



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: GRAPHEK, Incorporated
 DBA: GRAPHEK, Incorporated
 Address: 8609 Westwood Center Drive, Suite 375
Vienna, VA 22182
 FEI/FIN No. 37-1449236
 Fax No. n/a
 Email: walterkim@graphek.com

Date: December 8, 2020

By: 
 Signature

Name: Walter Kim

Title: Managing Principal

Telephone No. 703.404.2838

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

SWaM Certification Number: 726520

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.

PROPOSAL

George Mason University Creative & Marketing Services

PREPARED FOR

George Mason University

Primary Procurement Officer: Erin Rauch, Assistant Director

PROPOSAL ISSUED

December 8, 2020

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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: GRAPHEK, Incorporated

Preparer Name: Walter Kim **Date:** December 8, 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: 726520 Certification Date: August 10, 2017

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

Subcontract #2

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

Subcontract #3

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

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: _____

PAYMENT PREFERENCE

GRAPHEK selects Option #1 from the “XV. Payment Terms/Method of Payment” options for this contract.

Option #1- Payment to be mailed in 10 days-Mason will make payment to the vendor under 2%/10 Net 30 payment terms. Invoices should be submitted via email to the designated Accounts Payable email address which is acctpay@gmu.edu.

The 10 day payment period begins the first business day after receipt of proper invoice or receipt of goods, whichever occurs last. A paper check will be mailed on or before the 10th day.

GRAPHEK will reference the purchase order number on all invoices submitted for payment.

THANK YOU

FOR CONSIDERING US!

Creative excellence and award-winning brand development have been the central tenets of GRAPHEK since our founding in 1997. As the digital landscape grew, so did our business as we expanded into exciting new markets and mediums. Our focus on **developing strategic, holistic solutions for our client partners** allows us to thrive despite the many challenges of the present moment, and it is with great enthusiasm that we submit our proposal to provide creative and marketing services for George Mason University (Reference #GMU-1692-21).

GRAPHEK has transformed, extended, and marketed numerous brands and creative projects for our client partners in the higher education, arts, and non-profit sectors. Given the ever-evolving communications landscape and the competitiveness of higher education marketing, we realize that **a strong and cohesive brand and voice is essential** to standing out in the crowd and reaching your key constituents. Whether addressing prospective students, current Patriots, alumni, donors, or the surrounding community, GRAPHEK will ensure that your mission to be a “university for the world” remains at the heart of every project.

Mason’s core institutional characteristics of innovation, diversity, entrepreneurship, and accessibility deeply resonated with us because they mirror the core values of GRAPHEK as well as the diverse team that will serve you throughout this contract. Our leadership team brings **decades of creative design and higher education communications and marketing experience** to every project so that—together—we will ensure every Mason project makes its mark. Whether creating an illustration for a department brochure, developing copy for a retargeting ad campaign, producing a promotional video for a CVPA performance, or coding a new accessible web app for students, GRAPHEK’s creative team will thoughtfully and strategically extend, support, and elevate the Mason brand whenever possible.

“**Creative excellence that delivers**” is our promise, and the following pages of this proposal will demonstrate why we believe GRAPHEK is the perfect creative partner to help Mason create a more just, free, and prosperous world.

Sincerely,



Walter Kim

Managing Principal

GRAPHEK OVERVIEW

GRAPHEK is a multi-service agency defined by creative excellence and results-driven design solutions. We steadfastly view our clients as partners so that—together—we can produce compelling creative pieces that reflect Mason’s innovative and inclusive academic community and its mission to better serve the world.

WE KNOW HIGHER ED MARKETING AND DESIGN

GRAPHEK has transformed, extended, and managed numerous brands for our client partners. Given the pace of change in the higher education marketing and design sectors, we realize that a strong and cohesive brand is essential to standing out in the crowd. Our priority as an agency is to ensure that every project—no matter its size or scope—not only meets your brand standards but sets precisely the right tone through our thoughtful analysis and attention to detail. We welcome the opportunity to support your mission and advance your brand story.

FACTS ABOUT GRAPHEK

7+ 

Average years in partnership with our clients

250+ 

Awards for design excellence by the following organizations

ASAE Gold Circle Award, PRSA Silver Anvil Award, Association TRENDS, Association Media and Publishing Excel Award, American Advertising Federation, American Institute for Graphic Arts, Print, How, Graphic Design USA and more.

