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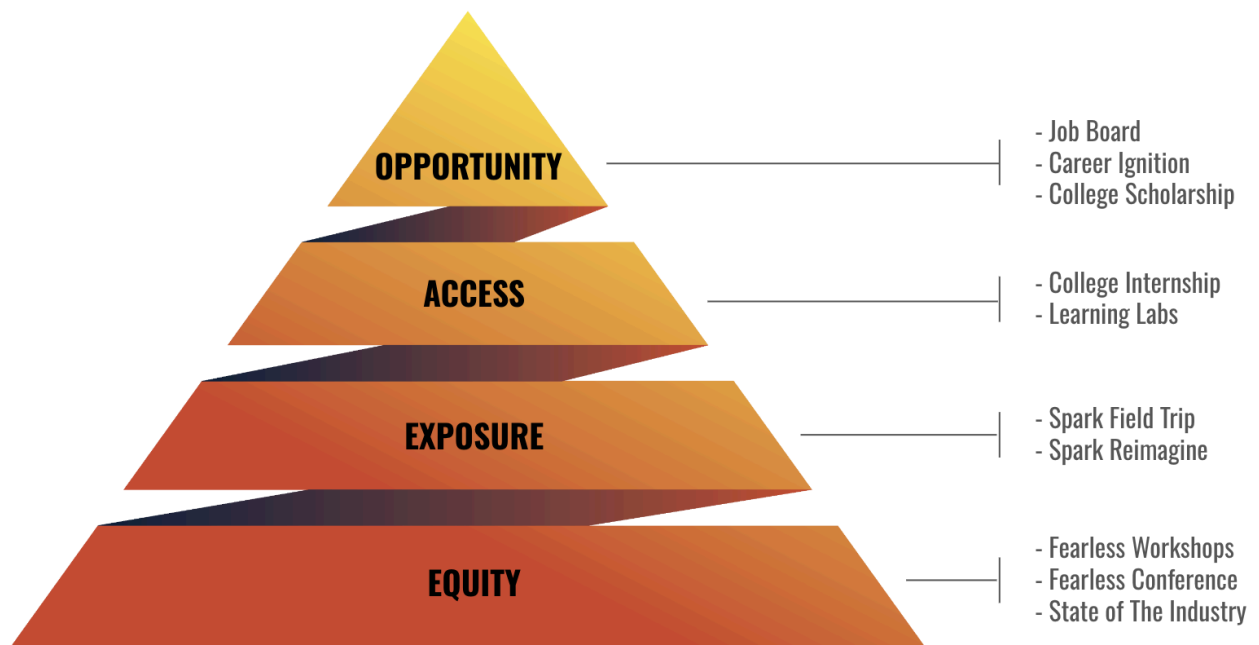
The BrandLab's Program Updates to Provide the Greatest Impact for BIPOC Youth in the Midwest.

The Board of Directors and Staff have examined current programming models and adjusted to simplify and rightsize programs, better aligning them with four pillars of the work (Equity, Exposure, Access, and Opportunity).

The simplified operating approach allowed The BrandLab to bring the mission to scale—taking on more partnerships with workplaces and signing on more young people, creating a more purposeful and productive workforce pipeline.

The BrandLab is radically changing the face and voice of the marketing and advertising profession by introducing, guiding, and preparing the next generation of creative problem solvers. Please read below to understand these programmatic changes.

The BrandLab's four pillars are how the organization fulfills the mission of changing the face and voice of the marketing and advertising profession.



Equity Programming Summary

Through Diversity Equity Inclusion & Belonging (DEI&B) training, TBL works with industry partners to strengthen practices so that organizations and individuals are better equipped to support, welcome, retain, and celebrate talent of color. On a biannual basis, a State of the Industry report is conducted to research and measure demographic and attitudinal changes related to DEI&B across the marketing and advertising industry.

According to Labor Market Data, the industry is 78.7% white nationally, and the industry skews even less diverse in the Midwest.

Programs within this Pillar

Fearless Workshops: a wide range of workshops for everyone, specific groups, and teams dedicated to going further into their DEI&B journey.

