

BRINGING INNOVATION AND INSPIRATION

WORKING SIDE BY SIDE WITH GMU TO MEET
YOUR UNIVERSITY DESIGN NEEDS.



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info@steppemedia.com

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Introduction

SteppeMedia LLC is a unique company with a full suite of digital marketing services. Our services include: branding, custom web development, graphic design, social media, and video services, amongst others. As a company, we have access to over 25 designers, web developers, copywriters, and video editors that have been vetted over the years. To illustrate the depth of our experience, here is a snapshot of some of our key members:

- Milton Steppe, President of SteppeMedia LLC, has been in the marketing and advertising industry for more than 20 years, working with national retailers who spend millions of dollars monthly.
- Erica Cavanaugh, VP of Technology of SteppeMedia LLC, is a web developer with several years of experience in all aspects of advanced web development. She has built complex web infrastructures for projects at the University of Virginia and projects at other major Universities such as the [Jefferson Weather and Climate Records](#) at Princeton University.
- Sarad Davenport, CEO of DSID LLC, brings a wealth of experience in graphic design, video editing and production, copywriting, copy editing, and proofreading. One of his latest projects [“A Legacy Unbroken: The Story of Black Charlottesville.”](#) can now be viewed on Amazon Prime.

- Sonia Faggin Thompson, Graphic Designer and Illustrator, is a contractor with SteppeMedia LLC. She has a unique eye for depicting the client's goals and capturing the attention of the audience.
- Tish Keener-Gatewood, CEO of Middle Kid Media, is a contractor who brings a wealth of experience in traditional and modern graphic design, web design, copywriting, and proofreading.
- Baxton Baylor, Creative Principal+Partner BrownBaylor™, is a contractor and an amazing graphic designer. His designs are futuristic and very tasteful for this millennium.
- J. Dontreses Brown, Founder, CEO + Partner BrownBaylor™, is a contractor who has led various teams from a creative and professional development perspective. He is passionate about brand design, creative strategy and the business of design.

The depth of knowledge and experience we have at SteppeMedia LLC means that we can handle any size project, guaranteed to be completed on time and within budget.

Procedural Information & Signed Forms



Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
<http://fiscal.gmu.edu/purchasing/>



**REQUEST FOR PROPOSALS
GMU-1692-21**

ISSUE DATE: November 04, 2020

TITLE: Creative & Marketing Services

PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, erauch@gmu.edu
SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, jrussell@gmu.edu

QUESTIONS/INQUIRIES: E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. **All questions must be submitted in writing.** Responses to questions will be posted on the [Mason Purchasing Website](#) by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: SteppeMedia LLC

Date: 12/2/2020

DBA: SteppeMedia

Address: 977 Seminole Trail #207

By: 
Signature

FEI/FIN No. 85-2804215

Name: Milton Steppe

Fax No. _____

Title: President

Email: milton@steppemedia.com

Telephone No. (434) 290-1270

SWaM Certified: Yes: No: (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 817208

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

**ATTACHMENT A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE COMPLETED BY OFFEROR**

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: SteppeMedia LLC

Preparer Name: Milton Steppe, President **Date:** 12/4/2020

Who will be doing the work: I plan to use subcontractors I plan to complete all work

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.
- B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror’s total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: 817208 Certification Date: 12/3/2020

Section B

If the “I plan to use subcontractors” box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror’s total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Subcontract #1

Company Name: DSID LLC SBSBD Cert #: _____
 Contact Name: Sard Davenport SBSBD Certification: _____
 Contact Phone: (434) 409-3892 Contact Email: sdvenpo@gmail.com
 Value % or \$ (Initial Term): 20% Contact Address: 507 Rockland Ave, Charlottesville, VA 22901
 Description of Work: Project Management, Graphic design, Videography, Copywriting, Proofreading

Subcontract #2

Company Name: BrownBaylor SBSBD Cert #: _____
 Contact Name: Baxton Baylor SBSBD Certification: _____
 Contact Phone: (804) 564-6029 Contact Email: baxton@brownbaylor.com
 Value % or \$ (Initial Term): 20% Contact Address: 1901 E. Franklin St #117, Richmond, VA 23223
 Description of Work: Graphic design, Strategy, Branding

Subcontract #3

Company Name: middle kid media SBSD Cert #: _____
Contact Name: Tish Keener-Gatewood SBSD Certification: _____
Contact Phone: (804) 314-2837 Contact Email: middlekidmedia@icloud.com
Value % or \$ (Initial Term): 10% Contact Address: PO Box 2006, Glenn Allen, VA 23060
Description of Work: Graphic design, website design, social media, copywriting, proofreading

Subcontract #4

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #5

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Preferred Payment Method

1. Option#3- Net 30 Payment Terms. SteppeMedia LLC will enroll in Paymode-X where all payments will be made electronically to our company's bank account.

Qualifications, Experience and Resumes

Headquartered in Charlottesville VA, SteppeMedia LLC is a full-service SWAM certified digital marketing agency, with the unique ability to find exceptional talent. SteppeMedia LLC was created to bring good old fashioned hard work to our clients, plus true modern creativity without overdoing it. This is especially important when dealing with government agencies. We understand how to work within the guidelines, and deliver outstanding designs that exceed our client's expectations.

We understand that there are many options when it comes to marketing and design companies.

What separates SteppeMedia from its competitors is our work ethic and relationship building. We pride ourselves on going out of our way to ensure our clients are pleased.

The individuals who make up SteppeMedia LLC have developed several brand identities for several different organizations. These brand identities were consistently implemented in logo and web designs, various advertisement elements, and social media. Our experience will allow us to master George Mason University's branding profile, maintaining the tone and voice of the university: bold, confident, positive, and energetic to name a few. We will constantly strive to meet the needs, behaviors, wants, and attitudes of such an innovative and inclusive university.

One of our many strengths is that we pay particular attention to the various forms of technology used to experience design. Our work transitions effectively from various devices (traditional desktops, laptops, tablets, and mobile phones) as we stress the need for responsive and inclusive design. Additionally, the members of SteppeMedia LLC understand the importance of following web accessibility guidelines and presenting information in a way that is legible, clean, and modern.

Furthermore, we are experienced in working with government entities and public universities and know the importance of presenting a consistent and positive image.

Milton Steppe, President, SteppeMedia LLC



Milton opened SteppeMedia LLC in 2018 with a focus on Return On Investment (ROI) for his clients. He has 25+ years of experience with digital marketing and creating outstanding modern designs. Starting his advertising career with Verizon Yellow Pages, Milton's insight and vision led him to be promoted to the title of District Sales Manager. He is skilled in finding talented individuals and is laser-focused when it comes to understanding the client's needs and goals.

SteppeMedia LLC, President

Charlottesville, Virginia | 2018 - Present

Ensure the company exceeds our mission and goals. Make key financial decisions, marketing strategy, business development, and oversee all projects.

Virginia Industries for the Blind, Sales & Customer Service Manager

Charlottesville, Virginia | 2016 - Present

Manage a team of State and Federal representatives. Assist Director of Brand with project cost and sales planning. Oversee the sales process to order entry. Write policies and procedures for the department.

BH Media Group, Digital Specialist

Richmond, Virginia | 2012 - 2016

Directed the digital advertising sales targets to a team of 24 outside sales representatives and 8 inside sales representatives. Storyboarded advertising campaigns with sales and graphic designers, creating compelling digital ads to attract new customers.

Verizon, District Sales Manager

Richmond, Virginia | 1999 - 2009

Starting as an Inside Sales Representative working with small business owners throughout Virginia to create advertising programs for them. Eventually promoted to District Sales Manager, responsible for leading a team of sales representatives to maintain and increase sales of advertisements.

Army National Guard, Field Artillery
Richmond, Virginia | 1998 - 2006 Honorable Discharge

EDUCATION

Bachelor of Science, Urban Studies
Virginia Commonwealth University, Richmond VA

SKILLS

- Business Development
- Government Contracting
- Writing Ad Copy
- Google AdWord Certified
- Digital Marketing
- Search Engine Marketing
- Social Media
- Ecommerce stores
- Public Relations
- Advertising

Erica Cavanaugh, VP of Technology, SteppeMedia LLC



A GMU alumni, Erica joined forces with Milton in 2019, helping to rebrand SteppeMedia LLC. She brings a wealth of experience with custom web development, branding, social media platform creation/strategy, and graphic design. Erica has built complex data models for projects at the University of Virginia and other major Universities. With nearly 10 years of experience in all aspects of advanced web development, she is knowledgeable in developing and designing user interfaces and increasing the discoverability of content.

SteppeMedia LLC, VP of Technology

Charlottesville, Virginia | 2019 - Present

Responsible for evaluating the needs of incoming projects in order to implement top-notch web solutions and designs. Focus on modern web design, SEO best practices, and accessibility standards.

Center for Digital Editing, Project Developer

Charlottesville, Virginia | 2015 - Present

Work with current and upcoming scholarly editing projects to develop creative, freely accessible online editions while maintaining the professional standards of the field. I am responsible for both front and backend development as well as all maintenance for our partner projects including but not limited to:

- [The Washington Papers](#)
- [Papers of Clarence Mitchell Jr.](#)
- [Papers of Martin Van Buren](#)
- [MosaicNC](#)

The Washington Papers, Research Editor

Charlottesville, Virginia | 2013 - Present

Key party in the conceptualization and creation of the George Washington Financial Papers Project. I continue working on the project XML files and creating interactive data visualizations using primary source documents.

EDUCATION

Graduate Certificate, Digital Public Humanities

George Mason University | May 2018

Masters, Library & Information Science

University of Wisconsin, Milwaukee | December 2014

Bachelor of Arts, History and Art History

University of Virginia | May 2011

Certification, Web Basic

University of Virginia | April 2013

Certification, Web Design

University of Virginia | April 2013

Certification, Creating LAMP Infrastructures for Digital Humanities Projects

University of Victoria, Victoria, BC | June 2016

SKILLS

- Web & Multimedia Development
- User Interfaces Internet and Information Technology
- HTML5, CSS3, and Javascript
- WordPress
- Drupal
- Ecommerce stores
- Search Engine Optimization
- Social Media

Sarad Davenport, CAPM

Founder/Chief Innovation Officer DSID, Sub Contractor



Sarad is a social innovator, brand manager, digital strategist and human services professional with a track record of launching successful start-ups in both the public and private sectors. Sarad is a certified project manager and has worked at both the local and national levels to improve systems, workflows, and processes for organizations and institutions.

Founder/Chief Innovation Officer DSID

Davenport Strategic Innovation and Design (DSID) provides end-to-end project management, brand development, digital strategy, and training. We support individuals and organizations seeking to extend their reach and make their brand come to life. Taking systematic approach, our aim is to manifest tangible outcomes and accelerate progress for our clients.

We bring over 20 years of experience in digital strategy and brand management supporting people and organizations from local to international footprints. DSID has a particular proven ability to launch burgeoning organizations into larger markets and broadening their audiences in the process.