CLIENTS WE HAVE SERVED

(partial list)

HIGHER ED

Anne Arundel Community College (MD)
Aurora University (IL)
Flynn Research (WV)
Georgian Court University (NJ)
Harford Community College (MD)
Indiana State University (IN)
Loyola University of Maryland (MD)
Notre Dame University of Maryland (MD)

ASSOCIATIONS

Academic Search, Inc.
American Association of State Colleges and Universities
American Council on Education
American Forests
American Nurses Association
American Society of Association Executives
Americans for the Arts
Center for the Study of Social Policy
Council of Independent Colleges
National Active and Retired Federal Employees Association
National Association of Social Workers
National Retail Federation
Research Triangle Institute (RTI) International
The World Bank
United States Navy Memorial
Urban Institute
USO of Metropolitan Washington - Baltimore

OUR EXPERTISE

GRAPHEK understands that maintaining a strong brand is essential to differentiating an institution from its competitors in the higher education marketplace. GRAPHEK's wide repertoire of services will not only create compelling and engaging pieces for the Mason community but also position your institution for growth as a cutting edge and forward-looking leader in the sector.



BRANDING

Perception is everything. Your personality is your own. Own your brand because it's your face to the world.



DEVELOPMENT

Whether on an app or a website, first impressions are often made digitally. Make an impact so viewers want to learn more.



DESIGN & LAYOUT

Design is everywhere—print, online, and in social media communities. Great design is essential to standing out.



MARKETING STRATEGY

Establishing a clear vision for every stage of your project generates excitement about your brand and institution.



SOCIAL MEDIA

A strategic and engaging social media strategy, reaches important audiences where they are paying attention.



MESSAGING

Keep the focus on what matters and increase audience engagement through compelling jargon-free content.



VIDEO & MOTION GRAPHICS

Demonstrate brand value by giving your audience another compelling way to market your company and its services.



INFOGRAPHICS

Distilling complex data into easily-digestible visuals empowers you to clearly communicate important facts to viewers.



CUSTOM ILLUSTRATION

Custom graphics make your brand stand out, expands its reach, and elevates the sophistication of your outreach efforts.

OUR SENIOR LEADERSHIP TEAM

GRAPHEK's senior leadership team brings Mason's marketing departments decades of experience in branding, design, and higher education communications and marketing. Under our thoughtful and strategic guidance, we will ensure that every project we undertake makes its mark and stands apart from the competition.



Ellen Kim

FOUNDER AND CREATIVE DIRECTOR

More than 25 years of conceptual creative experience for diverse consumers has empowered Ellen to build GRAPHEK into the award-winning creative agency it is today. She prides herself on setting clear expectations and concentrating on the purpose of the project rather than just illustrating a pretty picture.

EDUCATION

Penn State University (B.S.)
Communications Design, Photography



Walter Kim

MANAGING PRINCIPAL

Walter brings a thorough understanding of the intersection of visual appeal with business goals. This knowledge about organizational marketing and positioning in a competitive marketplace helps our clients define the right visual communication strategy.

EDUCATION

Penn State University (B.S.)
Quantitative Business Analysis



Laura Wilcox

COMMUNICATIONS SPECIALIST AND EDITOR-IN-CHIEF

Laura is an experienced higher education communications executive with more than 25 years serving higher education associations and colleges and universities nationwide. Specializing in writing/editing, media relations, marketing, strategic communications, and publications production, she has directed a national media conference as well as an award-winning PR campaign to promote the liberal arts.

EDUCATION

George Washington University (M.A.)
Legislative Affairs

Kent State University (B.A., magna cum laud)
Broadcast Journalism



Jeffrey A. Davis, APR

PUBLIC RELATIONS AND SOCIAL MEDIA STRATEGIST

A former daily newspaper reporter, Jeffrey has extensive expertise in public relations, particularly in media relations, media training, content strategy, crisis communications and social media. He prides himself on knowing what's working, what's not working, and what's next for our client partners.

EDUCATION

Ohio Wesleyan University (B.A.)
Journalism



Lilia LaGesse

SENIOR CREATIVE STRATEGIST

An experienced communications strategist and an award-winning designer, Lilia is passionate about designing for the greater good and strives to make the world's knowledge more easily accessible through bold and strategic designs that not only educate but inspire.

