



ADCOLOR

ADVISORY BOARD
OVERVIEW



ADCOLOR

RISE UP. REACH BACK.

MISSION STATEMENT

ADCOLOR champions diversity and inclusion in creative industries. Our process is twofold. First, we help individuals and organizations RISE UP, letting their accomplishments and ideas shine. Then we teach these new leaders and would-be mentors how to REACH BACK and find others who deserve to be noticed and promoted. Our goal is to create a community of diverse professionals who are here to support and celebrate one another.

WHAT WE BELIEVE

The world is stagnant with sameness. That's why we want people to stand out and be different—to go beyond labels and shine as individuals with unique perspectives and personalities. We want companies to recognize these different people not as quotas, but as assets, who bring new, fresh and brilliant ideas to every business.



ABOUT THE ADCOLOR ADVISORY BOARD

The ADCOLOR[®] Advisory Board (AAB) is a collective of communications professionals who lend their experience, knowledge and creativity to the organization.

Members of the AAB work closely with the ADCOLOR staff team to plan and execute programs, events and activations to promote the importance of Diversity in the advertising industry.

The AAB plays a critical role in creating more seats at the table for professionals of color and establishing a platform so all voices can be heard.

This is a service board and requires hands on participation building, executing and scaling programs and engagements for the ADCOLOR FUTURES.



AAB REQUIREMENTS

All members of the AAB should:

- Have at least 3 years work experience and some experience working on large-scale and/or multi-layered projects with varying timelines, deliverables and inputs
- Host an AAB meeting throughout the year (if there are other members in their city)
- Join and participate in a sub-committee
- Attend AAB and committee meetings in person or virtually
 - AAB meets every 1 to 2 months for a 3 hour meeting. All AAB members are expected to attend. Three absences will result in removal from the board
 - Each committee also meets on a weekly bases for about 1-2 hours
- If you are a committee lead, additional responsibilities include presenting in AAB meetings, additional leads meetings, coordinating strategy for committee, etc
- Attend the Conference and Awards Show and other ADCOLOR events throughout the year
- Help expand ADCOLOR through sponsorship opportunities and new business opportunities, etc
- Effectively represent/communicate ADCOLOR's mission and objectives to others in the industry.
- Participate in fundraising as appropriate.
- Conduct yourself in accordance with ethical standards, particularly while attending all ADCOLOR meetings and events.
- Act in the best interests of the organization. Members are exempt if ever a conflict of interest is present.



LEADERSHIP REQUIREMENTS

Requirements for Committee Leads

- 5+ years work experience
- 1 or more years experience on the AAB
- Experience delivering impact on short and long term projects and programs with multiple timelines, deliverables, inputs and stakeholders.
- Strong skills in planning, organizing, collaborating, executing and scaling
- Some experience managing and mentoring

Requirements for Chief of Staff

- 3+ years work experience
- 1 or more years experience on the AAB
- Some project or program management (planning, organizing, collaborating and executing)
- Bonus: Some experience managing someone and mentoring (ex. Intern)

Requirements for Chairs

- 8+ years work experience
- 1 or more years experience on the AAB
- Some experience managing a team



COMMITTEE EXPECTATIONS

Each applicant will be placed on a committee based on several factors including your personal choice, experience, skills and location. Every committee will have 1-2 Creatives who will connect with the ADCOLOR Content Team and team on deliverables and timelines related to the Futures.

