

2021 - 2022 National Club Achievement Competition

Category of Entry: Club Operations

INTRODUCTION

The Austin market is growing faster than ever and even despite the challenges of the pandemic it's one of the fastest growing markets in the country (Exhibit 1). With the continuous growth of the city and the challenges that come with COVID, Ad 2 Austin's Operations strived to drive collaboration and grow our club to match the growing market while also facing the challenge of the uncertain lingering effects of the rollercoaster ride of COVID-19 and the delta variant. Through the ups and downs, the operations team was determined to build back the interactions that were missed in the previous year and focused on 3 goals:

GOALS FOR THE 2021-2022 YEAR

- I. Recruit a strong board and push for strong committee planning to better set up the club for success in the current board year and the coming years.
- II. Support strong fiscal responsibility through a detailed budget breakdown and sponsorship evolution.
- III. Develop a strong leadership organization and drive cross team collaboration to enhance engagement.

I. Goal 1: Recruit a strong board and push for continuous committee planning to better set up the club for success in the current board year and the coming years.

Method 1: Executive team and board layout, no team's of 1

Strategy: A strong team is essential to a successful board year and since Ad 2 is a volunteer based organization, team involvement can become touch and go. With that in mind the largest focus for the operations team this year was not having any team's of 1 to allow adequate support across teams. Our outreach for these teams consisted of recruiting from the past year's board based on interest and capabilities, LinkedIn personal reach out and social media (Exhibit 2).

Execution: To start, Ad 2 Austin's operations team created a survey (Exhibit 3) of the past year's chairs and added to those survey results with notes about each chair in order to better inform the current president's decisions for each committee role. From there, the operations team conducted 1:1 interviews with all past

year's committee chairs to get a better understanding of what their hopes for the future of Ad 2 are as well as understand where they see themselves fit in the 2021 - 2022 board year. Other than utilizing the current contacts, LinkedIn searching was done based on people's locations, and roles.

Results: Ad 2 Austin recruited an executive team that consisted of two VP's focused on different initiatives throughout the club. Outside of the executive team each committee needed to have at least two chairs, while work-heavy committees needed three. A total of 19 chairs were recruited. These chairs were able to recruit their own committee members to help support their efforts and avoid burnout. Including committee members, the 2021 - 2022 board was the largest board in the past 5 years: 40 total board members with 4 executive team members, 19 board chairs, and 15 committee members. (Exhibit 4) The Ad 2 executive team found recruitment to be a success because there were not any team's of one but recruitment wasn't without any challenges. There was a drop off in chair engagement about halfway through the year which required certain chairs to be removed from the board but the team used the Mid-Year board retreat (Goal III, Method 3) in order to re-engage chairs who may have lost focus.

Method 2: College partnerships

Strategy: To continue to support Ad 2 Austin's programs and membership, the executive team determined a need to increase partnerships with colleges in the Austin area.

Execution: The AAF Austin chapter recruited a professor at Texas State, Clay Craig (Exhibit 5). This contact allowed the club to immediately start the board year with a close partnership with the Texas State Advertising Club including speaking at their two club kickoffs at the beginning of each semester (Exhibit 6). The team also reached out to contacts at The University of Texas at Austin, Austin Community College, and Huston Tillotson University.

Results: The Texas State partnership was the most successful partnership throughout the year. We had 106 Texas State students (Exhibit 7) who signed up for our joint AAF TX State and Ad 2 membership and continuous events with Texas State throughout the year. The partnership also resulted in a Texas State student becoming an Education Co-chair (Exhibit 8) which drove our Texas State participation at events. Although

the club reached out to other colleges, the club was not able to create a consistent contact at the other colleges. There was progress made because the club identified a platform most colleges are using, Handshake, and the incoming president and executive team will explore this in the next board year as a way to find an easy way to connect with colleges.

Method 3: Transition planning for incoming president

Strategy: As the Ad 2 board year came to its halfway point, the operations team pivoted to transition planning for the 2022 - 2023 board year. To do this, the team intended to use the executive board structure to transition a vice president to the president role in the coming year. The operations team is also in the process of creating transition documents to help the incoming president better understand a roadmap to presidency, what worked and what didn't work, and ways to move the board moving forward.

Execution: The executive team is structured with two Vice Presidents (VP's) so that each of the VP's can gain more experience in the overall board structure and operations and so that there would be a clear successor for the presidency. The operations team will also be using the past year's president's onboarding document and schedule (Exhibit 9) as a base. The operations team will be creating a 30/60/90 day plan for the incoming president so that the 2022-2023 incoming president can have everything they need in a neat checklist that will help set a base for a solid presidency.

Results: Even with the executive team structure, none of the VP's had the capacity to continue to presidency in the coming year but the operations team confirmed a strong chair that had the capacity, organization, and leadership skills to become president this year and is beginning the transition process. The transition documents will also provide a solid base to help onboard an incoming president.

II. Goal 2: Support strong fiscal responsibility through a detailed budget breakdown and sponsorship evolution.

Method 1: Board Year Budget

Strategy: Because the club was on the trajectory to grow its board and to better organize finances to support club program expansion efforts, the operations team set out to create a detailed budget report at the beginning of the year based on the past year's income and expenses and the projected growth in the coming year.

Execution: In previous years, the budget was handled solely by AAF but this year, the operations team desired to have a more granular budget breaking out income by membership and specific programs and the planned expenses for the year (Exhibit 10). In order to also budget for upcoming conferences and larger scale events, the team also broke down expenses and actuals of Mid-Year retreat, Admerica, and 32 Under 32 (Exhibit 11).

Results: With the challenges of COVID and its variants, the club found that in-person events were not as profitable as originally planned. The budget helped the club determine how to allocate and revise income and expense plans throughout the year. With the challenges of program profitability, the executive team worked with the sponsorship committee to pivot the focus of profits to sponsors.

Method 2: Sponsorship

Strategy: To pivot profitability of the club away from our programs, the executive team worked with the sponsorship team to create a new sponsorship structure for sponsorships.

Execution: The sponsorship team revised the sponsorship structure to focus on a large annual sponsor tier to better set the club up for success (Exhibit 12). In order to also drive sponsorship for our 32 Under 32 event, the team spent time during our mid-year retreat sending out a blast to the team's networks about sponsorships.

Results: The team was able to get a sponsor for all of our happy hours and currently have \$2000 obtained for our 32 Under 32 event. The sponsorship team has also received interest from a handful of interested companies (Exhibit 13) for annual sponsorships.

III. Goal 3: Develop strong leading organization principles that drive cross team collaboration to enhance engagement.

Method 1: Pre-board year planning sprint.

Strategy: In order to start off the year strong, this operations team wanted to start the year by working on a yearly calendar. The team met in a two week sprint before the board year was kicked off in order to walk through framing questions for the year, start a 2021 - 2022 playbook, create the working programs calendar, and budget for the year (Goal II).