EDUCATION

University of Baltimore (M.A.)
Integrated Design

Northwestern University (B.S.)
Art Theory & Practice, Communication Studies



Steve Roberson

WEB DEVELOPMENT LEAD AND UI/UX ARCHITECT

As our lead web developer, Steve has more than 25 years of experience designing, developing, and managing teams for websites, web applications, and mobile apps. His deep technical experience with the latest development tools, platforms, and web-based technologies allows him to skillfully lead the web development team.

EDUCATION

Virginia Tech University (B.Arch.)
Architecture



Mike Graves

VIDEO PRODUCTION LEAD

Mike Graves has been a videographer and producer in the Washington, DC metropolitan area for over 25 years. He grew up in the business working for his father's company and started his own production company, Graves Show Productions, in 2010. His team of producers and event production staff work with clients from initial concept through post production to ensure the creative, professional execution of every last detail.

EDUCATION

East Carolina University (B.S.)
Communications

OUR CREATIVE TEAM

The GRAPHEK creative team features a diverse array of talent, creativity, fresh outlook, and expertise to ensure that the highest quality of work is executed at every stage of a Mason project.

PROJECT TEAM



Sarah Gaydos, Senior Designer and Data Visualization Specialist, holds a B.S. in Communication Design with a specialization in branding and data visualization. Her background in journalism and entrepreneurship helps her to holistically assess every project and to use this information to extend her designs in innovative ways.



Christina Davies, Senior Designer, holds a B.F.A. in Communication Design with a concentration in Graphic Design and Illustration. Though an artist at heart, she firmly believes that “form follows function,” and that a problem needs to be solved before any decorative elements can be applied.



Mike Elpers, Senior Web Developer, holds an A.A. in Computer Information Systems and has been working in software development for more than 25 years. Time and time again, Mike is able to understand the needs of the projects as well as the capabilities and limitations of the tools at hand to find a successful path forward.



Paul Semeraro, Senior Solutions Architect, holds a B.S. degree in Aeronautical and Astronautical Engineering and began coding in his junior year of high school. Paul has more than 20 years of formal software development experience, including 15 years of building websites in PHP, Laravel, WordPress, and Drupal 8.



Jeremy Caruso, Multimedia Designer, holds a B.F.A. in Communication Design with a focus on interactive design. He specializes in motion graphics, HTML, and CSS. At

GRAPHEK, he functions as the team’s multimedia designer and moves easily between various mediums with his trademark focus and creative agility.



Erica Norby, Web Developer, holds a B.S. in Biochemistry and Molecular Biology. As an experienced developer, Erica has worked with a variety of content management systems. She especially enjoys styling and watching a website come to life with colors and images, as well as the challenge of working with page elements to build mobile design.



Stella Gordon-Zigel, Web Developer, holds a B.A. in Communications. She skillfully brings complex designs to life on a website. These have included responsive pages for marketing websites and rich, interactive user interfaces for web-based applications. She enjoys collaborating with others to design intuitive solutions based on client needs, trends and industry standards.



