adhere to budget.**

CLUB PARTICIPATION IN THE DISTRICT MATCHING GRANT PROGRAM

You will be able to award internship grants that introduce minority students to the myriad of job opportunities in our field. The club may award as many grants as it wishes. District 3 will match one (1) local club grant of \$250 with \$250, totaling a \$500 award for the student).

Suggestions to start your program:

1. If your club doesn't already have one, appoint a diversity chair.
2. Review the contact list for area public and private high schools and make sure that all resources are included. Don't overlook magnet schools, area chambers of commerce, PTAs, or other specialized programs such as Vo-Tech. Some areas have home-school organizations.
3. Describe your grant program initiatives and set times to visit and present the materials to any class that allows you.
4. Download all of the materials on the Diversity page at AAFDistrict3.org or your conference CD. Personalize them with your local contact information.
5. Set a timeline for when you would like to receive all student applications and develop a review process for selecting a winner.
6. Schedule dates/times to promote student applications. The presentation is outlined below:
 - a. **Video.** The main tool on the website, containing an interactive presentation highlighting our industry.
 - b. **Engagement.** At the completion of the video, the presenters will have a few minutes left to engage the class. During this time, play a game to test the students' knowledge of advertising icons. (We suggest you bring four \$10 bills or eight \$5 bills to every class and award the winning answers. Nothing perks up a teenager like cash.) This is also a great time to talk about what a career in the advertising industry is like.
 - c. **Discuss posters.** Each poster plays with advertising icons, but we never name or show them. In each icon, there is a subtle hint of diversity. As we talk about the posters and we have fun with the class, we show them that we care about differences and how, in our industry, we welcome and embrace them. Our differences make us stronger and better.
 - d. **Leave posters and student applications.** Ask students to hang posters around the school and ask that the teacher nominate and give deserving students the application. There is no need to single anyone out and, yes, if a white kid asks if the intern program is open to everyone, we won't discriminate. However, we will look hard to try to reward a deserving minority student.
7. Award your club's grant to one (1) deserving candidates and submit the application to the district diversity chair to reimburse \$250 of the club's \$500 award directly to the club.
8. A unique internship is provided for the grant recipient, which is comprised of two parts:
 - a. **Part one.** During the first week, students will find themselves in a new environment each day, which will introduce the many opportunities in our industry. They might get to see firsthand how a TV station, a newspaper, an advertising agency, a web design shop, a radio station or a print shop operates.

- b. **Part two.** From these experiences, a student will choose one (or perhaps two) channels to pursue further for an additional week, delving deeper and learning more about a chosen field.
9. After awarding a \$500 student diversity grant, the club may file for a \$250 rebate from the district. Clubs may award as many of these separate grants to unique students as it desires. The district will reimburse one (1) \$250 grant back to the club.
10. Local clubs are strongly encouraged to create internships as part of local grant awards. Though a local internship program is not required for a local grant at this time, a club MUST award a local grant in order to be eligible to submit a student application for the District 3 \$1,000 diversity scholarship.

AAF DISTRICT 3 \$1,000 DIVERSITY SCHOLARSHIP

AAF District 3 will award one (1) \$1,000 scholarship to the most exceptional applicant from a pool of individual finalists, consisting of no more than one (1) from each District 3 club. Each AAF District 3 club-endorsed finalist must meet the following criteria to be considered for the \$1,000 Diversity Scholarship.

- High school senior residing within AAF District 3's geographic region (VA, NC, or SC).
- Enrolled in and ready to attend the fall semester at an accredited college or university (in state or out of state).
- Pursuing a degree in advertising, marketing, public relations, design, photography, business, commerce, or similar field.
- Have a minimum 2.5 grade point average.

The local club must submit the following materials for its finalist by the deadline (July 15 or earlier) for review and consideration for the \$1,000 scholarship. The club is not required to adhere to these requirements for its local club diversity grant or any other local scholarships. However, these must be met for the \$1,000 district award.