Fearless Conference: a yearly DEI&B conference on the first Thursday in May. The conference is designed to be a 1-day event focused on igniting DEI&B conversations with speakers who share ideas and perspectives and then ask critical questions to enable participants to consider, reflect, and begin to do the DEI&B work individually post-conference.

The State of the Industry (SOTI) report: bi-annual research designed to help us measure demographic and attitudinal changes related to diversity, equity, inclusion, and belonging across the marketing and advertising industry.

Previous Programs Removed from This Pillar

- Fearless Conversations

Exposure Programming Summary

Through classroom workshops and field trips, young people experience what it's like to work in advertising and marketing. Visiting advertising agencies and corporate marketing departments, this experiential learning provides real-world knowledge and networking.

Programs within this Pillar

SPARK Classroom: introduce high school students to the marketing and advertising industry at local high schools through table events and small classroom workshops.

Spark Field Trips:

partner with local educators + community-based organizations to introduce high school students to marketing and advertising career pathways through three (3) total experiential workshop field trips.

College Connect

Program Description: partner with colleges and universities to expose college-aged students to TBL programs.

Populations Served: College students who self-identify as BIPOC through college graduation.

Program Details:

- Timing: October-December
- # of schools
- Topics to be covered; Learning Labs, Internship, Career Ignition

Previous Programs Removed from This Pillar

- Partner Connected Projects - Kansas City based initiative to partner with high school classes and local BIPOC owned/led organizations.

Access Programming Summary

Through hands-on opportunities, 15-to 25-year-olds gain career-specific professional development experiences in agency and corporate marketing environments. LearningLabs provides high school and college-aged participants the opportunity to engage in workshops every other month, led by industry professionals who explore the range of roles and job functions available in the profession. College students can access college internships where they are fully immersed, focusing on building core skills and their portfolios.

Programs within this Pillar

Learning Labs: bi-monthly skill-building labs and workshops hosted by industry professionals designed to provide hands-on experience.

College Internship: college-level summer internships are designed to be fully immersive, with cohorts of two (2) interns reporting to a supervisor on site, working on partner work, and building core skills and work for their portfolios.

Previous Programs Removed from This Pillar

- High School Internship - A summer cohort of 4-6 high school interns working with a The BrandLab employed internship coordinator to collaborate as a mini "agency" on an industry project.
- Fellowship - An immersive 8-month fellowship program, offering talented young BIPOC professionals the opportunity to gain professional experience in a marketing and advertising work environment.

Opportunity Programming Summary

Through scholarships, pre-college graduation programs, and an equity-focused job board, we work to fulfill our vision of people of color launching sustainable careers in workplaces of inclusivity and belonging.

Each year, we provide over \$20,000 in college scholarships to break down barriers to college education. We engage college seniors in a Career Ignition program that bridges the gap between graduation and their first job through feedback-loop style workshops, networking events, and mentorship. Career success takes more than one experience, internship, or degree - it takes relationship building, mentorship, and ongoing support. All The BrandLab alums have access to The BrandLab's professional job board to enhance sustainability in the profession. The job board is an important resource where alums can find roles inside partner organizations aligned with our mission.

Programs within this Pillar

College Scholarship: partnering with organizations to provide financial support to help college interns with college tuition & expenses

Career Ignition (launching at the end of 2024): a 3-month career-readiness program executed yearly and designed to provide real-world learning experiences, exercises, and networking opportunities.

The BrandLab Job Board: free self-service job board for partners to post jobs as a resource for participants and alum.

Previous Programs Removed from This Pillar

- College & Beyond Professional Board - The College + Beyond Board aims to cultivate a community of peer support for TBL participants as they move through high school, college, and into their careers. Through intentional, continuous, and open engagement, we strive to connect participants to their peers, resources, and opportunities that will prepare them for meaningful employment and success in the marketing industry.
 - Current board locations: Twin Cities, Kansas City

About The BrandLab

The BrandLab (TBL) is a 501(c)(3) nonprofit founded in Minneapolis, MN, and has a growing presence in the Midwest. The Mission of The BrandLab is to change the face and voice of the marketing and advertising profession. For more information, visit thebrandlab.org.

Press Release Contact

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