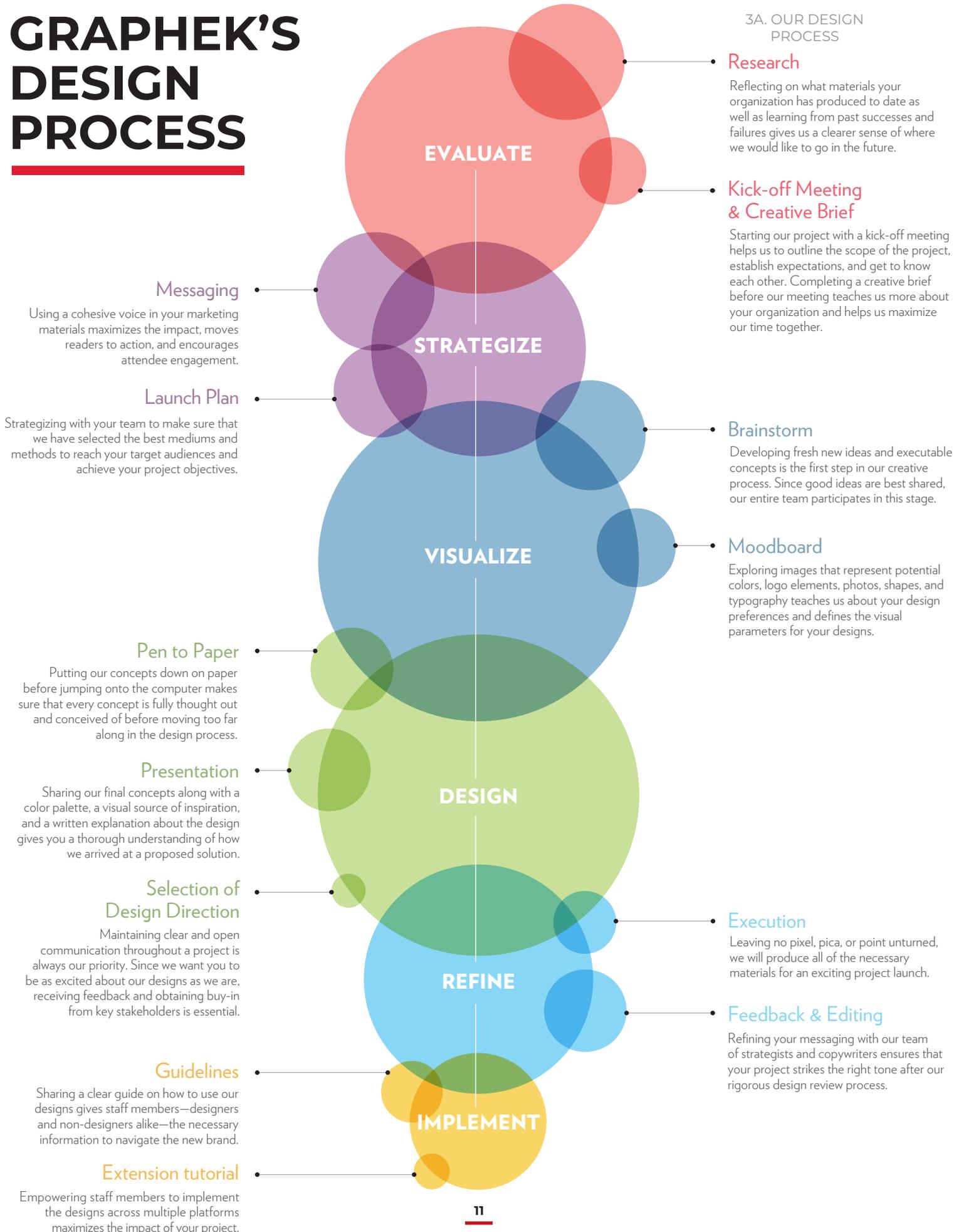
Haley Stipes, Digital and Motion Graphics Designer, has a B.F.A. in Graphic Design. She loves how design empowers her to change viewpoints and communicate compelling new ideas. The many visual possibilities of animation excite her, and she loves seeing a project come to life through motion graphics.



Hayley McMillon, Designer and Illustrator, has an A.A. in Graphic Design. Drawing from her love of calligraphy and handwriting, she has a keen eye for typography and loves the process of creative problem solving.

GRAPHEK'S DESIGN PROCESS

3A. OUR DESIGN PROCESS



OUR METHODOLOGY

When GRAPHEK is awarded project(s), the plan outlined below will be implemented with any additional recommendations requested. It will also be tailored to meet the particular requirements of a given project.

KICK-OFF MEETING & CREATIVE BRIEF:

GRAPHEK starts every project with a kick-off meeting and questionnaire to outline the scope of the project, introduce the Mason and GRAPHEK team leads, and to establish expectations for the process.

ESTIMATE: The price and anticipated production time will be shared with the Mason project lead for approval and price verification before work begins.

SCHEDULING: GRAPHEK will share a production schedule that outlines key deliverables. For larger multipart projects, weekly or bi-monthly status meetings will be scheduled to ensure clear communication about upcoming deliverables and deadlines. Below is a general timeline for possible Mason projects (see sample production schedules on pages 13–15).

The following list details approximate project timelines for various project. Timing may vary upon further consultation.