Execution: To better understand leadership's hopes for the year, the executive team met and discussed six framing questions that would better help inform what was worked on during the board kickoff as well as help the operations team understand how to best serve the executive team. The team also worked on an Ad 2 Austin playbook that included a summary of the club's mission, resources, and expectations that could be referenced back to throughout the year. This would be a living document that housed outputs from our board kickoff session and committee specific goals (Exhibit 14). The executive team also worked on a programs calendar (Exhibit 15) in order to understand the potential layout of each committee's duties and programs throughout the year.

Results: Through this planning, the operations team was able to create clear workstreams that drove toward actionable board year planning. Through the work that was done on the programs calendar, the programs team had a clear understanding of what was on the radar to prepare their team and look into venues. A brand new creative brief (Exhibit 16) was created that each team was required to submit at least 6 weeks prior to an event in order to drive clarity for the communications committee and which also helped drive priority with our limited designers. Board contracts were also created (Exhibit 17) which helped set clear roles, responsibilities, and expectations for the incoming board members. Finally, our time helped set the foundation for a collaborative board kickoff.

Method 2: Board Kickoff

Strategy: With a clear set of aspirations for the board year and a board to kickoff, the operations team created an action packed collaborative working session for the board that consisted on an introduction to the club and five sets of drills focused around one challenge statement:

How might we increase engagement and excitement in the local advertising scene for members and Austin-area advertising professionals and students in a way that reflects Austin's welcoming spirit and creative ambition so that we attract more growth and better serve our community.

The board convened in-person for a four hour collaboration session, called a blitz, that was required by all board chairs and optional for committee members. (Exhibit 18) The blitz was powered by Think Wrong methodology in order to get the board thinking out of their normal way to solve problems and to be generative vs trying to solve. The layout of the blitz focused on understanding the current and future trajectory of the club and what could push us toward that desired future state.

Execution: The blitz began with a standard introduction of Ad 2 Austin, the executive team, committee layout, board responsibilities, communications, and walking through the new creative brief. Once a very brief intro was discussed, the team then spent the rest of the time together on their feet, with sticky notes in hand. The team began by plotting the current state of Ad 2 Austin: the good, the bad, and the ugly. From there, the team plotted where they saw the trajectory of Ad 2 Austin in 2-3 years and the "anchors" and "rockets" that could either bring us back down to the status quo or push us up towards our aspirations. (Exhibit 19). The team went into additional drills that focused on the team's biggest aspirations and the who, what, when, where, why of how to accomplish these ideas.

Results: Coming out of the blitz, we aligned on five overarching covenants that we used throughout the year as theme lines (Exhibit 20): "Be the Austin Advertising charcuterie," "Own the brand," "Collaborate to #win," "Celebrate the small victories," "Cultivate your ideas for a healthy garden."

We also summarized each drill into one slide summary for each drill (Exhibit 21). The blitz was the kickstart the board needed to write their own committee goals for the year (Exhibit 22) and drove high board engagement in the beginning of the year. Unfortunately with the back and forth with in-person vs virtual post kickoff, we lost some of that engagement but found new ways to enliven the team in a mid-year retreat.

Method 3: Mid-Year Retreat

Strategy: As the year turned colder and the board was forced back inside because of Omicron the board lost the same motivation they had in the beginning of the board year. In order to re-engage the board, the operations convened a virtual collaborative session in a mid-year retreat to re-orient toward the work the team did at the beginning of the year, understand our audience, and ways the club could better serve our membership. The team used a virtual collaborative tool called Mural (Exhibit 23) that still kept the energy up, the sticky notes in hand (or mouse), and everyone generating together in a Zoom call. We focused our time on the following challenge statement:

How might we expand on the benefits of Ad 2 for the variety of our audiences in a way that builds upon our values so that we create a welcoming environment for our members to grow their careers.

The objective of this blitz was to get a better understanding of the variety of people in Ad 2 Austin's membership so that we could better communicate our values to them.

Execution: To avoid Zoom burnout the club focused its time on 6 drills in a two hour time period. First the team focused on three audiences the executive team narrowed down: Students, young professionals, corporate HR reps handling corporate memberships. All chairs envisioned the types of things that they think, say, do and feel to get a better understanding of who they are. Once the team aligned on the personas of those audiences, the team focused on the benefits that Ad 2 provides each of those audiences and how best to speak to them. To close the retreat, the team focused on their aspirations on Ad 2's future to gain any additional inspiration and thoughts for the future of the club.

Results: There were a total of 16 board chairs (Exhibit 24) that joined mid-year retreat that all left fresh eyed and inspired. The board recap focused on 4 overarching takeaways that we should think about when it comes to Ad 2's membership: yell it from the rooftops, push virtual interaction, and network our brand. (Exhibit 25)

Method 3: Touchbase meetings

Strategy: Other than the retreats, in order to keep the board focused, the operations team implemented bi annual meetings with each chair as well as weekly meetings with the executive team to keep visibility high. These meetings helped re-orient the team toward the goals set out at the beginning of the year.

Execution: Each of the chairs were posed 2 questions: “How are you feeling about your time in Ad 2?”

“What can I do to help make your experience better?” The president used these questions to better understand any updates in the chair's lives and careers and to figure out ways to support chairs moving forward. The president also posed ways that the club could utilize certain chairs' time better so that the chairs could better understand how the operations team needed each chair to focus their time for the rest of the year.

Results: Each of the chairs provided a candid conversation and through these 1:1's the president was able to focus certain chair's times and level set on resourcing through the rest of the year based on each person's capacity.

CONCLUSION

Although the year wasn't as we envisioned at the beginning of the year, we learned to pivot to increase the value toward the future of the club. Just like what the team learned in the board year kickoff blitz, we “celebrated the small victories” throughout the year: chairs who became best friends, teams who came together even from far apart, and we “collaborated to #win” which is a true success in our books.

Exhibit 1: Austin Market Growth

SQUARE FEET

Bucking the Pandemic, Austin Is ‘the Hottest Market in the Country’

The Texas city is a hot spot for commercial real estate investment and a magnet for corporations looking to move to a high-tech hub.

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Exhibit 2: LinkedIn Reach Out

Sarita Hangtagool
Graphic Designer at imaware™

⋮

Sarita Hangtagool (She/Her) · 1st
Graphic Designer at imaware™

NOV 5, 2021

Jessica Tran (She/Her) · 8:02 PM

Hi Sarita! I was browsing LinkedIn while looking for a Creative Chair for our club Ad 2 Austin and thought that this might be a great fit for you! We're a volunteer organization focused on building up students & young professionals in advertising/marketing. Let me know if you're interested!

Ricardo Villegas
Available on mobile

⋮

Ricardo Villegas · 1st
Jr Art Director

AUG 31, 2021

Jessica Tran (She/Her) · 8:57 AM

Hi Ricardo! Hope you're doing well. I wanted to reach out because my club Ad 2 Austin, is currently looking for people to help with their volunteer-led agency Ad 2 360 to help support the Austin non-profit CASA. I thought this might be something you might be interested in or you might have someone at your company who might be interested.