TMI Consulting, Director of Operations

A diversity and inclusion management consultancy, we provide consulting services to a range of socially responsible, interconnected organizations working to advance cultural inclusivity. We help organizations build cohesive, accountable, diverse, inclusive, and equitable workplaces.

EDUCATION

Bachelor of Science, Communications; English Minor
Old Dominion University, Norfolk, Virginia

Master of Divinity
Samuel DeWitt Proctor School of Theology, Virginia Union University, Richmond, Virginia

CERTIFICATIONS

- Certified Associate in Project Management, Project Management Institute
- Coordinated Approach to Child Health (CATCH), Certified Trainer
- Check & Connect, Certified Trainer | Institute on Community Integration, University of Minnesota
- Mental Health First Aid, Certified

AWARDS & RECOGNITIONS

- Distinguished Dozen Award 2015 – Daily Progress, Central Virginia Newspaper Leader Award
- Alpha Kappa Alpha Sorority, Inc. Epoch Awards, Eta Phi Omega Community Heroes Award 2015
- Alicia B. Lugo Award for Outstanding Service to Community, 2014

Sonia Faggin Thompson, Graphic Designer and Illustrator, Contractor



Sonia and Milton worked together at Verizon Yellow Pages. With more than 20+ years of experience, she is a seasoned graphic designer with a unique eye for capturing the client's goals and the attention of the audience. Sonia is creative and detail-oriented with extensive experience in advertising, sales and technical environment. She is well versed in designing direct mail, yellow pages, newspaper and magazine advertising, brochures, catalogs, logotypes, coordinated images, typography and has basic knowledge of web design. Known to be a dynamic team player, Sonia has excellent interpersonal and communication skills and works well under tight deadlines.

Her skills include pre-press, preflight, pagination, direct mail design, magazine advertising design, desktop publishing, typography, working from thumbnails to final logotypes, brochures, branding, basic web design, and drawing.

Becton Dickinson & Co., Graphic Designer Sparks, MD | December 2015 - present

Dexmedia, Senior Graphic Designer Timonium, MD | 2010 - 2015

Worked directly with corporate, marketing, media consultants and clients for Yellow Pages ads creation. Developed and implemented art systems, product specifications and special tools designed to provide high-quality advertising to DexMedia's customers.

- Created direct mail, Yellow Pages and Solutions on the Move's magazine ads.
- Produced ads program for a law firm that secured \$150,000/year revenue.
- Supported over 100 sales representatives in the Mid Atlantic Sales Region to effectively meet their customers' advertising needs.
- Advised sales reps and customers about specs and printing production methods to avoid costly errors.
- Artist-to-go for last minute ads creation
- Created business case for DBA's (digital display ads) production, to better assist sales reps' workload.
- Exceeded expectations in soft skills scoring 130.42% for 2014.

Verizon, Graphic Designer

Greenbelt, MD | 2000 - 2009

Worked directly with corporate, marketing, sales management, and clients for Verizon SuperPages ads creation. Developed and implemented art systems, product specifications and special tools designed to provide high quality advertising to Verizon's customers.

- "Beta artist" for the graphic production launch of new direct mail product, resulting in \$19.6 million in new revenue (2009 data).
- Rated 120% in ads production speed and accuracy, constantly surpassing art team performance average of 108%.
- Successfully trained new artists in graphics programs and procedures, helping enhance spec art quality and productivity
- Created award winning logos and illustrations, canvass covers, sales contests, and marketing special programs.

ADDITIONAL EXPERIENCE

- Graphic Designer at Bell Atlantic and The Washington Times Newspaper.
- Graphic Designer at Errevi, freelance graphic designer at Tandem, Marketing Assistant at Nordica, Italy.
- Experienced in coordinating freelance designers, photographers and printers to meet all projects' requirements and deadlines.
- Knowledgeable in pre-press and digital output.
- Adobe CC (InDesign, Illustrator, Photoshop)
- Adobe CS5 (Flash, Dreamweaver)
- QuarkXpress 8.0
- Proficient knowledge of Microsoft PowerPoint, Word, Excel
- Proficient knowledge of WordPress
- Basic knowledge of Dreamweaver and Flash

SOFTWARE

- Adobe CC: Indesign, Photoshop, Illustrator, Acrobat
- QuarkXPress 8.0
- Proficient knowledge of Microsoft PowerPoint, Word, Excel
- Proficient knowledge of WordPress
- Basic knowledge of Dreamweaver and Flash

SPECIAL PROJECT & AWARDS

- Designer of award winning logo for Verizon's Big East Market Area

- Designer of custom illustrations and panels now permanently shown at the Martin Luther King Library's African-American Studies wing, Washington DC, as part of Verizon's project of restoring historical libraries
- "Beta designer" for creating new marketing products for Verizon/Supermedia

EDUCATION/TRAINING

Diploma, Graphic Design and Advertisement

Scuola Superiore Ruzza, Padova, Italy

Professional Development Course, Dreamweaver

Maryland Institute College of Art, Baltimore, MD

Professional Development Course, Flash

Maryland Institute College of Art, Baltimore, MD

LANGUAGES

Fluent in both written and oral Italian and English, basic conversational Spanish and French.

TESTIMONIALS

"Sonia's ad most definitely helped in sealing the \$15,000 sale, as the client was impressed by the ad she created. Sonia is absolutely amazing, always willing to help with a smile, going above and beyond each and every time she is asked for help. Sonia is available in any way she can help to assist us in generating the push we need for growth or new sales from our clients. Her ads are top notch and all customers, when presented with one of her ads, are very happy and likely comment on the caliber of the work being far superior than previous ads. I cannot possibly say enough about how great Sonia is at her job, creating ads, talented as a graphic artist, supporting our sales team and being a terrific positive force in the office. She's truly a breath of fresh air... Thank you Sonia!"

Doug Galeone, Media Consultant, Dexmedia Baltimore, MD

"Just wanted you to know that Sonia was amazing and helped me make final changes while I was with my client. We are past Tape Extract and we needed clean copy sheets to go to final package. She is so helpful and willing and everyone should know... I couldn't have done this without her!"

Joanie Ferro, Media Consultant, Piscataway, NJ

Tish Keener-Gatewood, CEO of Middle Kid Media, Sub Contractor



Tish and Milton first met at Verizon Yellow Pages. Tish was the lead graphic designer and Milton was an account manager. Tish brings a wealth of experience in traditional and modern graphic design. Versatile graphic designer with experience in print and digital advertising, web design, copywriting, and proofreading. Detailed project manager from concept to completion within a team environment or individually.

EXPERIENCE

Middle Kid Media, Glen Alen, Virginia 2009 – present

Senior Graphic Designer

- Project management
- Conduct client meetings
- Design of digital, print, social and web visuals
- Craft client messaging
- Coordinate with vendors
- Budget planning and allocation
- Archival of art resources
- Develop branding visuals and messaging
- Accounting functions

Dex Media/Verizon Glen Alen, Virginia 1999 – 2015

Division Artist

- Designed print and direct mail advertising
- Managed workload with deadline focus practices
- Communicated with sales
- Adhered to corporate standards and guidelines
- Collaborated in the development of market collateral
- Drafted and delivered email communications
- Facilitated team in the conception of promotional contests
- Produced promotional visuals for contest campaigns
- Conducted “welcome” training for new team members
- Assist with multimedia presentations

Riddick Corp Marketing Richmond, Virginia 1997 – 1999

Graphic Designer

- Teamed with Art Director on project goals and scope
- Prepared mock-ups for client review
- Verified accuracy of final printed pieces

EDUCATION**Virginia Commonwealth University Richmond, Virginia 1989 – 1993**

Bachelor of Science, Major: MassCommunications – Advertising Minor: English

SKILLS

- Illustrator
- Photoshop
- InDesign
- Wordpress
- Squarespace
- Acrobat Pro
- Keynote
- Powerpoint
- Excel

CERTIFICATIONS

- Platform Certification - Hootsuite
- Social Marketing Certification - Hootsuite

Baxton Baylor, Creative Principal+Partner BrownBaylor™, Sub Contractor



Baxton and Milton worked together at the Richmond Times-Dispatch/BH Media Group. Baxton is a creative composer, design advocate, and artist. A Richmond native, Baxton began his career in corporate brand design and illustration working for Fortune 500 companies such as Capital One Financial and BH Media Group.

BE CREATIVE in your intentions - drive change, be humble in your success.

Creative Principal/ Partner, BROWNBAYLOR™
(M) 804.564.6029 baxton@brownbaylor.com BROWNBAYLOR.com

Baxton has established himself in the design community with expertise as a creative director in various design disciplines for over 15 years. A creative thought leader that executes the creative process to initiate the vision to develop solutions that produce change and make history. With the recent renaming and dedication of Arthur Ashe Boulevard in Richmond Virginia. Baxton's role in this monumental project was to develop a creative team that would influence the minds and heart of Richmonders resulting in an unforgettable moment that put the city on course for greatness and inspiration.

Baxton's accolades include awarding-winning package design from Graphic Design USA, Virginia Press Association award winner for seven consecutive years, and a national finalist for the 2012 Democratic National Committee Poster Contest held in Charlotte, North Carolina. He says, "I'm inspired by creative collaboration unifying talented individuals to develop creative solutions that make history. Good design comes with a purpose and positive intent to make change."

Member of AIGA-RVA, attended the Art Institute of Atlanta, secretary of The O'Brien Foundation, He previously served as president of the Muse Foundation for the Talented Tenth., 1997-2002.

J. Dontreses Brown, Founder, CEO + Partner BrownBaylor™, Sub Contractor



Dontrese is relentless in his pursuit of helping others maximize their potential. His commitment to transformational leadership and serving the youth of our communities is the driving force that inspires all those around him. A remarkable communicator and influencer, he fosters a culture of excellence through a compelling vision of respect, integrity and empowerment.

Founder, CEO + Partner, BROWNBAYLOR™
 (m) 804.316.4844 dontrese@brownbaylor.com BROWNBAYLOR.com

Throughout his career, Dontrese has led various teams from a creative and professional development perspective, and he is passionate about brand design, creative strategy and the business of design. He previously served as Director, Brand Creative for Capital One Bank; and as Creative Director, North America for Victorinox Swiss Army, Inc.

Prior to that, Dontrese served as Creative Director at SCHAWK!, a global brand and marketing strategy company. From 1999-2005, he served as a professor of graphic design at Georgetown College. Most recently, Dontrese led the historical movement and initiative to re-name the Boulevard to Arthur Ashe Boulevard for the City of Richmond. He also led the vision to make Cristo Rey Richmond High School (CRRHS) a reality for the under-served youth of the Richmond communities.

A sought-after speaker on topics of design and strategic leadership, Dontrese serves as co-chair of the CRRHS board of directors, vice president of The O'Brien Foundation, member of the Leadership Metro Richmond 2020 Cohort, Dominion Energy Innovation Center board of directors and BridgePark RVA board of directors.

He previously served as chair of the American Institute of Graphic Arts (AIGA) In-house Initiative Committee, former AIGA-RVA vice president board member and earned graphic design degrees from Georgetown College (B.F.A.), Morehead State University (M.A.) and Savannah College of Art & Design (M.F.A.)