- Branding Campaign: 5-7 weeks
- Booklets (small): 4-6 weeks
- Booklets (large): 6-7 weeks
- Brochures (small): 4-6 weeks
- Brochures (large): 6-7 weeks
- Displays: 2-4 weeks
- Postcard: 3-4 weeks
- Posters: 3-4 weeks
- Print and Digital Ads: 3-5 weeks
- Program Book Covers: 2-4 weeks
- Newsletters: 4-6 weeks
- Season Style Guide for each Venue: 3-4 weeks
- Social Media Campaign: 3-6 weeks
- Video: 6-8 weeks
- Website: 7-9 weeks

AUDIT: GRAPHEK will request and review previously produced collateral to gain a better understanding of past successes, pain points, and how Mason would like to improve on a given project.

COPYWRITING: If messaging is required for a particular project, GRAPHEK will meet with the Mason project lead to establish the target audiences, brand voice, and call to action. Mason's latest brand guidelines will serve as the basis for all projects.

MOODBOARD: GRAPHEK will present a moodboard of found visuals graphics to establish the visual preferences of key stakeholders prior to the start of the design phase. This process helps our design team better understand the tone of the project.

DESIGN CONCEPT PRESENTATION:

Sharing our proposed design solutions along with a color palette (and being mindful of Mason's brand guidelines), a visual source of inspiration, and an artist statement about the concept will give the Mason project a thorough understanding of our vision before executing the design.

STORYBOARD, NARRATION, AND MUSIC (video, motion graphics, and animation projects only):

GRAPHEK will provide storyboards as well as voice and music samples once the creative direction and script for multimedia projects have been finalized.

WEBSITE AND APP DEVELOPMENT:

Site maps of information architecture, wireframes, and mockups will be shared for digital projects to ensure best practices are followed from the start of the project. Recommendations on the best platform upon which to execute the project will also be explored.

ACCESSIBILITY: GRAPHEK is committed to serving diverse audiences and making all content we produce accessible using the federal government’s latest 508 Standards.

FEEDBACK & EDITING: Refining the design and messaging with our team ensures that the

project strikes the right tone and meets objectives. Our team of proofreaders and copyeditors can also assist with the review process upon request.

FINAL FILES: GRAPHEK will prepare all of the necessary files formats for any medium once we receive final sign-off from the Mason project lead.

Sample Production Schedules

GRAPHEK

8609 WESTWOOD CENTER DRIVE | SUITE 375
TYSONS CORNER, VA 22182 | 703.404.2838

SCHEDULE	90-SECOND MOTION/ANIMATION, 7-8 WEEKS
1 Day	Kick-off call and creative brief
3-4 Days	Moodboard prep and presentation from GRAPHEK
2 Days	Content outline to GRAPHEK
8-10 Days	Motion script + storyboard overview from GRAPHEK
2 Days	Script approval/edits to GRAPHEK
3-5 Days	Final script + music selection from GRAPHEK
2 Days	Approval to GRAPHEK
2 Days	Voice-over narration from GRAPHEK
2 Days	Voice-over feedback to GRAPHEK
10 Days	Motion deliverable from GRAPHEK
2 Days	Motion edits to GRAPHEK
3-5 Days	Final motion video from GRAPHEK

Adjustments in time line to accommodate longer review and edit time will affect the completion/delivery date.

GRAPHEK.COM

SAMPLE PRODUCTION SCHEDULE

GRAPHEK

8609 WESTWOOD CENTER DRIVE | SUITE 375
TYSONS CORNER, VA 22182 | 703.404.2838

SAMPLE SCHEDULE

90-SECOND VIDEO WITH FILMING & EDITING, 6-7 WEEKS

1 Day	Kick-off call and creative brief
2 Days	Content outline to GRAPHEK
8-10 Days	Script and storyboard from GRAPHEK
2 Days	Script approval/edits to GRAPHEK
3 Days	Final script from GRAPHEK
1-2 Days	Filming day(s)
5 Days	“Rough-cut” from GRAPHEK
5-7 Days	Editing by GRAPHEK
2 Days	Full Video from GRAPHEK
2-3 Days	Video edits to GRAPHEK
3 Days	Final Video from GRAPHEK

Adjustments in time line to accommodate longer review and edit time will affect the completion/delivery date.