If this is something you are interested in - I'm passing along the application form below that has more details that you can fill out our pass along to someone who might be interested.

<https://forms.gle/78tuYU7sSjPnc7HW6>

Google Forms - create and analyze surveys, for free.
accounts.google.com · 1 min read



Jessica Tran (She/Her)
Collaboration Manager at The Butler Bros | Ad 2 Austin President
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#Austin friends and professionals! Join me on the Ad 2 Austin board this year. Ad 2 has provided me great experience, networking opportunities, and amazing friends. If you have any questions or know of anyone who' ...see more

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Joining our board's the missing piece to building your career.

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CO-CHAIR
Apply now

WEB CHAIR
Apply now

SECRETARY
Apply now

Ad 2 Austin
Published by Advert Sing · April 20, 2021 · 🌐

Joining our board's the missing piece to building your career.

Apply now to one of our openings and connect with your ad community! You'll have the chance to work on your skills while networking with people tapped into the ad industry. Our board members gain that connection, practice, and proving ground they need to upgrade their careers.

See what position fits you at <https://docs.google.com/.../1FAIpQLSd7UDmiNpe.../viewform...>

Save

DIVERSITY
CO-CHAIR
Apply now

MEMBERSHIP
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Apply now

EDUCATION
CO-CHAIR
Apply now

PROGRAMS
CO-CHAIR
Apply now

SPONSORSHIP
CO-CHAIR
Apply now

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Apply now

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Apply now

SECRETARY
Apply now

164
People reached
4
Engagements
–
Distribution score
Boost post

Exhibit 4:

Ad 2 Board Plans for 2021-2022

 jstran18@gmail.com (not shared) [Switch account](#) 

*** Required**

Name *

Your answer _____

Current Role *

- Communications Chair
- Diversity Chair
- Education/Student Relations Chair
- Membership Chair
- Programs Chair
- Sponsorship Chair
- Web Chair

Do you plan to serve on the Ad 2 board for the 2021-2022 year? *

- Yes
- No

Section 3 of 3

No



Description (optional)

How was your experience as a board member? *

Long answer text

Are there any ways you'd suggest to improve the board member experience? *

Long answer text

What were things you enjoyed about your experience we should be sure to keep up? *

Long answer text

Section 2 of 3

Yes



Description (optional)



If yes, please indicate which board roles you're interested in filling?

- Communications Chair - Write copy or create designs to help promote the organization and communicate t...
- Diversity Chair - Be the guiding force behind both our internal and external efforts towards diversity, equity ...
- Education/Student Relations Chair - Lead communication with our student members and orgs and help co...
- Membership Chair - Lead our member communication, strategize ways to grow our membership and plan ...
- Programs Chair - Create and execute all Ad 2 Austin events.
- Public Service Chair - Lead our efforts towards donating services to local nonprofits in need.
- Sponsorship Chair - Manage all current sponsors and meet/recruit new sponsors for events.
- Web Chair - Update and improve the Ad 2 Austin website.
- VP - Work hand in hand with the President to help influence the direction of the org as well as managing all...

Exhibit 4:

Current Year's Board: 40 board members

Board Position	Name
President	Jessica Tran
Immediate Past-President	Chris Welhausen
Brand/Creative VP	Deven Wilson
Account/Planning VP	Kate Kuykendall
Membership Co-Chair	Ramsey Sullivan
Membership Co-Chair	Travis Doggett
Programs Co-Chair	Victoria Garcia Galarza
Programs Co-Chair	Jakleen Yaqoob
Programs Co-Chair	Nic Giron
Education Co-Chair	Janet Hagedorn
Education Co-Chair	Elisa Gomez
Education Co-Chair	Logan Woodward
Communications Chair	Shelby Atkinson
Communications Chair	Mira Brody
Communications Committee Member	Alyssa Nodorf
Communications Committee Member	Donnine Canamar
Communications Committee Member	Rivers Wright
Communications Committee Member	Moirra Allen
Diversity Co-Chair/Partnership	Kris Fajardo
Diversity Co-Chair	Jarrett Way
Diversity Co-Chair	Luis Luna
Sponsorship Senior Chair	Taylor L
Sponsorship Co-Chair	Benjamin Ramey
Sponsorship Co-Chair	Madi Hale
Public Service Media Co-Chair	Christina Van Essen
Public Service Creative Co-Chair	Blake Cochran
Public Service Committee Member	Tylla Halley
Public Service Committee Member	Mason Yarbrough
Public Service Committee Member	Ann Clardy Byrd
Public Service Committee Member	Shelby Wilson
Public Service Committee Member	Ambar Ancira
Public Service Committee Member	Christie Han
Public Service Committee Member	Kellen Arnold
Public Service Committee Member	Michaela Hartnett
Public Service Committee Member	Nick Harral
Public Service Committee Member	Britta Erickson
Web Senior Chair	Manny Estrada
Web Co-Chair	Callie Musick
Web Committee Member	Andreea Lotak



2022 - 2021 Board Year: 20 board members

Board Position	Name
President	Chris Welhausen
Vice President	
Secretary	Christina Hill
Membership Co-Chair	Kate Kuykendall
Membership Co-Chair	Kelly Harrison
Programs Co-Chair	Moira Allen
Programs Co-Chair	Katie Jacobs
Education Co-Chair	Hailey Harmon
Education Co-Chair	Elisa Gomez
Education Co-Chair	Logan Woodward
Communications Co-Chair	Tabitha Hoover
Communications Co-Chair	Deven Wilson
Communications Co-Chair	Alyssa Nodorft
Communications Co-Chair	Donnine Canamar
Diversity Co-Chair	Kris Fajardo
Diversity Co-Chair	Jarrett Way
Sponsorship Co-Chair	David Hay
Sponsorship Co-Chair	Taylor L
Public Service Co-Chair	Meg Volk
Web Chair	Jenna Belvedere

2019 - 2020 Board Year: 18 board members

Board Position	Name
President	Chris Welhausen
Vice President	Greer Mansell
Secretary	
Membership Co-Chair	David Hay
Membership Co-Chair	Alyssa Simmons
Programs Co-Chair	Katie Jacobs
Programs Co-Chair	Dulce Ramirez
Programs Co-Chair	Moira Allen
Education Co-Chair	Will Concklin
Education Co-Chair	Lauren Clark
Education Co-Chair	Kristofer Fajardo
Education Committee Member	Kate Kuykendall
Communications Co-Chair	
Communications Co-Chair	Deven Wilson
Communications Co-Chair	Tabitha Hoover
Communications Co-Chair	Alyssa Nodorft
Communications Co-Chair	
Diversity Co-Chair	Krystal Hawkins
Diversity Co-Chair	Katy Abete
Sponsorship Co-Chair	Taylor Lindholm
Sponsorship Co-Chair	Efri Castellanos
Webmaster	