Methodology

SteppeMedia LLC and partners will assign a project manager, creative director and an account manager to schedule discovery meetings. These meetings would include the department heads and a team of designers to learn more about the upcoming project(s). The goals of this meeting would be:

1. Problem Identification

- a. Decipher client needs by evaluating client input generated from the initial consultation. The following will be taken into consideration: branding profile, vision, goals, culture, competitors, target audience, marketing objects and so on.

2. Discovery & Development

- a. Discovery and development of the brand strategy. Here we gather all of what we learned in step 1 and divide our information into a comprehensive plan that details the brand key points of communication. If more information is required, secondary research is conducted. (research, brain-storming, sketching, conceptualization, and so on).

3. Creation & Execution

- a. The brand strategy is implemented into a creative platform. Pending approval, the brand concept is then executed across the designated media touchpoints. (websites, social media, newsletters, stationery, mailers, posters, collateral packaging, and so on)

References

Arthur Ashe Boulevard

David Harris Jr., Vice President, Liquid, Inc

info@liquidincva.com

www.liquidincva.com

413 Bickerstaff Rd.

Richmond, VA 23231

(804) 261-0051

(804) 400-7123

(Branding, Marketing, Social Media Creation, Website design)

Navy Hill Development Committee

Micheal Hallmark, Architect, Future Cities LLC

hallmark@future-cities.us

www.future-cities.us

1 East Broad St.

Richmond, VA 23219

(310) 503-0110

(Branding, Marketing, Social Media Creation, Website design)

M.K. Williams for Fairfield

Dr. Micheal K. Williams, CEO, Pastor

drmkw@icloud.com

(205) 500-9775

(Branding, Website design, Blog, Social Media Creation/Management)

Conscious Capitalist Foundation

Robert Gray, Executive Director

info@consciouscapitalistgroup.org

(434) 409-5535

(Retooling of Promo Video)

Legacy Productions

Tanisha Hudson, CEO

taneshahudson55@gmail.com

(434) 806-8952

(Documentary Production, Post and Marketing)

Pricing

The combined rate of \$85 submitted in the SteppeMedia LLC proposal reflects an average rate for all roles involved in our projects at GMU.

See the chart below for the specific roles and rates.

ROLE	RATE
Project Manager	\$95
Graphic Designer	\$95
Web Developer	\$95
Creative Director	\$95
Video Production/Editing	\$95
Illustrator	\$95
Media Manager/Analytics	\$95
Digital Animation	\$95
Account Manager	\$75
Art Director/Designer	\$75
Proofreader	\$75
Copywriter	\$75
Combined (Average) Rate	\$85

The \$85 rate will be used for hourly billing for all work performed. This is \$10 below our normal rate for the majority of our services. We're extending this discount as a show of partnership.

Non-Conflict of Interest

I am an employee of the Commonwealth of Virginia

Title: Customer Service/Sales Manager

Department: Virginia Industries for the Blind

I am writing to disclose that I, nor any of my family or contractors, do not own or have an equity interest in excess of 3%, or interest income of more than \$5,000 annually, in George Mason University.

As required by [Section 2.2-3110\(A\)\(5\)](#) of the State and Local Government Conflict of Interests Act, I certify that:

- I have not and will not participate in any contract negotiations between the above firm and the University on behalf of either party,
- I also do not have authority on behalf of the University to participate in the procurement or the letting of any contract to the Firm or, if I have such authority, I certify that I shall not in any event exercise such authority or in any way participate in the University's procurement or letting of the contract and have so notified my immediate supervisor (or in the case of BOV members, provided a copy of this disclosure to both the Rector and the Secretary of the Board of Visitors for inclusion with the Board's public minutes).
- I understand that the foregoing certifications are maintained by the University as a public record accessible to public inspection.

Sincerely,



Printed Name: Milton Steppe

Contact Phone: (434)290-1270

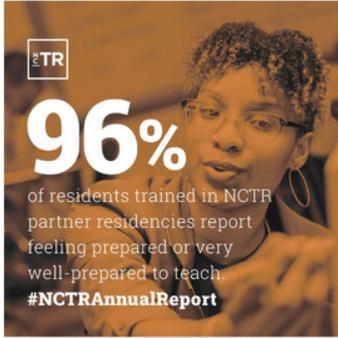
CREATIVE DESIGN SAMPLES

- BRANDING CAMPAIGNS
- DIRECT RESPONSE CAMPAIGNS
- COLLATERAL

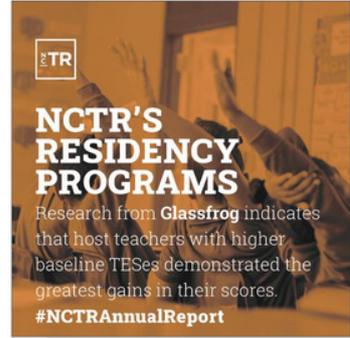
NATIONAL CENTER FOR TEACHER RESIDENCIES (NCTR) INSTAGRAM GRAPHICS & SOCIAL MEDIA STRATEGY



87%
of residents trained in NCTR partner residencies work in Title I schools upon completion of their training.
#NCTRAnnualReport



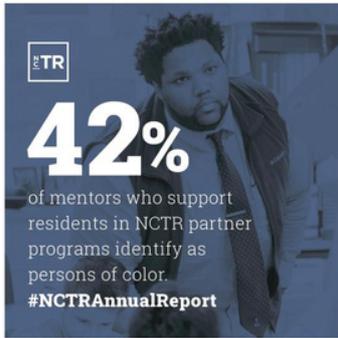
96%
of residents trained in NCTR partner residencies report feeling prepared or very well-prepared to teach.
#NCTRAnnualReport



NCTR'S RESIDENCY PROGRAMS
Research from **Glassfrog** indicates that host teachers with higher baseline TEsEs demonstrated the greatest gains in their scores.
#NCTRAnnualReport



100%
of principals report that participation in the residency program positively impacts the school's culture.
#NCTRAnnualReport



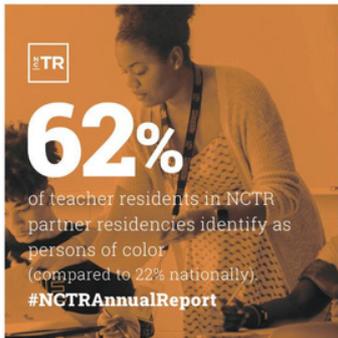
42%
of mentors who support residents in NCTR partner programs identify as persons of color.
#NCTRAnnualReport



NCTR'S RESIDENCY PROGRAMS
help to increase the racial and ethnic diversity of the field.
#NCTRAnnualReport



93%
of principals report residents trained in NCTR partner residencies to be more prepared to teach compared to a typical first-year teacher.
#NCTRAnnualReport



62%
of teacher residents in NCTR partner residencies identify as persons of color (compared to 22% nationally).
#NCTRAnnualReport



NCTR'S RESIDENCY PROGRAMS
Research from **Glassfrog** indicates hosting a resident in the classroom was positively associated with higher teacher effectiveness scores.
#NCTRAnnualReport

NCTR BLACK EDUCATORS INITIATIVE LOGO & BRANDING



TM

BEI PRIMARY LOGO: BEI1



MINIMUM HEIGHT
For the logo to achieve superior effectiveness, the logo must never be printed smaller than 1.00" in height on screen and 1.50" in height for the signage versions. The logomark must never be printed smaller than .375" in height on screen. At smaller sizes, it is best to use the logo or logomark alone as shown to the right.

1.00" height examples:
 - Standard logo (1.00" height)
 - Logomark only (1.00" height)

1.50" height examples:
 - Standard logo (1.50" height)
 - Logomark only (1.50" height)

.375" height examples:
 - Logomark only (.375" height)

3 FONT
3.1 Typography

TYPEFACE & WEIGHTS
The Adelle Sans font family by Jisel Gouglione and Veronica Burian provides a more clean and spirited take on the traditional grotesque sans. As is typical with TypeTogether typefaces, the most demanding editorial design problems were taken into consideration during its creation. The combination of lively character and unobtrusive appearance inherent to grotesque sans serifs make it an utterly versatile tool for every imaginable situation.

AaBbCc123@£\$
Adelle Heavy

<p>Adelle Sans Regular ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 01234567890!@£\$%</p>	<p>Adelle Sans Light ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 01234567890!@£\$%</p>	<p>Adelle Sans Light Italic ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 01234567890!@£\$%</p>
<p>Adelle Sans Bold ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 01234567890!@£\$%</p>	<p>Adelle Sans Bold Italic ABCDEFGHIKLMNOPQRSTUVWXYZ abcdefghiklmnopqrstuvwxyz 01234567890!@£\$%</p>	

FOR BLACK OR DARK BACKGROUNDS
White and PMS300/PMS306 logos are the standard logo versions and are to be used in all possible applications.

White logos are to be used when there are 1-color options only, on white or light backgrounds respectively and never in any another color.

BEI PRIMARY LOGO: BEI1

BEI1_2c_PMS306C_W.eps

BEI PRIMARY LOGO: BEI1

BEI1_1c_W.eps

NCTR BLACK EDUCATORS INITIATIVE 2020 REPORT & PUBLICATION



BLACK EDUCATORS INITIATIVE

PURSuing EDUCATIONAL EQUITY

2019-2020 ANNUAL REPORT




BLACK EDUCATORS INITIATIVE

2019-2020 ANNUAL REPORT

National Center for Teacher Residencies' (NCTR) Black Educators Initiative (BEI) is a response to an urgent and pressing challenge. Black students who have just one Black teacher in elementary school are more likely to graduate from high school and consider going to college, yet just 7 percent of public school teachers are Black. As the nation's students become more diverse, teacher residencies are the best way to prepare the next generation of teachers. Residencies are one of the leading models for preparing teachers of color, with 29% of residents identifying as Black, compared to 7% of teachers nationwide (NCTR Annual Impact Report 2019-2020, National Center for Education Statistics, 2019).

NCTR piloted the BEI starting in September 2019 after receiving a five-year, \$20-million grant from Ballmer Group to recruit, prepare, and retain 750 new Black teachers through our national Network of teacher residency programs. This funding allows NCTR to invest in residency programs that are redesigning their teacher preparation practices to serve Black educators by:

- Reducing barriers for aspiring Black educators to enter and remain in the profession through scholarships, stipends, emergency funds, and testing support;
- Investing in recruitment pipelines that reflect the communities of color predominantly served in Title I schools;
- Increasing teacher effectiveness through rigorous clinical preparation and coaching from an expert mentor teacher;
- Adopting culturally and linguistically sustaining as well as trauma-informed practices that affirm, engage, and challenge students of color attending high-need schools; and
- Improving the retention of effective Black educators through affinity groups that reduce isolation, build community, and empower them to collectively lead transformation in their schools and districts.

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WHAT'S NEXT

Over the next four years, NCTR will:

- COLLABORATE** with and receive guidance from national scholars and researchers to inform grantees practices;
- ESTABLISH** strategic partnerships with other teacher preparation and teacher advocacy organizations working to improve diversity in the teaching profession;
- PROMOTE** teacher diversity as a policy priority; and
- PUBLISH** reports codifying promising practices, case studies, and outcomes.