Futures Planning Committee

This committee is responsible for activating the Futures Program - from executing the application and selection process to ensuring a seamless Futures journey leading up to and through the ADCOLOR events. Duties include but are not limited to:

- Manage program materials, application, promotion, selection and notifications for the new class of Futures
- Plan the run of show for the conference weekend including creating the Welcome packet and organizing the Futures Orientation and Dinner and Brunch
- Manage and execute the Ambassador Program to give Futures support from alumni leading up to and during the ADCOLOR events
- Manage Futures program communication pre, during and post ADCOLOR events

Futures Programming Committee

This committee is responsible for executing educational and enriching programs that make the Futures program valuable for participants and sponsors and creating space to foster meaningful relationships that live beyond the ADCOLOR experience. Duties include but are not limited to:

- Develop and execute a Hackathon for Futures at the conference including briefing, working sessions and final presentations.
- Management of Hackathon coaches and judges.
- Create a succinct and thoughtful recap to share learnings from the year's Hackathon
- Secure a special prize for the winning hackathon team

University Committee

This committee is responsible for building exclusive professional development for the Futures that provides inspiration and transformation that they can use to during the conference and beyond. Duties include but are not limited to:

- Create exclusive training sessions for the Futures during their on-site experience
- Develop and execute the Futures Alumni Summit prior to the Conference
- Manage partner selection, contracts, briefing and on-site presence.



LEADERSHIP EXPECTATIONS

Chief of Staff

The chief of staff manages relationships and communications between committees, executive board and ADCOLOR. Duties include but are not limited to:

- Schedule, manage and lead AAB meetings
- Maintain communication and check ins between committees, governance and executive team
- Manage and coordinate communication leading up to and during the conference
- Update and maintain AAB binder, contact info, calendars and Google Drive
- Provide admin support to the Executive Team on key efforts, including succession planning, trainings, thought leadership opportunities, etc.

Executive Committee Chairs

The two chairs of the ADCOLOR Advisory Board lead and guide the AAB to accomplish the goals set before them. As the liaison between the ADCOLOR Staff and the AAB, the Executive Committee is responsible for guiding the overall direction and strategy of the AAB. This role requires a lot of time planning, organizing, executing and managing. Duties Include but are not limited to:

- Establish goals, expectations and deliverables for the AAB throughout the year and at the Conference & Awards
- Maintain communication between the ADCOLOR team, Board of Directors and committees including
 - Setting up and managing AAB meetings
 - Leading periodic meetings with ADCOLOR team
 - Presenting at Board of Director meetings
- Manage committee expectations and output, communication, AAB member development, and problem solving through
 - Inspiring and motivating team members
 - Reviewing and up-leveling new ideas and deliverables
 - Maintaining timelines and approvals from the ADCOLOR team
- Oversee the application and selection process for Futures and upcoming AAB members

APPENDIX





ADCOLOR

FUTURES

ADCOLOR® FUTURES is a unique program that provides training, mentorship, and empowerment for young, diverse professionals with the goal of supporting tomorrow's talent, today. We work closely with our partners to provide the FUTURES with education and programming leading up to and during the ADCOLOR Conference and Awards. This includes training through ADCOLOR University, mentorship and networking opportunities at the conference, and a unique opportunity to collaborate and show off their skills in the ADCOLOR FUTURES Hackathon. What makes us different from other professional development programs is that the FUTURES Program has been imagined, created and generation of leaders for the next generation of leaders. In other words, it is by FUTURES for FUTURES.



ADCOLOR UNIVERSITY

Launched in 2012, with the belief that even the most successful professional can learn, be inspired and share their knowledge.

ADCOLOR University is an intensive training program intended for professionals not only at the entry- and mid-level phases of their careers but HR and recruitment managers who want to strengthen their knowledge regarding the latest best practices for managing inclusion. The program's mission is to promote continued professional growth at every level.



ADCOLOR

INDUSTRY CONFERENCE

The ADCOLOR Conference is the premier diversity gathering for professionals at all levels. We are a one-day immersive event that convenes innovators, experts and thought leaders from multiple communications industries: advertising, marketing, media, technology, entertainment and public relations. We provide a platform to discuss and share best practices, trends and the future of our respective industries. We foster open and honest discussion about the equality issues we face today.





ADCOLOR

AWARDS

Each year, individuals and companies go above and beyond to make a difference in our industry. This is our night to celebrate their accomplishments and give them the recognition they've earned.

STAY CONNECTED



GET CONNECTED

ADCOLOR, Inc.

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