2018 - 2019 Board Year: 17 board members

Board Position	Name
Executive Team - President (Sponsorship, Membership)	Madison Scullin
Executive Team - Vice President (Communications, Diversity, Progra	Becca Messenger
Executive Team - Executive Advisor (Education/Student Relations, P	Susy Horrigan
Club Achievement - Co-Chair	Sarah Brown
Communications - Co-Chair	David Resto
Communications - Co-Chair	Joanna Horvath
Communications - Co-Chair	
Diversity - Co-Chair	Leslie Harris
Diversity - Co-Chair	Ammar Mahesri
Education/Student Relations - Co-Chair (Texas State)	Greer Mansell
Education/Student Relations - Co-Chair (Texas State)	Alice McDougall
Education/Student Relations - Co-Chair (UT)	Brianna Zuniga
Education/Student Relations - Co-Chair (UT)	Will Concklin
Membership - Co-Chair	Chris Welhausen
Membership - Co-Chair	Caitlin Sorrell
Programs - Co-Chair	
Public Service - Co-Chair	
Public Service - Co-Chair	
Sponsorship - Co-Chair	Efri Castellanos
Sponsorship - Co-Chair	Taylor Lindholm
Webmaster	John Ruiz

2017 - 2018 Board Year: 11 board members

Committee	Name
Executive Board (Committe Sponsors)	
President (Diversity, Public Service)	Susy Horrigan
Vice President - (Communications, Membership)	Madison Scullin
Secretary - (Education/Student Relations, Programs)	Ali Goldstein
Treasurer - ()	N/A
Executive Advisor - (Club Achivement, Sponsorship)	Dax Patton
Communications Committee	
Co-Chair	Kathryn Duft
Co-Chair	Becca Messenger
Social Media	Luci Nopoulos
Diversity	
Co-Chair	Malcom Gibbs
Co-Chair	
Education/Student Relations	
Co-Chair - Texas State	Angela Rhys
Co-Chair - UT Austin	Tony Cummings
Co-Chair - UT Austin	Trevor Young

Exhibit 5:



Email: cmc365@txstate.edu

Office #: Lampasas 210

Office Phone: 512-245-5670

Courses: MC 3372-Advertising Media Planning

Dr. Clay Craig teaches in the advertising sequence in the School of Journalism and Mass Communication at Texas State University.

Exhibit 6:

Jessica Tran (She/Her)
Collaboration Manager at The Butler Bros | Ad 2 Austin President
6mo · Edited · 🌐

Looking forward to the opportunity to speak to the Texas State ad club! What are things that you wish you could have heard/known in college that you didn't know until you began your career journey?

AAF TXST
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Mark your calendars! Our first meeting of the year will feature Guest Speaker Jessica Tran, President of Ad 2 Austin. Join us September 14th for this great opportunity. [#youngmindsbigideas](#) [#aafxtst](#) [#txst](#) [#ad2austin](#)

Save

aaf
texas state
university

JESSICA TRAN

**AD 2 AUSTIN
PRESIDENT**

TUESDAY SEPTEMBER 14TH @6:30 PM
OLD MAIN ROOM 320

Exhibit 7:

AAF Austin STUDENT MEMBERS			
1			
2	kcc68@txstate.edu	Lauren Chesser	Texas State University
3	tyson_cash66@g	Cash	Texas State University
4	cas82@txstate.edu	Charles Adkins	Texas State Univ Student
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40	snm144@txstate.edu	Sabrina Macias	Texas State Univ Student
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42	m_m1261@txstate.edu	Mireya Martinez Soto	Texas State Univ Student
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44	j_m957@txstate.edu	Joshua Mendoza	Texas State Univ Student
45	cdm27@txstate.edu	Cooper Murphy	Texas State Univ Student
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47	cfo10@txstate.edu	Connor OHara	Texas State Univ student
48	anp147@txstate.edu	Alyssa Powell	Texas State Univ Student
49	alp234@txstate.edu	Andria Puig	Texas State Univ Student
50	aso3@txstate.edu	Austin Quintero	Texas State Univ Student
51	jr265@txstate.edu	Jamie Reyes	Texas State Univ student
52	cmr303@txstate.edu	Mason Rice	Texas State Univ Student
53	br100@txstate.edu	Brandon Richardson	Texas State Univ Student
54	sean_roche@txstate	Sean Roche	Texas State Univ Student
55	Inr77@txstate.edu	Lauren Roddee	Texas State Univ student
56	m_r744@txstati	Melanie Rouvroy	Texas State Univ Student
57	gcs44@txstate.edu	Gannon Sanders	Texas State Univ Student
58	ago3@txstate.edu	Micah Shaw	Texas State Univ Student
59	vas102@txstate.edu	Victoria Shirley	Texas State Univ student
60	jp156@txstate.edu	Jared Smith	Texas State Univ Student
61	silimone7@txstate	Simone Smith	Texas State Univ Student
62	msc40@txstate.edu	Michael Smith	Texas State Univ Student
63	kas316@txstate.edu	Katie Springfield	Texas State Univ student
64	sat192@txstate.edu	Sara Thomas	Texas State Univ Student
65	cmr209@txstate.edu	Caitlyn Thrash	Texas State Univ Student
66	x_110@txstate.edu	Xavier Tristan	Texas State Univ Student
67	katt186@txstate.edu	Kaitlynn Turner	Texas State Univ student
68	r_v237@txstate.edu	Ruben Valenzuela	Texas State Univ Student
69	nmv11@txstate.edu	Natalie Vasquez	Texas State Univ Student
70	csaw96@txstate.edu	Cotlin Wimbish	Texas State Univ Student
71	masonryarb@gmail	Mason Yarbrough	Texas State Univ Student
72	lgz6@txstate.edu	Lauren Zavala	Texas State Univ student
73	w_z10@txstate.edu	Wenjing Zhong	Texas State Univ Student