PHOTO CAPTION: GISELE HERR, NAME SCHOOL PROGRAM

YEAR ONE FINDINGS

PROMISING PRACTICES AND STRATEGIES

Programs made the most progress on interventions related to recruitment and selection, including:

- Financial commitment as part of the recruitment process for Black applicants
- Residency model design/clinically-based training environment as part of the value proposition for Black applicants
- Explicitly naming diversity, equity, and inclusion in our mission, vision, and recruitment materials
- Clarity and transparency in recruitment materials.

"I have gained an excessive amount of networks and newfound relationships with a variety of walks of life."

— RESIDENT AT MSTR

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PHOTO CAPTION: GISELE HERR, NAME SCHOOL PROGRAM

RESIDENT PREPAREDNESS

Principals who have hired or worked at training sites with residents from BEI programs reported higher levels of resident preparedness than principals associated with other programs.

"I had an amazing cohort that truly uplifted and supported one another. I wouldn't have made it without them."

— RESIDENT AT CPS

MENTOR PREPAREDNESS

Black mentors at BEI programs reported higher levels of preparedness to be mentors than Black mentors at other programs.

"The mentoring experience impacted my instructional practices and improved them due to the discussions of those practices and the self-reflection needed to vocalize the reasons for why something was implemented in the classroom."

— MENTOR AT CPS

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PARTNER GRANTS HIGHLIGHTS

Partners report that BEI funds have made a significant impact on the residency programs and their participants.

ALDER GRADUATE SCHOOL OF EDUCATION

"Given the national political climate right now, how do we think about a critical approach to the work we're doing? In this time we're reimagining what teaching should look like. How do we think about recruiting a diverse teacher workforce given current conditions? A critical perspective on the history of education has been really compelling [for our candidates] and made them want to join the profession. How do we address anti-Blackness within the teacher ed space?"



PHOTO CAPTION: GISELE HERR, NAME SCHOOL PROGRAM

- Tuition for **16 Black residents** was reduced on average by **\$6,600**
- Alder CSE provided an average of **\$427** to Black residents to support testing efforts, including providing access to an online prep course, provide 11 tutoring for state credentialing tests, and testing fee reduction vouchers.

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NCTR 2020 ANNUAL REPORT & PUBLICATION



2019-2020 ANNUAL IMPACT REPORT

Cohort Experience as a Unique and Culturally Relevant Component of Teacher Residencies



The cohort model offers a unique and culturally relevant component of the teacher residency model, which can better meet the needs of teachers of color.

Unlike traditional teacher preparation, candidates are selected for a cohort that can last from one to five years in teacher residencies. Each program is based upon a cohort of teacher candidates who receive coursework together while teaching

in the same school as other candidates and receiving induction support for novice teachers after graduation. This cohort, then, becomes a support network during and after the residency year. According to Ladson-Billings (1995), culturally responsive teachers use social relations to develop a community of learners and demonstrate a connectedness with all students to be responsible for one another. Thus, the cohort model is an extension of culturally responsive teaching. The use of the cohort model complements existing research that highlights the benefits of relational supports for candidates from historically marginalized communities (Harris, 2006; Guya, Hyler, & Darling-Hammond, 2018; Carver-Thomas, 2018; Berry et al. 2008; Lau, Dandy, & Hoffman,

2007; Beck & Kosnik, 2001). Some programs support graduates through affinity groups and represent another culturally relevant facet to the teacher residency model. Moreover, graduates report that the cohort model is uniquely attractive and supportive:

"I felt incredibly well supported, learned a great deal both in seminars and in the classroom, and felt I got a really solid foundation to start my teaching career with. I made friends who could support me like nobody else because they knew exactly what I was going through and our cohort felt like a safe space in a year that came with exhaustion and feeling unsure about the challenges of teaching. I also appreciated the variety of speakers who came and taught us during seminar and have the utmost respect and gratitude for the folk who ran the program!"

A MESSAGE FROM NCTR CEO,

Anissa Listak



As NCTR reflects on our successes and challenges over the last year we are grateful for the essential programming and services we can provide to our 50 teacher residency program partners. Teacher residencies continue to grow in their numbers, and NCTR continues to expand its ability to provide programming and services to new and existing programs. As this report details, our network partners are doing exceptional work in the field. Collectively, they are preparing teachers of color that year before, and those teachers are effective and committed to the communities where they are teaching. In the first year of NCTR's Black Educators Initiative (BEI), our 80+ partners supported nearly 200 Black educators, which is almost double the goal we established for the program's first year. We will release our year one BEI report in January 2021. It will detail the greatest extraordinary and strategic efforts to recruit 100 new Black residents for the 2020-2021 academic year. This past summer we are adding 801 year two trainees, expanding our support to six new partners in total. NCTR now supports 100 teacher residencies and 973 Black education. The efforts of the BEI partners are contributing to improved outcomes for the NCTR network as a whole.

Thank you,
Anissa Listak

NCTR has partnered with network residencies to advance that individual and collective commitments to diversity, equity, and

Graduates Serve in High-Needs Areas



Not only do residency graduates reflect the diversity of their students and improve student achievement, but they also serve in high-needs subject areas and schools.

In particular, SPED, English Language Learners (ELL), science, and math preparation national teacher shortages. Research indicates that schools serving historically marginalized populations, such as Black and Latinx students and low-income students, are more likely to experience these shortages and are less likely to benefit from qualified teachers in these subject areas (Indurkhya, 2020).

Caricia & Weiss, 2019; Kang, 2018; Learning Policy Institute, 2017; Satcher, Darling-Hammond, & Carver-Thomas, 2018). Residency graduates are increasingly prepared to teach SPED students, and 20% of NCTR's residency graduates are prepared to teach SPED, compared to 12% of teachers nationally in 2018 (U.S. Department of Education Institute of Education Research, National Center for Education Statistics, 2018). While only 2% of the national teaching workforce teach ELL, 26% of residency graduates are prepared to teach ELL (U.S. Department of Education, 2018). Finally, 2% of residency graduates are prepared for STEM classrooms, whereas only 0.1% of U.S. educators teach Math, and 6% teach Science (U.S. Department of Education, 2018). This residency graduates are better at meeting underserved students and district needs by filling roles in high-need subject areas. Ultimately, teacher residencies to district shortages and improve the district teacher pipeline, particularly compared to more traditional teacher preparation routes. Similarly, research is positive.

"As one principal stated, 'I was able to hire teachers that have had a year of training in my building under one of my stronger teachers, and that experience is invaluable.'"

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The Experiences of Black Residents in BEI-Support Residencies



Black residents indicate that their experience in the residency has helped to prepare them to become effective teachers. When asked how the residency has benefited them and the strengths of their program, Black residents responded:

"I felt incredibly supported throughout the entire year. When I had a problem or self-doubt, I was able to talk to my mentor and program directors. I was given lots of encouragement, but I was also pushed to become better. If I needed extra support, it was given to me."

"I had an amazing cohort that truly supported and supported me as well. I wouldn't have made it without them. I was able to be in classes and the classroom, which helped sometimes and allowed me to really connect with my students and families, and staff. This was particularly helpful for ELLs."

"The bonds with my peers in the cohort and with my colleagues at my site, I have been able to have deep, meaningful conversations about pedagogy with colleagues at my site and with select peers in my cohort. Strengths are connecting with people who share a collective mindset and are willing to support each other throughout the program."

Graduates Reflect and Serve the Community

Nearly all of the residency members advocating nationwide, but residencies are helping to transform the teacher pipeline in schools and districts serving students of color, living in poverty, and from historically marginalized communities. Graduates and mentors of residency programs reflect and serve their communities, helping to identify the field and reach students who are most in need of effective teachers who look like them.

Currently, 52% of teacher residents identify as people of color, whereas only 22% of all new teachers nationally are people of color (U.S. Department of Education, 2018). Furthermore, 29% of all residents identify as Hispanic or Latinx, versus 9% of the entire teaching field, and 27% of residents are Black or African American, compared to only 7% nationally (U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, 2018).

Thus, residents are an effectively recruiting teachers of color who reflect the students they are serving and dramatically changing the field. In 2020, over 800 NCTR residents identified as people of color, and the geographic and number have been increasing significantly over time. Not nearly do residencies recruit and attract teachers of color into the field, but they also elevate effective teachers of color into leadership positions.

NCTR residencies expressly recruit expert mentor teachers of color, and 42% of NCTR mentors identify as people of color, outpacing the field. Ultimately, residencies and mentors better reflect their communities and areas to engage in culturally responsive and trauma-informed practices aligned with students and community needs.

"It was so excited to have residents last year. They instantly became part of our school family. They wanted off with the community project at a staff meeting and presented to the site. They were able to bring their own ideas with our staff, students, and families. They were extra support as part of our school team."

"Being asked to plan units, backward planning, and using practical skills and strategies within my pay on prepared me to apply those practices to the classroom environment. The relationships that I have developed with my coaches and my peers have given me a support system that helps me to volunteer the more days especially given these troubling times as a new educator."

NCTR has partnered with network residencies to advance that individual and collective commitments to diversity, equity, and

Residents and Graduates by Year



Our Network and Programs



NCTR CLASSFROG IMPACT 2020 REPORT & PUBLICATION



RESEARCH BRIEF

Impact of Resident-Mentor Pairs on Teacher Effectiveness

DECEMBER 2020



RESEARCH BRIEF

A recent study examines the value-add of hosting a resident on the effectiveness of the host teacher performance.

The research uses data from three residency programs and their respective school district partners. Among host teachers using the mentor model advocated by NCTR, hosting a resident in the classroom is positively associated with a higher teacher effectiveness score for the host teacher.

NCTR | RESEARCH BRIEF | DECEMBER 2020 | 3

RESEARCH BRIEF

after hosting a resident, teachers are dropped from the dataset in all years succeeding the year they host a resident.

Table 1 shows average baseline TESes and teaching experience of host and non-host teachers included in the sample. The average TES in baseline years was higher among Res Ed and City Teach host teachers relative to comparison teachers; however, among Teacher Prep teachers, the average TES for host teachers is comparable to that of other teachers. Res Ed host teachers have roughly 1.3 additional years of teaching experience compared to other teachers, the opposite is true among Teacher Prep host teachers (no teacher experience data for City Teach was available). Notably, this was anticipated by the researchers, given the different host teacher recruitment models used by Res Ed and Teacher Prep.

TABLE 1.
Characteristics of host teachers compared to teachers who did not serve as hosts.
Source: Residency and partner district administrative records.

	Res Ed		City Teach		Teacher Prep	
	Host	Non-host	Host	Non-host	Host	Non-host
Avg baseline TES	3.6	3.2	1.0	0.4	2.2	2.2
Yrs. teaching experience ^a	6.6	5.3	—	—	3.4	4.5
N (teachers)	187	1707	113	7290	101	972

^a Data not available for City Teach.