- Student and parent/guardian contact information.
- A typed 300-500 word essay on the topic, "Why I am interested in an advertising-related career." Students may use examples and experiences from their internship experience if they wish.
- Three (3) letters of recommendation. The letters must include author's contact information, and must be included with the rest of the application materials. The letters must be from the following individuals: one (1) from a current or past teacher, one (1) from an internship host and one (1) from their local AAF club president or diversity committee chair.
- Student's college acceptance letter and financial aid office contact information.
- Student's official high school transcript.
- Student's current resume.
- Student's current photo for publicity purposes.

- Student’s consent to release of name/photo for publicity purposes, or parental consent to use the student’s name/photo for publicity purposes if the applicant is under the age of 18.
- Any additional information the student or club believes will contribute to the application.

Applications will be considered final and complete once received by AAF District 3’s Diversity Scholarship Committee. Applications and materials submitted after the deadline will not be considered.

This committee (District Chair, District Governor, District Lieutenant Governor, District Treasurer and District Diversity Chair) will review all eligible finalist applications with the mission of awarding one (1) \$1,000 scholarship based on the materials provided. The committee reserves the right to award more than one (1) scholarship or to decline to award a scholarship based on the quality of the materials submitted for review. The names and number of scholarship finalists will not be shared outside of the committee. The decision of the committee is final.

The District 3 Diversity Chair will assist the local club in notification of the AAF District 3 \$1,000 Diversity Scholarship winner. The committee will publicly announce the winner’s name and club affiliation at the annual District 3 Leadership Conference.

2011 – 2012 DIVERSITY COMMITTEE TIMELINE

Tuesday, November 8, 2011

- 11 am – 12 pm: District 3 Diversity Committee conference call: 888.813.8477 / 374021#.
 - Submit program goals/objectives.
 - Provide club timeline for promotion, internship host recruitment and scholarship application submission deadlines.

November 2011 – May 2012

- Promotion and internship host recruitment.

Tuesday, February 21, 2012

- 11 am – 12 pm: District 3 Diversity Committee conference call: 888.813.8477 / 374021#.
 - Club updates on goals/objectives and scholarship program progress.

Tuesday, April 17, 2012

- 11 am – 12 pm: District 3 Diversity Committee conference call: 888.813.8477 / 374021#.
 - Club updates on goals/objectives and scholarship program progress.

Saturday, April 21, 2012

- AAF District 3 Spring Meeting, Charlotte, NC (Club diversity chair attendance is not required).
 - Two (2) voting members from each club are required to attend the Saturday business meeting, at which time the winning NSAC team makes its presentation. A club may send as many attendees as it wishes, so it's a great opportunity to network with other club diversity chairs and members. Ask your club president if you can attend.

Tuesday, May 29, 2012

- 11 am – 12 pm: District 3 Diversity Committee conference call: 888.813.8477 / 374021#.
 - Club updates on goals/objectives and scholarship program progress.

Saturday, June 2 – Tuesday, June 5, 2012

- AAF National Conference, Austin, TX. Club diversity chair attendance is not required).
 - Two (2) voting members from each club are required to attend the District 3 business meeting. A club may send as many attendees as it wishes, so it's a great opportunity to network with other club diversity chairs and members. Ask your club president if you can attend.

May 2012 – July 2012

- Internship programs carried out.

Friday, July 15, 2012 (or earlier)

- Scholarship submissions due to District 3 Diversity Chair, Aimée Drysdale.

Saturday, August 4, 2012

- \$1,000 scholarship winner announced at District 3 Leadership Conference in Roanoke, VA.

CONCLUSION

Nothing worth doing is easy. We respect the challenges already placed on each club's resources. Your \$250 investment in the winning student is matched by the district to create a \$500 grant. Further, District 3 underwrites a \$1,000 college scholarship for the top winner from its three-state footprint. Your club can make a difference in the life of a student and for your market's advertising community.

We encourage clubs to work with local vendors to broaden the program. Donate art supplies to students, create an additional club-funded grant or scholarship, start a public service initiative targeting the minority community. The possibilities are limited only by your imagination. Make a difference, and good luck!