74	c_b413@txstate.edu	Cayley	Burt	Texas State Univ Student
75	bwc39@txstate.edu	Brian	Causey	Texas State Univ Student
76	alc265@txstate.edu	Anna	Coale	Texas State Univ student
77	ggc26@txstate.edu	Giselle	Coronado	Texas State Univ Student
78	atc55@txstate.edu	Ashlyn	Cramblit	Texas State Univ Student
79	m_f348@txstate.edu	Michael	Fegan	Texas State Univ Student
80	ggc56@txstate.edu	Gabbie	Gabehart	Texas State Univ student
81	p_g153@txstate.edu	Payton	Goolsby	Texas State Univ Student
82	chh44@txstate.edu	Holly	Hudson	Texas State Univ Student
83	e_h113@txstate.edu	Everett	Hughes	Texas State Univ Student
84	jtj59@txstate.edu	Jillian	Jacobs	Texas State Univ student
85	mlj93@txstate.edu	Mason	Joiner	Texas State Univ Student
86	rk84@txstate.edu	Rayanna	King	Texas State Univ Student
87	bill79@txstate.edu	brooke	Lewis	Texas State Univ Student
88	mbl48@txstate.edu	Monique	Lorette	Texas State Univ Student
89	c_m719@txstate.edu	Christopher	Maldonado	Texas State Univ student
90	claudiamarvin13@tx	Claudia	Marvin	Texas State Univ Student
91	mmm402@txstate.edu	Mary	Mciver	Texas State Univ Student
92	cdn44@txstate.edu	Chau "Cole"	Nguyen	Texas State Univ Student
93	mes322@txstate.edu	Morgan	Sick	Texas State Univ Student
94	ajw189@txstate.edu	Alexa	Wolford	Texas State Univ student
95	p_w54@txstate.edu	Paige	Wuerthele	Texas State Univ Student
96	parker.a.healy@	Healy	Parker	TXST student
97	yarely54321@gr	Ortiz	Yarley	TXST student
98	vjj13@txstate.edu	Armendariz	Morgan	TXST student
99	dvv6@txstate.edu	Vargas	Dafne	TXST student
100	jmr562@txstate.edu	Ramon	Jenna	TXST student
101	kib335@txstate.edu	Brendle	Kaleb	TXST student
102	i_r175@txstate.edu	Ruiz	Isla	TXST student
103	ldv38@txstate.edu	Valladares	Lesslie	TXST student
104	hes74@txstate.edu	Sharp	Hannah	TXST student
105	mjlw179@txstate.edu	Watt	Makenna	TXST student
106	ml1199@txstate.edu	Lara	Michele	TXST student
107	ilo11@txstate.edu	Orozco	Isabel	TXST student

Exhibit 8



JANET HAGEDORN
texas state university

Janet Hagedorn (She/Her) · 1st
President AAF TXST Education Co-Chair Ad 2 Austin
San Marcos, Texas, United States · [Contact info](#)

AAF TXST
Texas State University

Exhibit 9

Presidential Onboarding Outline

Session 1 - 4/5

- Ad 2 Austin Structure and Overview
 - Committee's & Roles
 - Existing Roles
 - New Roles
 - Sponsors
 - Existing Sponsors
 - Existing Revenue Streams
 - Sponsorship Structure
 - Existing Programs and Events
 - Mentorship program
 - 32u32
 - General Events (speed dating, happy hours, AMA, Diversity Panel)
 - Strengths and Room for Growth
 - Resource library
 - New recurring events
 - Corporate Outreach (business card idea)

Session 2 - 4/19

- Managing and Recruiting for a board
 - Onboarding new board members
 - What to look for
 - How to set the tone
 - Leading meetings
 - Keeping the board engaged
 - Small gestures
 - Bonding
 - Sharing the responsibility
 - Setting and achieving goals

Session 3 - 5/3

- Ongoing Presidential Tasks
 - Monthly Calls
 - District
 - Monthly Presidents Call
 - Check-in with District
 - Board Meeting
 - AAF Board Meeting
 - Reports
 - Board Reports
 - AAF Report
 - Quarterly Reports for National
 - Financials (will follow up via email)
 - Conferences/Board Retreats
 - Mid Year
 - Admerica
 - Board Retreats
 - Mid-Year Board Retreat?

Session 4 - 5/17

- AAF Relations
 - Who is who
 - How to work best with them
- Planning Board Retreat/Kick-off

Exhibit 10

Income	2020-2021 Actuals	2021 - 2022
Ad 2 Membership	\$700.00	\$1,000.00
Membership Income	\$700.00	\$1,000.00
32 Under 32		
Sponsorship		\$10,000.00
Ticket Sales		\$1,600.00
32 Under 32 Income	\$0.00	\$11,600.00
Sponsorship		
Sponsorship	\$5,640.00	\$2,500.00
Sponsorship Income	\$5,640.00	\$2,500.00
Education		
Mentorship Program		\$300.00
Mentor Sponsorship		\$1,500.00
Misc Events - Speed Mentoring/Resume Review		\$200.00
Education Income	\$0.00	\$1,800.00
Diversity Events		
Diversity Events		\$1,500.00
Total Diversity Events	\$0.00	\$0.00
Other Events		
General Programs Income	\$601.23	\$3,000.00
Total Other Events	\$601.23	\$0.00

Expenses		
Event Expenses		
Misc Programs Expenses	\$586.70	\$200.00
32 Under 32		\$7,150.00
General Admin	\$225.00	\$100.00
Membership Dues - Ad 2 National	\$220.00	\$300.00
Education Expenses		
Diversity Events		\$400.00
Other		
District Book Submissions		\$40.00
National Book Submissions		\$235.00
Club Officer Training - AAF		\$118.72
Mentorship Program Kickoff		\$200.00
Website Hosting		\$200.00
Misc Event Costs		\$500.00
Midyear Travel (5 people)		\$1,800.00
ADMERICA Travel (4 people)		\$5,000.00
Misc Printing		\$150.00
Paid Social Media - General Recruitment		\$100.00
Paid Social Media - Misc Events		\$100.00
Miscellaneous		
Total Expenses	\$1,031.70	\$16,593.72
Net Income	\$5,909.53	\$3,306.28

Exhibit 11

Midyear - Kansas City - President, VP1, VP2					
	Cost	Qty	Total	Actuals	
Travel	\$100.00	3	\$300.00	\$450.92	
Accommodations	\$500.00	1	\$500.00	\$494.07	
Tickets	\$75.00	3	\$225.00	\$243.60	
Car Rental	\$200.00	1	\$200.00	\$162.96	
Misc (additional people)			425	\$51.00	
Allowance from D10					
Total			\$1,650.00	\$1,402.55	
Admerica - DC - President, VP1, Public Service 1, Public Service 2					
Travel	\$160.00	4	\$640.00		
Accommodations	\$1,150.00	1	\$1,150.00		
Tickets	\$594.00	4	\$2,376.00		
D10 Stipend	\$200.00		200		
Savings	\$824.00		824		
Total			\$5,190.00		
32 Under 32 Budget (in progress, pending meetings with venues and caterers)					
Trophies		32	\$1,000.00		
Venue		1	\$2,500.00	6 hrs total	
Catering		150	\$2,400.00		
Drinks (2 drink tickets)		150	\$1,300.00		
Photographer		1			
Printing Programs		300	\$200.00		
Total			\$7,400.00		

Exhibit 12

EVENTS

HAPPY HOURS

Our monthly happy hours (also known as AdSocials) are open to both members and non-members. By co-hosting these casual events with AAF Austin, our happy hours draw attendees from industry leaders to Austin newbies and students looking to network within the community.

PANEL DISCUSSIONS

Our panels provide young professionals unique perspectives on the industry today, as well as insight on where the industry is headed in the future.

MENTORSHIP PROGRAM

Each year Ad 2 Austin connects our audience with local ad pro's through our spring mentorship program. The program lasts several months and involves a large kick off and program recap event.

SPEED NETWORKING

A unique event where students get to meet a wide range of ad pro's in a rapid fire, speed dating-like setting. This event allows students to meet professionals from all kind of advertising backgrounds in a short amount of time.