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RESEARCH BRIEF

DATA AND METHODS

For [Exploring the Ancillary Benefits of Residency and Differential Staffing Programs](#), researchers selected three residency programs—Res Ed, Teacher Prep, and City Teach—based on their scale and design of their residency program model. Their respective school district partners were selected based on their willingness and ability to share data and the depth and length of their partnerships with their respective residency programs.

Res Ed and City Teach are both NCTR partner programs and employ a mentor residency model. NCTR's mentor residency model uses a strategic and targeted mentor identification, selection, and development process. These mentors are selected for demonstrating a strong impact on student learning and for having the skills of working with an adult learner as coach, teacher educator, advisor, and evaluator. Over the course of the residency year apprenticeship, residents co-plan and co-teach with mentor teachers to learn, rehearse, and practice the competencies of an effective teacher. Additionally, Res Ed and City Teach programs provide high quality professional development and support to mentors so that mentors, in turn, can provide effective data-based mentoring to residents. Teacher Prep employs a different model with an important distinction: classroom teachers as "host." This means that the host teacher simply needs to demonstrate a willingness to have a resident present in the room. Personal and professional development to the resident is provided by Teacher Prep staff.

The value-add of hosting a resident was measured using the TES in the year a teacher hosted a resident. The measure of TESes varies across programs, depending on how a program's partner district measures teacher effectiveness as part of its teacher evaluation system, though student performance is always a primary factor in the TES. Since both TES and data availability varied by program, researchers ran the analysis separately by program and by year. Researchers compared host teachers' average TESes during the year they hosted a resident to the average TESes of non-host teachers. Because a teacher's effectiveness is influenced by a variety of factors other than their pedagogical skills, the analyses controlled for TESes in prior years, years of teaching experience, and teacher/school characteristics (i.e., percentage students who are English language learners, have individualized education plans, are economically disadvantaged, or are Latinx, Black, Asian, or White). As it is possible that working with a resident has an enduring impact on a teacher's practice, such that the teacher is more effective

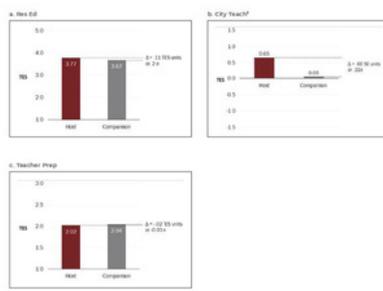
^a The research brief uses pseudonyms to conceal the names of the residency programs and their district partners.

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RESEARCH BRIEF

FIGURE 1.

Estimated teacher TES/Standard Error in the year(s) host teachers worked with residents.
Source: Residency and partner district administrative records.



^a The bars show negative values because it is possible for TES scores at City Teach schools to be negative.

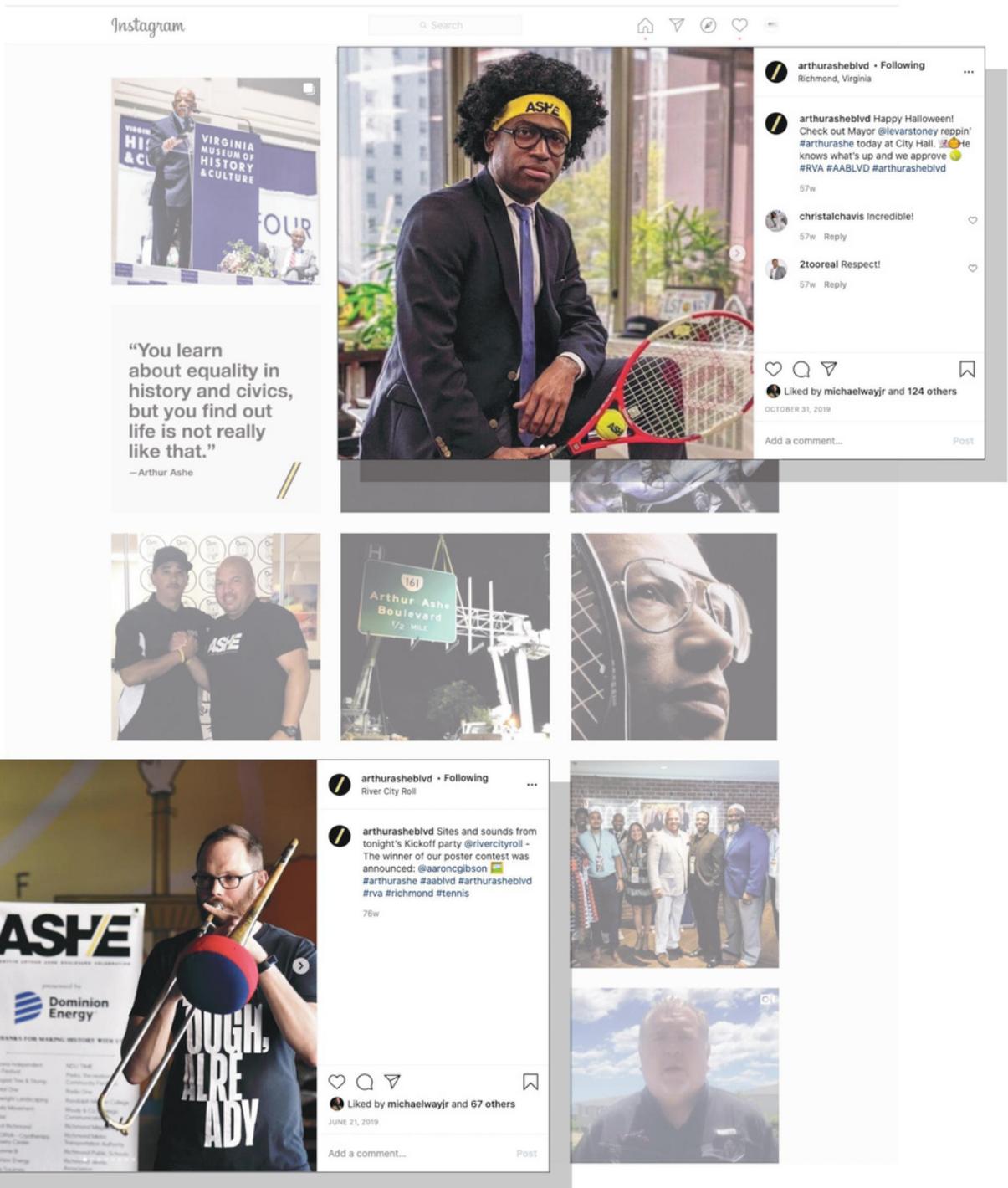
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LOGO DEVELOPMENT & BRANDING



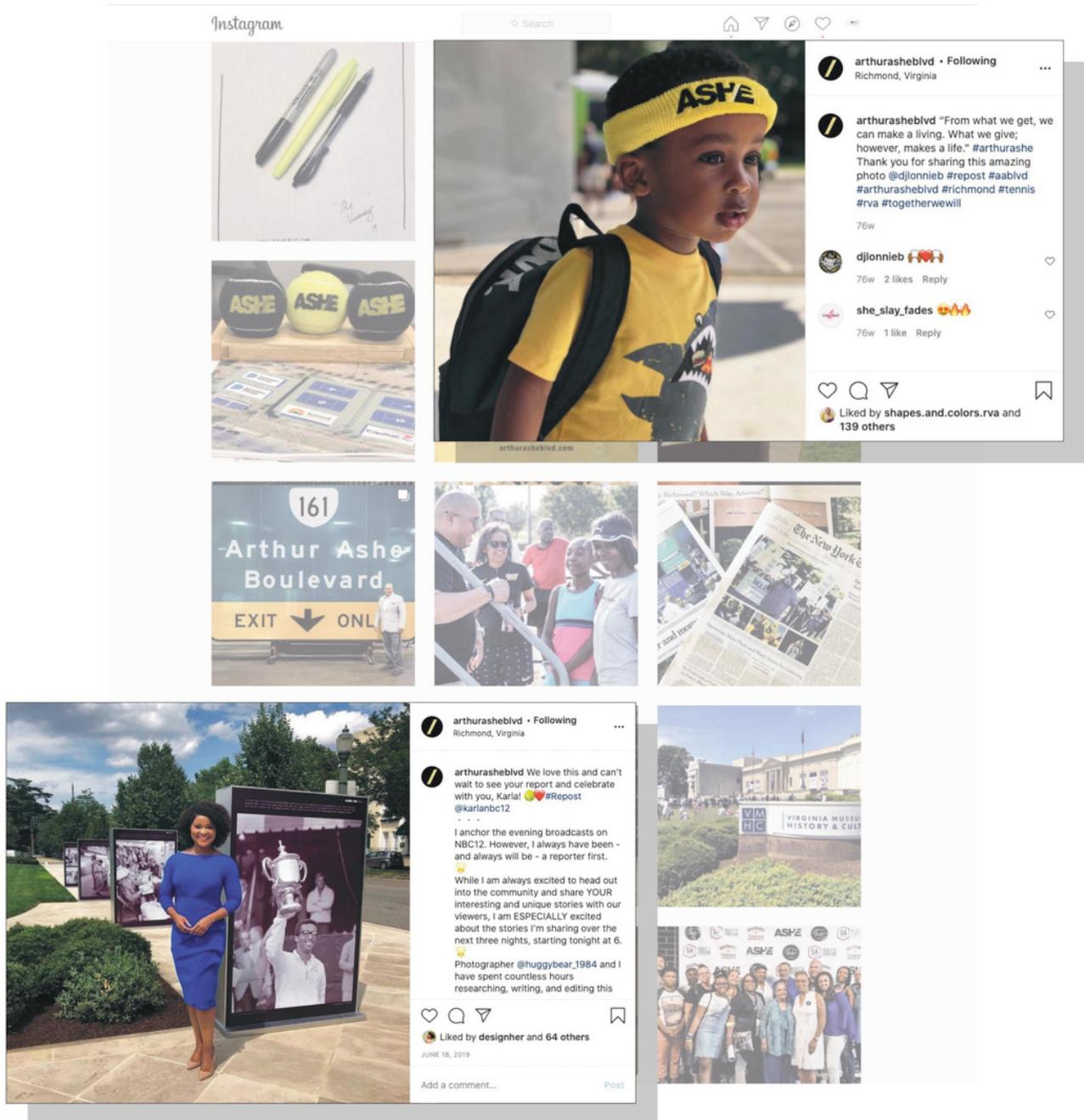
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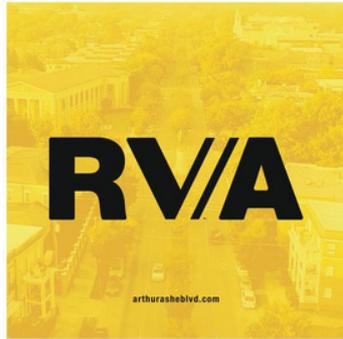
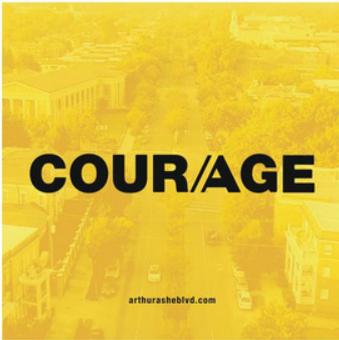
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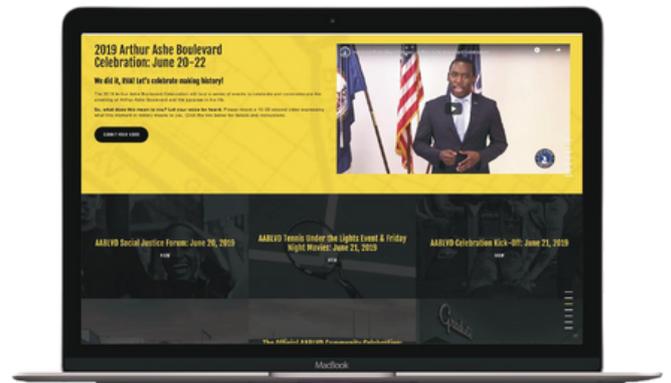