SAMPLE PRODUCTION SCHEDULE

GRAPHEK

8609 WESTWOOD CENTER DRIVE | SUITE 375
TYSONS CORNER, VA 22182 | 703.404.2838

SAMPLE SCHEDULE

WEBSITE, 7-9 WEEKS

5 Days	Information Architecture and scheduling call with GRAPHEK
3 Days	Revised/final information architecture from GRAPHEK
5 Days	Wireframe and moodboard presentation with GRAPHEK
2 Days	Wireframe feedback to GRAPHEK
8-10 Days	Homepage and secondary page mockup presentation from GRAPHEK
5 Days	Revised mockup from GRAPHEK
2 Days	Mockup approval to GRAPHEK
8-12 Days	Full website design from GRAPHEK
2 Days	Website feedback to GRAPHEK
5 Days	Final website
2 Days	Final approval to upload to GRAPHEK
2-3 Days	Launch date

*Adjustments in time line to accommodate longer review
and edit time will affect the completion/delivery date.*

4A. CREATIVE SAMPLES

CREATIVE DESIGN

NEW YORK OFFICE OF FINANCIAL EMPOWERMENT
“Empowering New Yorkers” Financial Health Information Campaign
Client for 1 year

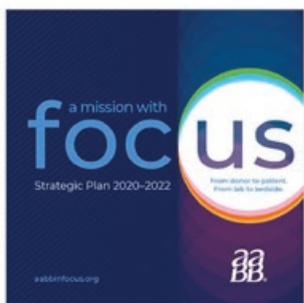
AWARD
2017 Bronze Excel
2016 Graphic Design USA



Project Components Include: Branding, informational brochures, custom illustrations, pocket folder, copywriting, letterhead template, infographics, and web banners

AABB (formerly known as the American Association of Blood Banks)
“A Mission with Focus” 2020–2022 Strategic Plan
 Client for 2 years

AWARD
 2020 Gold Excel
 2019 Bronze Trends All-Media



Project Components Include: Branding, brochure, social media posts, motion graphics, microsite (see page 31), video (view at <https://vimeo.com/411078229>), signage, buttons, copywriting, and exhibit booth display

COUNCIL OF INDEPENDENT COLLEGES (CIC) 2018–2019 Annual Report Client for 7 years



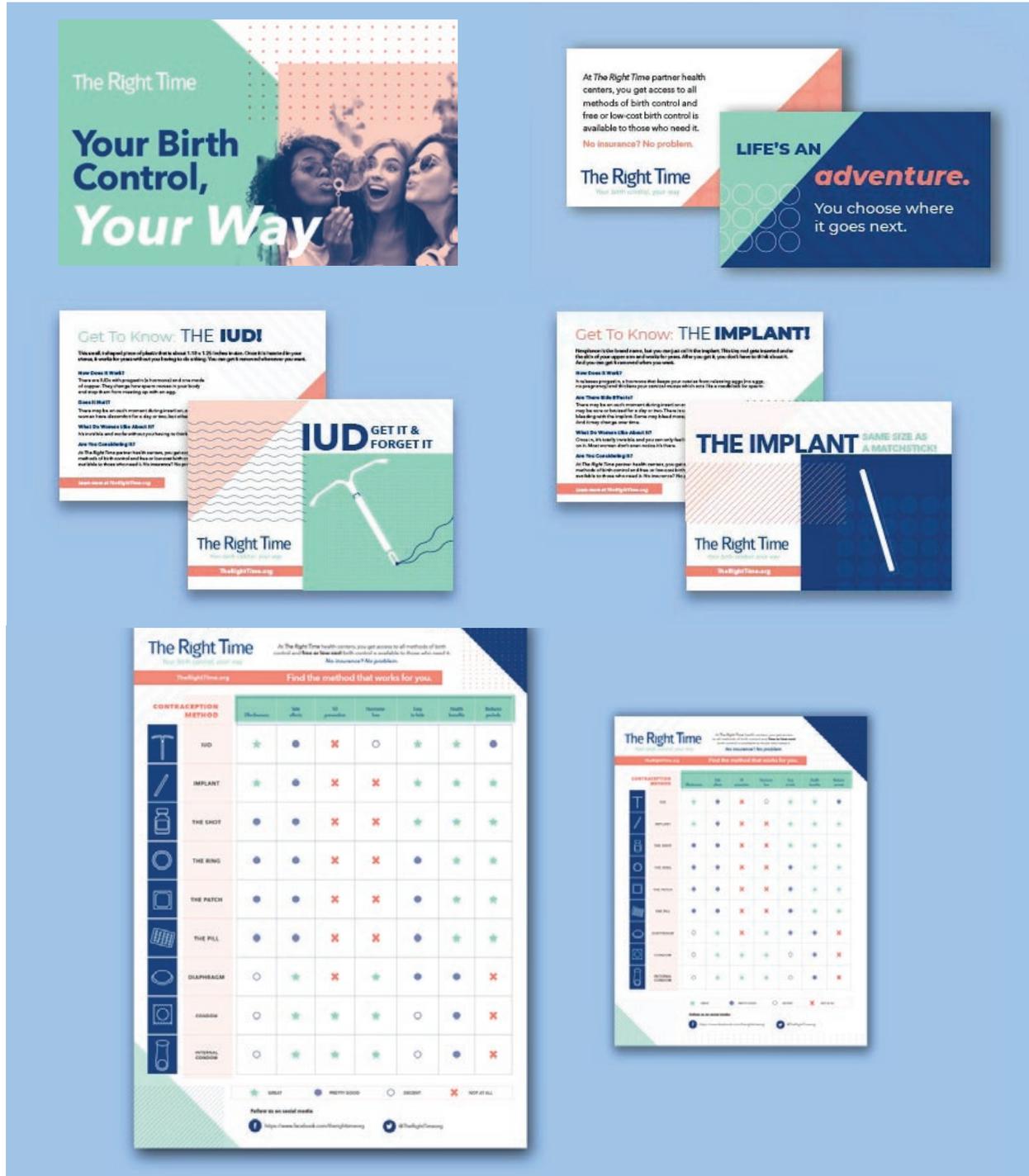
Project Components Include: Event photography, copywriting, proofreading, infographics, and press check