AD2Austin

THIRD EAR & AD 2 AUSTIN PARTNERSHIP

Platinum Annual Sponsor | \$2,500

- Company logo on email as Platinum sponsor
- Company logo & link on Ad 2 Austin website as Platinum sponsor
- Logo and website link on online collateral for all events (32 Under 32 not included)
- Company logo and sponsorship level displayed at all Ad Socials
- Opportunity to speak at a minimum of two Ad 2 Austin events throughout the year
**Events determined will be based on sponsor preference and schedule*
- Verbal recognition and company marketing collateral present at all Ad 2 Austin events
- Bi-weekly social media post (+1,800 local advertising followers on each)
- 1 monthly newsletter shoutout (reaching over 650 individuals)
- 1 bi-monthly opportunity to guest-author an Ad 2 Austin blog post
- 25 job postings on our member-only slack channel
- Two reserved tables at all Ad 2 events (excluding AdSocials)
- Four (4) tickets to attend the local AAF ADDY Awards
- Four (4) tickets to attend the AAF Austin Big Wigs Awards
- Eight (8) tickets to attend Ad 2 Austin programs as desired

+ ENJOY 8 TICKETS TO EVENT WITH OPTION TO PURCHASE MORE AT SPECIAL PRICING.

AD2Austin

Exhibit 13

Taylor Lindholm <TLindholm@nexstardigital.com>
to pderdeyn@viantinc.com, Victoria, me

Mon, Nov 8, 2021, 10:59 AM

Hey Patrick and Victoria,

Thank you again for your interest in becoming an annual sponsor for Ad 2 Austin. We're excited about the opportunity to work together and appreciate everything Viant has already done for Ad 2 this year – you all rock!

Here are the details of the sponsorship:

Cost - \$2,500 (broken up into 8 payments – can also be done all at once)

Details:

- Company logo on email as Platinum sponsor
- Company logo & link on Ad 2 Austin website as Platinum sponsor
- Logo and website link on online collateral for all events
- Company logo and sponsorship level displayed at all Ad Socials
- Opportunity to speak at a minimum of two Ad 2 Austin events throughout the year
 - *Events determined will be based on sponsor preference and schedule
- Verbal recognition and company marketing collateral present at all Ad 2 Austin events
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- Four (4) tickets to attend the local AAF ADDY Awards
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- Eight (8) tickets to attend Ad 2 Austin programs as desired

I've attached our official "packet" with more details about Ad 2 Austin as well. Please let me know if you would like to discuss next steps.

Luis Guido
Vice President, THIRD EAR



Luis Guido · 1st
Vice President, THIRD EAR

FEB 5

Luis Guido · 3:03 PM
interested to discuss sponsorship

Jessica Tran (She/Her) · 3:05 PM
Hi Luis, Thanks for reaching out! Would be happy to discuss sponsorship opportunities. Is your intent to discuss sponsorship with Ad 2 Austin? If so, I can start an email with our sponsorship team as well. Let me know what email is best to reach out to you!

FEB 11

Luis Guido · 3:56 PM
yes, if you can send an email to:
guido@wearethirdear.com - i'd like to learn more about Ad2 Austin sponsorship

Jessica Tran (She/Her) · 4:30 PM
Great! I'll send you an email shortly.

Ad 2 Austin 2021-2022 Playbook

Summary

Ad 2 Austin is an organization of young professionals and students 32 and under whose ultimate goal is to foster an ad community. Ad 2 Austin is a wayfinder for the diverse group of Austin advertising students and young professionals and helps people find their way in the advertising space.

Mission:

- Provide relevant content to Austin young professionals & students
- Build membership and participation of Ad 2 and AAF Austin by exposing members to the organization early on in their careers
- Connect students to Ad professionals and mentors.
- Provide young professionals an opportunity for leadership and mentorship.
- Provide a community to young professionals and students and a space to meet other people and network
- Highlight the diversity that's always present in Austin and strive to continue to diversity Austin advertising

Resources

G-Drive

Slack

Google Calendar

Expectations

Board Meetings

- Timing
- Virtual vs in-person

Email

- Respond within 48 hours
 - Just confirm receipt if needed
 - Let your [cochair](#) or VP's know if you're busy and need some support

Social Media

- Follow Ad 2 Austin on LinkedIn, Facebook, and Instagram
- Share our posts
- Sign up for our email blast

Events

- Attend our events
- Attend all board meetings
- If you are going to miss please let the president/VPs know 48 hrs in advance

Club Achievement Book workshops

- Quarterly

Conflict Resolution

- We are committed to resolving conflict in 48 hours

Welcome to the 2021-2022 Creative Brief!

Before jumping to PAGE 2 here's a friendly message from
your MarComm Friends:

STEP 1

Fill out Creative Brief on following Page (page 2)

6+ weeks prior to the event date.

STEP 2

Email completed Creative Brief to devenwilson@me.com &
jestran18@gmail.com

STEP 3

Provide feedback on Artwork/Copy once emailed out to you for review.

4 weeks prior to the event date.

STEP 4

Approve Final deliverables so they are "In-Market"

3 weeks prior to the event date.

STEP 5

Celebrate! Because you're about to have an awesome event!

AD 2 Austin **CREATIVE BRIEF**

CONTACT DETAILS

BOARD MEMBER	
EMAIL ADDRESS	
TEAM	

EVENT DETAILS

EVENT NAME	
DATE OF EVENT	
TIME	
LOCATION NAME & ADDRESS	
PRICE FOR ADMISSION	
SPEAKERS/PANELISTS	
SPONSORS FOR THEEVENT	
PARTNER LINKS NEEDED	

DESCRIPTION OF EVENT

Please use this area to describe the event in as much detail as you can provide. Our copywriters will benefit from a thorough understanding of its main objectives, who will be attendance, and the general proceedings.

CREATIVE CONSIDERATIONS OR NOTES

Please use this area to denote any details not covered above for the designer/s.
I.e. sponsor logos, speaker headshots, color's, imagery, or specific language/tone.

Should include Ad 2 Logo, unique color scheme that complements existing Ad 2 branding,

DELIVERABLES

- o Ad 2 Austin Website
- o Eventbrite & Facebook Event
- o Facebook Wall Posts (2-3)
- o Instagram (2-3)
- o Instagram Stories (2-3)
- o Member Emails (2-3)
- o Twitter (2-3)

*TIME PERMITTING, social channels can have 2-3 promotional posts in addition to the Facebook event, 1 event reminder, and 1 after event post.

PLEASE WORK CLOSELY WITH YOUR COMMUNICATIONS TEAM ON DELIVERABLES

CREATIVE TIMELINE To be completed by MarComm

1 ST INTERNAL	TO EVENT LEAD/PREZ	IN-MARKET DATE

COPYWRITER:	DESIGNER:
LINK TO COPY DOC:	LINK TO GRAPHICS:

Exhibit 17

Board Member Commitment Contract 2021-2022

Communications Co-Chair

As Communications Co- Chair of Ad 2 Austin I agree that first and foremost, my duty is to be an ambassador of Ad 2 Austin and to act on what is best for the club.