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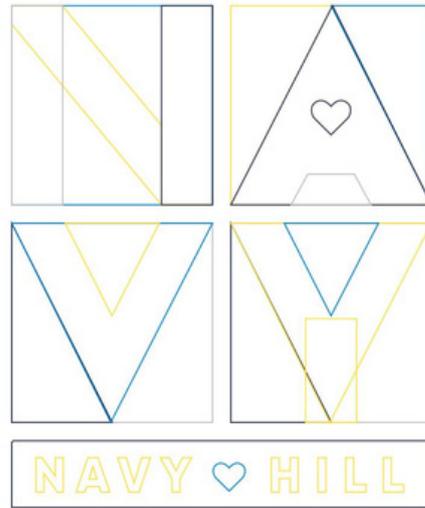


[PROPOSAL]

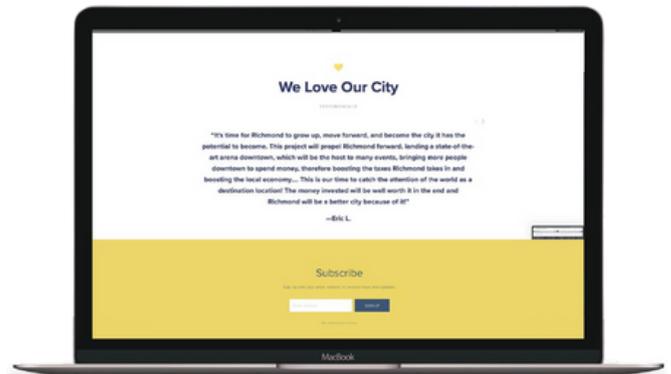
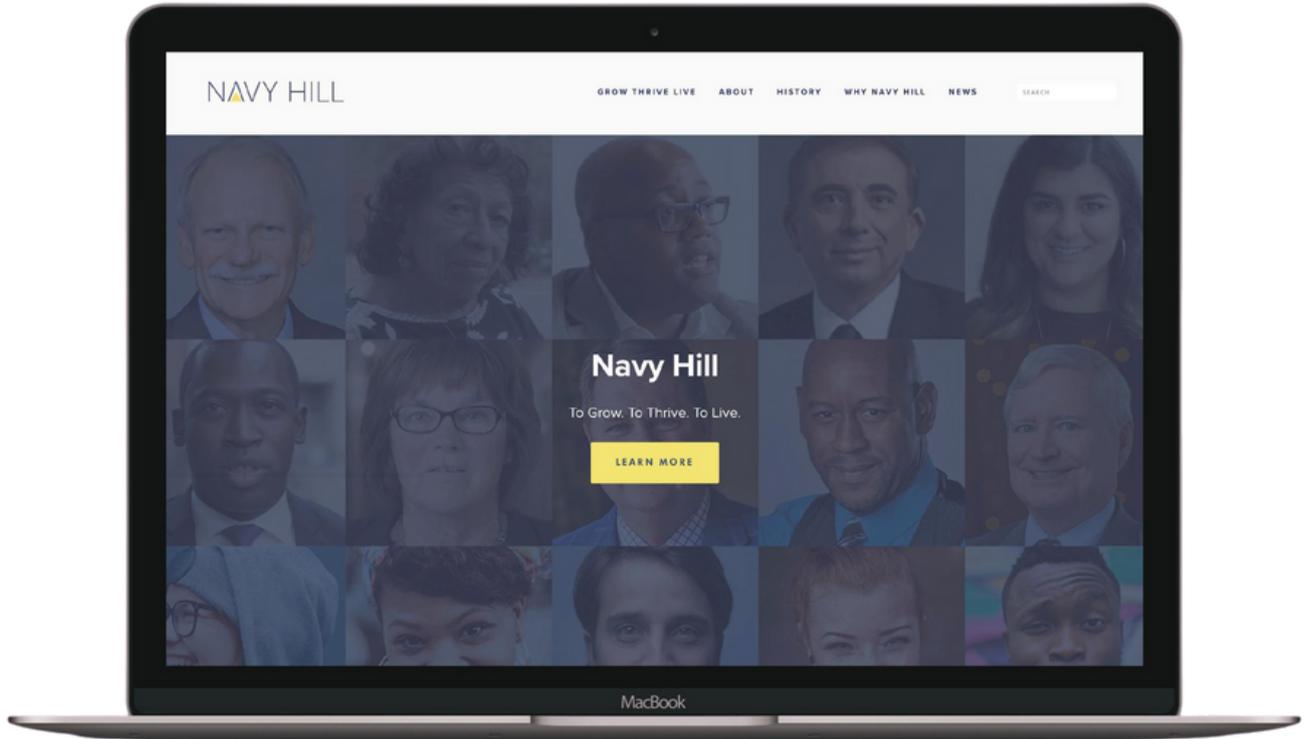


[PROPOSAL]

LOGO & BRANDING



NAVY HILL MARKETING, WEBSITE & SOCIAL MEDIA STRATEGY



DIGITAL AD CAMPAIGN FOR NAVY HILL HILL DEVELOPMENT PROJECT



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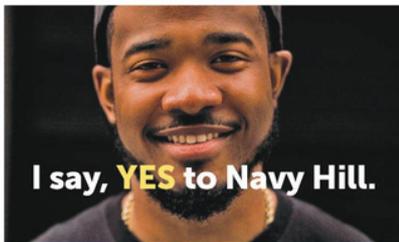
I say, **YES** to Navy Hill.

NAVY HILL **YES**



I say, **YES** to Navy Hill.

NAVY HILL **YES**



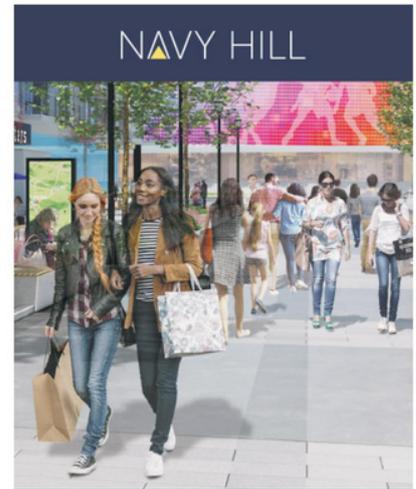
I say, **YES** to Navy Hill.

NAVY HILL **YES**



I say, **YES** to Navy Hill.

NAVY HILL **YES**



NAVY HILL

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MARKETING & PROMOTIONAL MATERIALS FOR NAVY HILL DEVELOPMENT PROJECT



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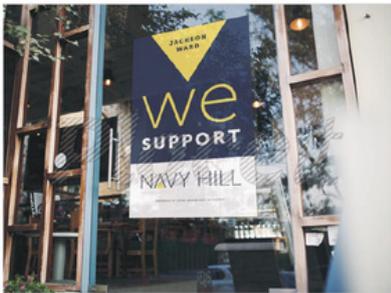
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- New arena – the largest in Virginia
- Urban grocery and music venue in the historic Blues Armory
- New convention hotel to attract more downtown tourism
- Better streets, infrastructure and walkability

NAVY HILL
navyhillrva.com

DOOR HANGERS

ENVIRONMENTAL MARKETING & BRANDING FOR NAVY HILL DEVELOPMENT PROJECT



MARKETING & PUBLICATION DESIGN MATERIALS FOR VIRGINIA HOUSING

A SPECIAL ADVERTISING INSERT

Meeting Virginia's Workforce Housing Needs

Virginia Housing

You've got the vision. We've got the resources. Let's solve this.

Virginia Housing offers a variety of grant programs to help local governments, nonprofits and developers revitalize neighborhoods and solve workforce housing needs.

To learn more about partnering with us, contact us at Grants@VirginiaHousing.com.

Virginia Housing

A Look at Affordable Housing Across Virginia in 2020

presented by

Virginia Housing

Innovations. Partnerships. Successes. Trends.

A SPECIAL ADVERTISING INSERT

Housing plays key role in bettering lives

Perhaps at no other point in history have the comfort and safety of a home been more instrumental in contributing to the good of the individual, the family and the community than in 2020.

Our homes transitioned from being places where we lived part of our lives, to where so many have been working remotely, teaching their children and absorbing the unfolding events around us. Home is a place where we've retreated to stay safe, help save lives, and hopefully find peace of mind.

Yet, we at Virginia Housing have long understood the key role housing plays in bettering lives, and how the lack of affordable housing impacts every family and every community. And that staying

Susan Dewey
CEO Virginia Housing

at home doesn't improve the safety of families if the home is not safe to begin with.

A home is much more than a roof, than walls, than an address. It's foundational to our ability to thrive in all aspects of life, which is why we must tackle the issues around housing instability and affordability for those

who are limited by what they earn, their health, their status or a sudden change in circumstance.

It's also essential that we do whatever we can to remove racial and ethnic biases that make it harder or impossible for people of color to secure the housing they need and deserve. Virginia Housing is committed more than ever to diversity and inclusion and is working closely with our partners, such as the National Association of Minority Mortgage Bankers of America and the National Association of Real Estate Brokers, to help us develop effective strategies for addressing the minority homeownership gap.

We still have work to do, and we won't stop. ■

Virginia Housing is the new name of the Virginia Housing Development Authority.

Virginia Housing

A SPECIAL ADVERTISING INSERT

Leading through crisis: The COVID-19 impact on affordable housing

Families across Virginia partner with Habitat for Humanity to build better lives for themselves and their children. Here, a group constructs a home in Buchanan County.

Brian Koziol, executive director of the Virginia Housing Alliance, remembers in early March having the realization that COVID-19 was 'going to impact everyone's lives, the entire housing market.'

"My gut response was to meet unprecedented challenge with unprecedented response."

One of his first calls was to Virginia Housing. This led to weekly virtual meetings with housing leaders across the Commonwealth. During one of the virtual meetings, Virginia Housing announced it was committing \$12 million to support Virginia's housing partners through a COVID-19 Emergency Funding Support Program.

This funding was part of Virginia Housing's commitment of \$53 million in the internally generated Resources Enabling Affordable Community Housing (REACH Virginia) grant funds for COVID-19. Virginia Housing also quickly developed a forbearance program for its

property owners and renters.

"COVID-19 has made clear to everyone the importance of stable, affordable housing," says Susan Dewey, CEO of Virginia Housing. "That's why we responded with bold action."

Overton McGehee, executive director at Habitat for Humanity of Virginia, says about Virginia Housing, "The best partner for a nonprofit is an organization that shares your mission and understands your needs. That kind of partnership is like a tree that gives you shade when it's hot and lets the sun through when it's cold."

At Habitat for Humanity, COVID-19 led to the cancellation of

volunteer and fundraising events and the temporary closure of its Restores, which help fund the nonprofit. Habitat and nearly 200 other nonprofits across the state found support through Virginia Housing's REACH Virginia grant funds, with Virginia Housing providing \$1.7 million to 31 Habitat affiliates.

Lisa Himes, of Fluvanna Habitat for Humanity, says of the grant: "The Emergency Support Grant allowed our affiliate to continue moving forward in our 27-lot subdivision, Houchens Place. As I am sure is the case with most organizations, our donations are down, and we were unable to have our largest fundraiser in April. The grant allowed us to cover the cost of payroll and office expenses so that we did not have to divert those funds from the development of our subdivision so that we may serve more families."

At the same time, the nonprofits benefit from ongoing partnerships with Virginia Housing, such as the free servicing of Habitat for Humanity's interest-free mortgages. Virginia Housing also funds development training to help nonprofits increase more private donations, community impact grants and emergency grants.

Koziol appreciates how organizations across the state, even those with sometimes conflicting agendas, have united during the COVID-19 crisis.

"The overarching thing I've taken from it was that there was unanimous support to keep people safely housed for the duration of this pandemic," he says. "That really speaks volumes. People understand that housing is not just about units and houses; it's about people." ■

Virginia Housing

Virginia Housing Facts

VH helped 70,000 households access affordable housing	Generated \$10B in state economic activity	Created 65,900 jobs that paid \$2.8 Billion	24,000 Supported the creation of new affordable rental units

Economic and Programmatic Impact of Virginia Housing, 2014-2018

MARKETING, WEBSITE & SOCIAL MEDIA MATERIALS FOR VIRGINIA HOUSING



VHDA Is Now Virginia Housing + What It Means for You



Today, we're announcing **Virginia Housing** as the new name for Virginia Housing Development Authority. We've also launched a new logo. Our shorter name and refreshed logo more clearly identify who we are and what we do.

We began our branding refresh in 2019 and decided to make it official now, because the impact of COVID-19 has made it clear that the importance of home has never been greater.

What's not changing is our commitment and service to you, our customers, and our housing industry partners. Our customer-first focus has been a constant for almost 50 years, as we work to ensure quality, affordable housing for all Virginians.

You'll still have access to our Customer Carenet to view your loan activity or make a payment through www.virginiahousing.com



"We're here for you, and we're proud to serve you. Our team at Virginia Housing is more committed than ever to making homeownership a reality for all Virginians."

Susan Dewey
CEO,
Virginia Housing

Need help?
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Customer Service: 1-800-235-6938

VHDA is Now Virginia Housing



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"We're here for you, and we're proud to serve you. Our team at Virginia Housing is more committed than ever to making homeownership a reality for all Virginians."

Susan Dewey
CEO,
Virginia Housing

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MARKETING & PUBLICATION DESIGN MATERIALS

The cover features a large '2020' at the top, with '20' in blue and '20' in green. Below it, a blue banner reads 'PAC REPORT'. The main title 'FROM LAND TO LEGISLATURE' is positioned below the banner. The background is a composite image: the left side shows a field of crops at sunrise, and the right side shows the US Capitol building. The 'CORTEVA PAC agriscience' logo is placed in the bottom left and bottom right corners.

This section contains two pages from the report. The left page is the 'TABLE OF CONTENTS' with a green header and a list of 21 items, each with a subheader and page number. The right page is the 'LETTER FROM THE CEO' featuring a photo of a man in a suit and several columns of text.

This page displays '2019 RESULTS' with a large '2019' in a circular graphic. It includes an 'AT A GLANCE' section with a small table, a '2019 CONTRIBUTIONS' table with two columns of totals, and a larger table with columns for STATE, CREDITS, DEBITS, and BALANCE. A legend identifies REPUBLICANS, DEMOCRATS, and OTHER.

MARKETING & OUT-OF-HOME MATERIALS



#corteva #withoutme #passusmca

The Without ME campaign will be driven by a multi-level social media strategy through digital user engagement, digital ad placement and geo-targeting. This campaign will go live on Instagram, Facebook, Twitter, SnapChat. Also a robust hashtag campaign will drive more user engagement to push legislators to vote for USMCA.

Campaign B

Farm Strong

Farm Strong emphasizes that Corteva – and everyone – should unapologetically stand with farmers. When farmers succeed, we all win. And this means passing USMCA now and standing strong with farmers tomorrow. This campaign will link the American farmer to the broader American economy.

Farmers' success fuels the economy; 1 in 12 Americans work in agriculture. Food and agriculture at 12% represent the highest segment in U.S. manufacturing jobs. From warehouses to transportation to research, Americans, including Corteva's employees, depend on the strength of the farmer.

Print ad campaign

A series of ads and op-eds in prominent U.S. newspapers will give Corteva's voice a platform. The hashtag #passusmca reinforces a greater social movement to encourage law makers to pass legislation for USMCA.



MARKETING & OUT-OF-HOME MATERIALS

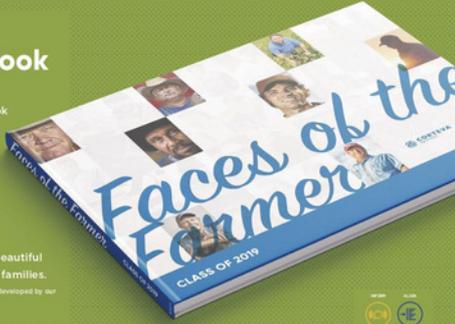
Faces of the Farmer Yearbook

PROMOTIONAL PUBLICATION

The concept is a farmer's yearbook that will feature the Middle-American farmer. The goal will be to send this yearbook to legislators giving them a personal invitation into the industry CORTEVA supports.

The hard-back book will feature beautiful photography of farmers and their families.

*25x18" cover table book can be designed, edited and developed by our team each year.



Immortalize the farmer

ENVIRONMENTAL CAMPAIGN

The proposed concept will be to generate a community engagement campaign bringing artists together with local farmers create murals to immortalize them.

Muralist will partner with agency to develop the environmental art project.



Farmer Recognition

POLITICAL AWARENESS CAMPAIGN

Each year legislators and lobbyists are faced with the task of allocating funds for farm aid and other types of government and state assistance to local farmers. These cards help lawmakers learn more about the farmers they are fighting for.

*24x36" double hole poster written by our education team.



Learning their stories

PUBLIC AWARENESS

This concept is simple. We simply want to share the story of extraordinary farmers who triumphed over adversity. We want their plight to be heard. The application can be used in digital and print.

*24x36" double hole poster, boards. Proposed backlit signage.



my story

Can be presented on a digital platform, projected on kiosks in local airports and cities of America.

This proposal will be an effort to partner with kiosk/retail companies to offer the best solution for this concept.



Environmental: CORNARIUM

PUBLIC FACING INSTALLATIONS

This conceptual installation could help drive public awareness and engagement about growing corn and the effects of corn scarcity due to the plight of the farmer. The CORNARIUM could display corn selected from farms in the Midwest.

NOTE: This proposal will be in an effort to partner with architectural companies to offer the best solution for this concept.



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(Dominion Virginia Power Customers Can Receive a Rebate Up to \$50.00)
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PREPARED BY: CLASS MAIL U.S. POSTAGE PERMITS NO. 5834

WEBSITE DESIGN PRODUCTION

- LANDING PAGES
- WEBSITE SAMPLES
- PAGE PROTOTYPES



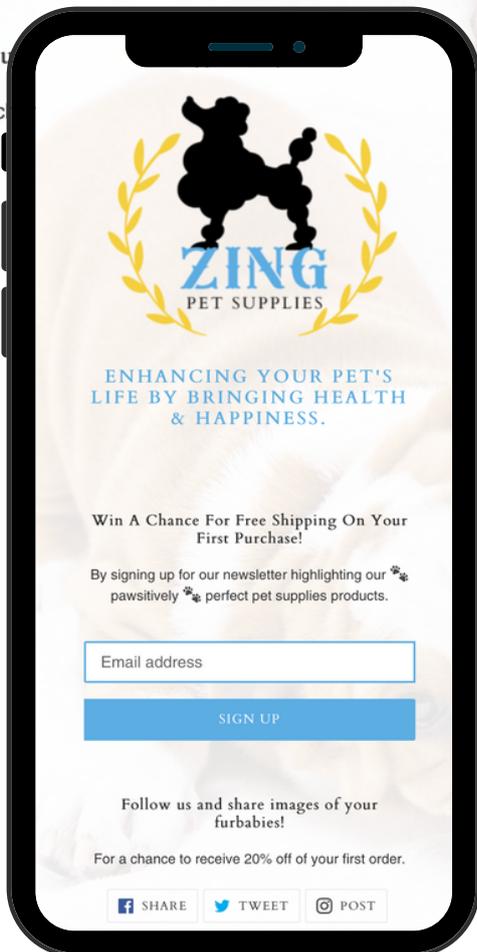
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BY BRINGING HEALTH &
HAPPINESS.

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First Purchase!

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pawsitively 🐾 perfect pet supplies products.

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Follow us
For a chance



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ZINGPETSUPPLIES.COM

SKILLS NEEDED

- HTML/CSS Web Design
- Shopify
- Ecommerce

SERVICES PROVIDED

- Graphic Design
- Landing Page
- Logo
- Social Media Development



[HiPS™ Experience](#) [About](#) [HiPS™ Team](#) [Contact](#)

An exploration of easy to overlook sites important to the Black experience.



RICHMOND



HIDDEN IN PLAIN SITE

HIDDENINPLAINSITE.ORG

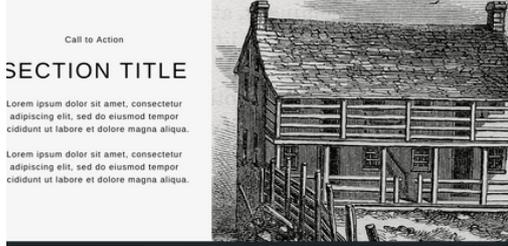
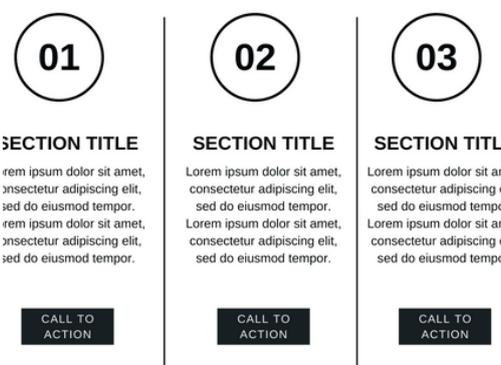
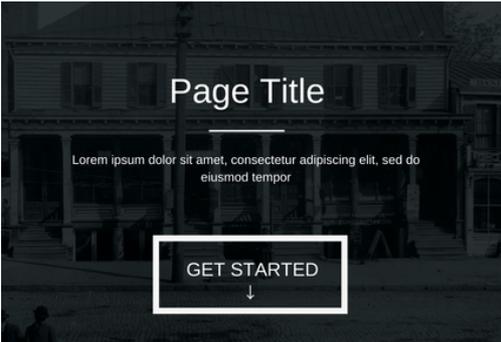
SKILLS NEEDED

- HTML/CSS Web Design
- SquareSpace

SERVICES PROVIDED

- Graphic Design
- Landing Page
- Page Prototypes

Page Prototypes



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Join My Campaign

Micheal K. Williams for Fairfield

For voting information and updates

First name

Email *

Phone

Sign Up Now!