As Communications Co-Chair, I will oversee a committee that shall work to manage the Ad 2 Austin social accounts and produce the social graphics and event graphics that are needed. I will work to promote our organization through content, email newsletters, and promoting our events. I will delegate tasks to these committee members in an organized manner and clearly communicate what is expected of them. I will collaborate with other committees to utilize the club's resources effectively. I will obtain approval from the Executive Committee of the Board of Directors before planning events or planning any speakers that require financial investment, and will report on and deliver any profits to the executive team in a timely manner. I will attend all events possible to support Ad 2 Austin and recruit committee members.

As Communications Co-Chair, I will attend board meetings once a month and report on the club's accomplishments and goals. As part of my responsibility as a board member, I commit to the following:

- Attending a minimum of 9 out of 12 per-scheduled board meetings for the year
- Attending 75% of Ad 2 Austin Events
- Overall Chair Duties:
 - Responsible for maintaining our social media presence on Facebook, Instagram, Twitter, and LinkedIn
 - Receive creative from Art Directors to create upcoming events on Facebook.
 - Photograph events to document and share past events.
 - Post industry related news including creative inspiration, campaigns, tips, job postings, etc.
 - Work with Membership chairs to complete the Communications Book, sharing initiatives and accomplishments for the year. Submitted to Nationals in March.
 - help spread the word of all the good things Ad 2 does for our community
 - Press Releases would primarily revolve around our Public Service Campaign
 - Create monthly newsletters in to include upcoming events, industry news, local accomplishments, and our sponsorship updates
- Creative Chairs
 - Help create flyers, Facebook/Twitter covers, social media posts
 - Art Directors would also help create a theme and materials for each of our two fundraisers, our Cook-Off in the fall and Bowlathon in the spring.
 - Maintain the Ad 2 website.

Board meetings will be **the second Monday of each month, beginning at 6:30 p.m. CST** unless otherwise notified. **All status updates must be reported to the status document before the EOD, on the first Thursday of each month, prior to the monthly board meeting.**

As Communications Co-Chair, I will attend Club of Achievements book workshops that will assist in writing the Communications Club of Achievement book alongside other members of the executive board. Club of Achievement books highlight our committee's accomplishments for the year and can gain national recognition. These books are due in Mid-March and are to be submitted to Ad 2 Nationals.

If I am unable to attend any board meeting for any reason, I agree that I am responsible for submitting my committee report to the *status document & President* by the first Tuesday of each month. I am also responsible for finding a board/committee member to present my committee report at the board meeting.

Should I need to step down from my position, I agree to give adequate notice to the President of Ad 2 Austin. I will use discretion when volunteering for tasks and if I cannot complete a task or need assistance, I will notify the executive committee in a timely manner so they may reassign or find assistance for the task so that Ad 2 Austin progress will not be impeded.

I have read and agree to all the above.

Signature

Date

Name (Please Print)

President Signature

Date

Exhibit 18





Exhibit 19







Exhibit 20

Covenants: Takeaways from the Blitz

We crystallized our learnings from the Blitz into covenants—a collection of strategically informative and creatively inspiring statements that create alignment for the creative development process.

Be the Austin Advertising charcuterie.

We develop a variety of programs and resources our members can attend and select at leisure. Keeping our whole audience in mind—our cheddars, our prosciuttos, our goat cheeses—because not everyone's about the same meat and cheese.

Own the brand.

We embody our passion and potential, choosing to lean into the brand that we've created and exude Austin's welcoming spirit.

Collaborate to #win

We're all one team and we're in it to #win in both our personal and professional lives—and secure that AAF bag.

Celebrate the small victories.

We take pride in everything we do and celebrate victories in all things. Programs, team members, whatever. We're about it.

Cultivate your ideas for a healthy garden

Create a space for us to nurture our ideas big or small, allowing the team to facilitate its growth. Utilize your fellow board members skill sets to cultivate our Ad 2 garden. It has no gate, because the potential for this board year is UNBOUND.

Exhibit 21

Deflection Point

With our challenge in mind, we framed objectives for our work.

The Status Quo Path

We have a broad audience and program calendar and after a challenging year, we are looking forward to establishing ourselves in the next normal

The Desired Path

Tangible goals, program growth, brand recognition, #winning all the things, and FUN

Anchors

Not thinking of all audience segments, not planning, lack of communication, and burnout

Rockets

Resource library, free shit, strategic sponsors, collaboration, new ideas

Review the drill's posters [here](#).



Draw It

We considered our most important rockets and built a larger understanding of our emerging solutions.

Team 1:

Create resources, swag, and informational collateral for our members, sponsors, and agencies

Team 2:

Be the “water fountain” for everyone, so members can flourish

Team 3:

Start small with our relationships with the set intention to grow them



Review the drill's posters [here](#).

Do It On Monday

Based on our big idea we created in Draw It, we determined a low-risk path forward to quickly gain insights to accelerate development of our solutions.

Team 1:

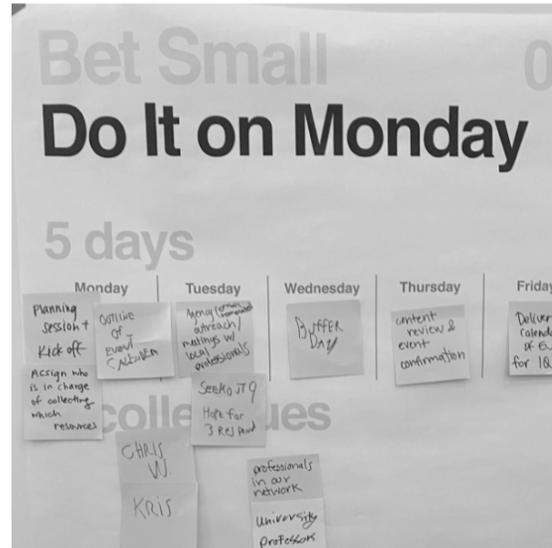
Create a central resource for Austin advertising agencies

Team 2:

Start with a resource repository and create an event calendar

Team 3:

Rekindle relationships with old sponsors or find a new sponsor to back our first event



Review the drill's posters [here](#).

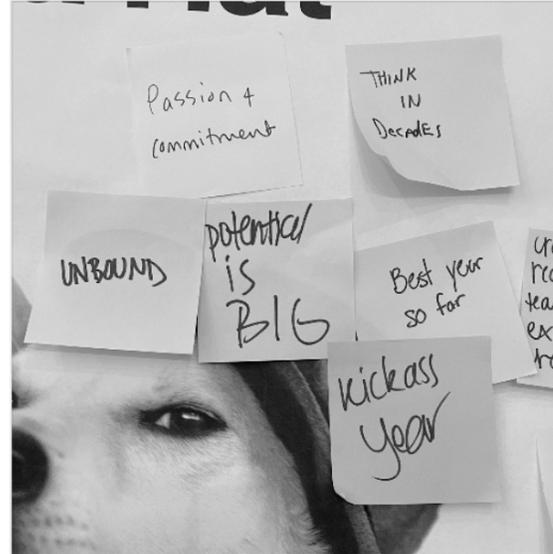
Dog in a Hat

We reflected on what stuck out the most to us during our Blitz.