Announcement • Campaign • Community • Leadership

Waste Management System Servicing Fairfield

August 11, 2020



My Response To Continuous Questions Being Raised By Concerned Citizens Regarding Waste Management System Servicing Fairfield:

The necessary assessments for me regarding voters' decisions as Mayor in the City of Fairfield election would be to review current code enforcement policies, review current contractual agreements between waste management provider(s), determine alternative incentives that would encourage better participation of absentee property owners, and review policies relative to hardship appeals. Once a clear assessment of

M.K. WILLIAMS FOR FAIRFIELD

MKWILLIAMSFORFAIRFIELD.COM

SKILLS NEEDED

- HTML/CSS Web Design
- Wordpress
- Paypal
- Email Marketing
- Event Calendar

SERVICES PROVIDED

- Graphic Design
- Logo
- Social Media Marketing & Management
- Digital Media
- Page Prototypes
- Blog

Page Prototypes

M Micheal Williams
For Fairfield Mayor

About Issues Events Contribute

Upcoming Events

EVENTS FROM SEARCH

DATE KEYWORD **FIND EVENTS**

FEBRUARY 2019

Board Meeting
FEBRUARY 5, 2019 | 5:00PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

FIND OUT MORE

MARCH 2019

Supporting Education
MARCH 22, 2019 | 3:00PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

FIND OUT MORE

Meet & Greet
MARCH 25, 2019 | 3:00PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

M Micheal Williams
For Fairfield Mayor

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M Micheal Williams
FOR MAYOR

About Issues Events Contribute [Twitter](#) [Facebook](#) [LinkedIn](#)

Events

NEXT EVENT:
CAMPAIGN: CANDIDATE LEADERSHIP CONFERENCE
JANUARY 25, 2019 7:30PM CITY HALL, FAIRFIELD, AL.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

02 Fundraising Dinner
FEBRUARY 7:30PM
CITY HALL
4701 GARY AVE,
FAIRFIELD, AL 35064

22 Mayoral Debate
FEBRUARY 7:30PM
CITY HALL
4701 GARY AVE,
FAIRFIELD, AL 35064

05 Elections: Hot Topics
MARCH 7:30PM
CITY HALL
4701 GARY AVE,
FAIRFIELD, AL 35064

ALL EVENTS →

LEADERSHIP. EXPERIENCE. VALUES.
VOTE MICHEAL WILLIAMS FOR MAYOR

PAST EVENTS

Past Event Title 1
5 January 2019

Past Event Title 2
8 January 2019

Past Event Title 3
10 January 2019

Home / Accessories / Tote Bags / To Be...Octavia Butler Tote bag

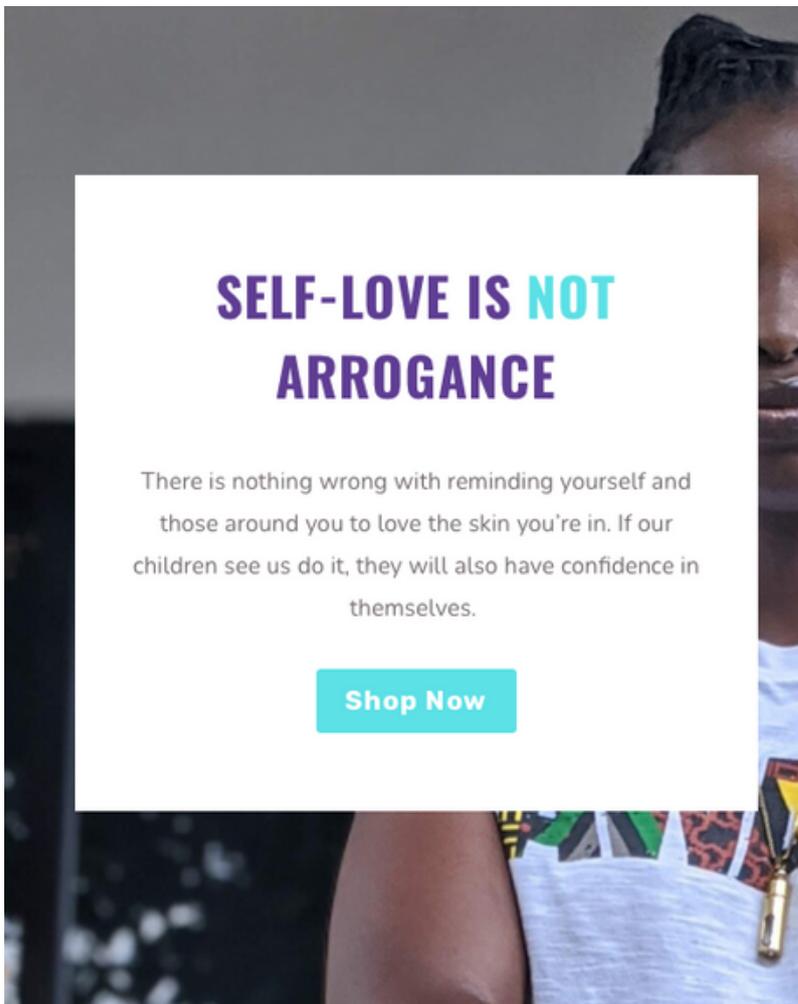


TO BE...OCTAVIA BUTLER TOTE BAG

\$26.95

Octavia Estelle Butler (1947–2006) was an Black science fiction author who became in 1995 the first science-fiction writer to receive a MacArthur Fellowship. She was also the recipient of multiple Hugo and Nebula awards. Her stories often contained disenfranchised protagonists, mixed communities, diversity, and often associated with the genre of Afrofuturism. Butler's works include: Kindred; Dawn; Wild Seed; Bloodchild; and Xenogenesis.

Color Black Clear



MELANIN POP'N

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SKILLS NEEDED

- HTML/CSS Web Design
- Wordpress
- Ecommerce
- Paypal
- Email Marketing

SERVICES PROVIDED

- Graphic Design
- Landing Page
- Logo
- Social Media Marketing & Management
- Print Ads
- Digital Media
- Google Analytics

WRITING SAMPLES

-
- SAMPLES OF WRITING
 - PROOFREADING
 - COPY EDITING

Writing Sample/Copyediting

FOR BLACK PEOPLE IN CHARLOTTESVILLE, FIXING BROKEN SYSTEMS IS LIFE OR DEATH

“This ain’t livin’, this ain’t livin’” are the words of Marvin Gaye’s 1971 song “Inner City Blues” that still echoes across the decades and once again pierces our collective consciousness.

Life for many people in America, particularly Black people, is not living at all; rather, it is survival at best in a system that is fractured and failing. Furthermore, the recent pandemic and social unrest are clear indicators that our social systems are, well, broken.

My career in the implementation of collective impact strategies has led me to a better understanding of the Social Determinants of Health (SDoH). The Centers for Disease Control identify the five SDoH as Economic Stability; Education, Social and Community Context; Health and Health Care; and Neighborhood and Built Environment which work together to “affect a wide range of health risks and outcomes” in communities.

What has become a frustration of mine is that, for decades, resources and capacity have been poured into organizations, institutions and agencies charged with improving outcomes in educational achievement, health and economic mobility to little effect.

Economic mobility and health are intrinsically connected, but the outcomes are simply lacking. In 2017, Urban Institute published a revealing report that stated, “In 1963, the average wealth of white families was \$121,000 higher than the average wealth of nonwhite families. By 2016, the average wealth of white families (\$919,000) was over \$700,000 higher than the average wealth of Black families (\$140,000) and of Hispanic families (\$192,000).” This data reveals that, in spite of the inputs and resources provided to eliminate these gaps which ultimately affect life outcomes . . .

[CONTINUE READING](#)

Writing Sample/Copyediting

DETERMINED: STORIES OF RESILIENCE IN A BROKEN ECOSYSTEM

The word “health” conjures everyday personal decisions — what we eat, how much we exercise or sleep or how often we go to the doctor — things that appear to be under our control. But instead of looking at what we choose to eat, what if we put the onus on the types of foods we have access to and the quality of the foods we can afford? Instead of looking at how much we exercise or sleep, what if we examined how many and what kinds of jobs we work, how much they pay us and the impact this has on our quality of life? Instead of looking at how often we go to the doctor, what if we paid closer attention to who has insurance and the quality of the care we receive?

This pivot in framing causes the conversation to shift — from one that centers around our own individual behaviors, to one that highlights the collective behaviors of communities and the systems they support.

These are known as “Social Determinants of Health” — an increasingly vital body of international study that examines the conditions that surround and shape us, conditions that, when looked at honestly, are seen to produce highly inequitable and unfair realities.

These inequities have long been here — much of Charlottesville and its surrounding counties were literally built on them. But as the COVID-19 pandemic has swept through our communities, we’ve seen them heightened and exacerbated as never before on unparalleled levels.

Our health district consists of about 250,000 people in Charlottesville and the counties of Albemarle, Fluvanna, Greene, Louisa and Nelson. African Americans make up 13.7% of that — or 34,186 people . . .

[CONTINUE READING](#)

VIDEOGRAPHY

- DOCUMENTARY FILM
- VIDEOGRAPHY & MOTION GRAPHICS

Documentary Film Production



A **LEGACY**

U **N** **B** **R** **O** **K** **E** **N**

THE STORY OF BLACK CHARLOTTESVILLE



A LEGACY UNBROKEN: THE STORY OF BLACK CHARLOTTESVILLE

Available now on Amazon Prime

A Legacy Unbroken neither "whitewashes" the black experience in Charlottesville instead, through interviews with community leaders and ordinary residents and a wealth of archival photographs, it richly celebrates the many positive, resilient, and outstanding aspects of business, religious, family, and leisure-time life in Charlottesville's African American community.

VIDEO & MOTION GRAPHICS



CONSCIOUS CAPITALIST FOUNDATION CHALLENGE

[View on Youtube](#)

The Conscious Capitalist Group has partnered with Vinegar Hill Magazine, and Level Up Broadus to ask kids for their most innovative product or service ideas to help those negatively affected by the Covid-19 pandemic.