Output

Our passion and potential is unbound. It's up to us to own the brand and see it through.

Also, be CharQTs.



Review the drill's posters [here](#).

Exhibit 22

Committee Goals

Programs

- Set attendance benchmarks for events
 - Social engagement
 - Shares
 - % sign up to attendance
- Lock in venues for 2H 2021 by end of august
 - Send outreach early with multiple events available
- Find ways to collaborate more closely with other committees
 - Join monthly meetings to get updates

Education

- Grow mentorship members by 25% (students & mentors)
- Grow student membership by 20%
- Hold a monthly event geared towards students
 - 25 students attendance on average

Diversity

- Host four in-person panels this year. Aiming to do the first one in late Sept.
- Develop content (blogs/social posts) related to the theme of each panel. We would release this prior to each event.
- Expand our contact list to make it easier for future events.

Membership

- Increase membership by 5%.
- Present in three college courses per semester.

Communications

3 goals:

Rebrand

Promote **LEARNING** about the ad industry through comms channels
More authentic and relatable brand voice

Sponsorship

- Secure new annual sponsor for the 2021-2022 year at a total investment of \$2,500 or higher.

Exhibit 23 - Mural



What is MURAL?

MURAL is space for your team to collaborate visually and problem-solve faster with an easy-to-use digital canvas. No ordinary online whiteboard, MURAL has powerful facilitation features, guided methods, and the deep expertise organizations need to transform teamwork.

Mural Board:

<https://app.mural.co/t/ad2austin7128/m/ad2austin7128/1642644066715/f9d7edde7bcf0e7c10e1a7a2ac6db59b9f5c120c?sender=u0c2782a10c729c4ecf450951>

Exhibit 24

Team 1: Kate, Ben, Jarrett, Travis, Victoria, Christina

Team 2: Chris, Manny, Kris, Logan, Nic

Team 3: Deven, Janet, Luis, Madi, Ramsey

Exhibit 25

Empathy Map

We created archetypes for our most important audiences—giving them a name, age, gender and imagining what they might think, feel, say and do.

Emily / F / 21

A student who's eager for the future but equally overwhelmed by it. They need direction on their path for the future.

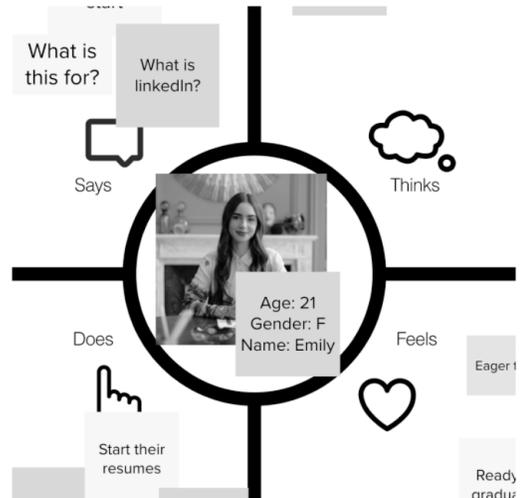
Emily / F / 25

A young professional who's feeling more confident and established in her career. She's a true hustler in all aspects of her life but doesn't want to fall behind socially or in her career

Holly / F

A young professional at a mid-size agency who's wary of her involvement in an organization and is still weighing the options of how to get involved.

Review the drill's posters [here](#).



What are your hopes/ideas for Ad 2's future?

We created a short elevator pitch that we could give to each of our audiences

Students

- Virtual agency tours
 - Insta highlights
 - Make it an easy form for young professionals at agencies to submit to
- Student Ad 2 takeovers
- Connect with students orgs on social
- Get students involved in the Public Service competition

Steal their youth and live forever

Students drop out of school to do Ad 2 full-time

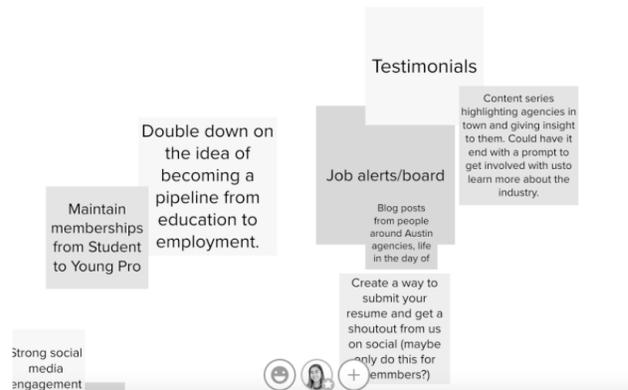
Review the drill's posters [here](#).

What are your hopes/ideas for Ad 2's future?

We created a short elevator pitch that we could give to each of our audiences

Young Professionals

- Double down on the idea of becoming a pipeline from education to employment.
- Focus our website with member-exclusive content
 - Are you near here? Page
 - Job-alerts
 - Testimonials
 - Submit your resume & get a social/linkedin shoutout



What are your hopes/ideas for Ad 2's future?

We created a short elevator pitch that we could give to each of our audiences

Corporate Members

- Create/revamp our one-sheeter for our corporate members
- Get corporate members to show up to events
- Land 3+ corporate members
- Begin engaging with agencies on our socials
 - We scratch their back and they scratch ours



Dog in a Hat

We reflected on what stuck out the most to us during our Blitz.

Output

Let's keep pushing this year and find new ways to make connections. We have potential, let's implement it!



Review the drill's posters [here](#).

Mid-Year Covenants

Yell it from the rooftops

There are clearly a ton of benefits that we can give to our community, we just need to explore and test the best ways to spread the word.

Next Steps:

- Membership team to provide 2-3 actionable items to start implementing
 - Collaborate with web & comms team
- Comms to help revise the one-sheeter that we can keep as a resource

Mid-Year Covenants

Push virtual interaction

As the year of virtual continues, let's innovate ways to interact in the space like new insta highlights and interactions with agencies to highlight the benefits of Ad 2.

Next Steps:

- Janet Ad 2 insta takeover?
- Create a form (maybe insta story questions?) for people to answer about agency life for future content. - Comms to lead this project
- Interact with 1 agency this next month on social. What agencies are doing well?

Mid-Year Covenants

Network our brand

Outside of personal networking, we need to network our brand with agencies, students, and our own membership and give a strong first impression

Next Steps:

- Membership: Identify 2 agency/company HR directors to get their involvement with Ad 2 & pass the one-sheeter to.
- Done - Jessica has reached out to the AMA president to begin collaborating on projects together
- Diversity team - Wondering what diversity groups we can network with in town?