POWER TO DECIDE

(formerly known as the National Campaign to Prevent Teen and Unplanned Pregnancy)

“The Right Time” Campaign Collateral

Client for 8 years



Project Components Include: Branding, palm cards, postcards, posters, custom iconography, flyers, and social media graphics

NATIONAL PARKS CONSERVATION ASSOCIATION (NPCA)

“Win-Win: The Endangered Species Act & Our National Parks” Report

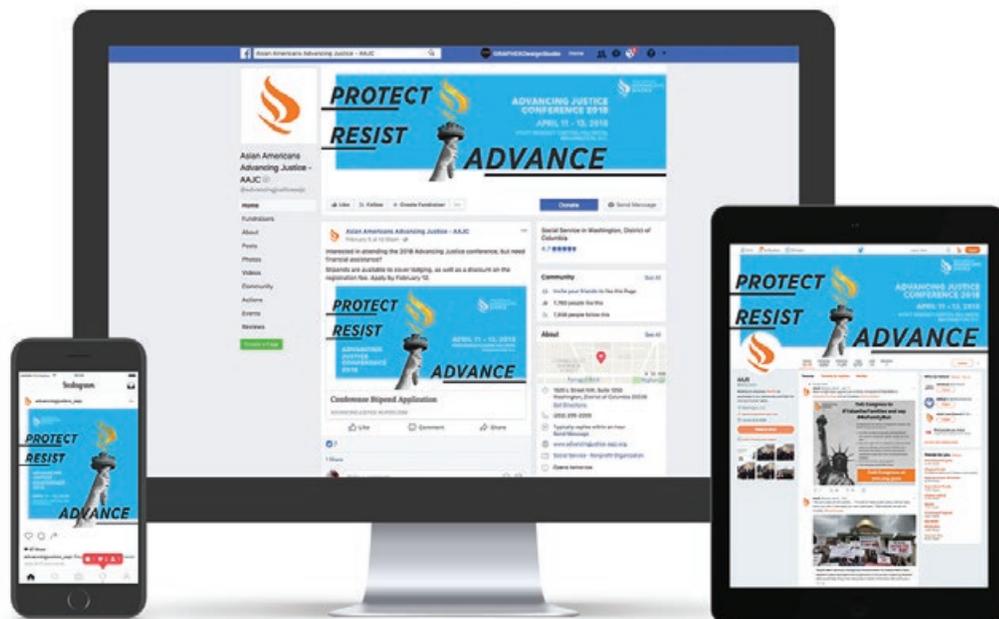
Client for 2 years

AWARDS
2019 Gold EXCEL Award
2019 Gold EXCEL Award



Project Components Include: Infographics and fold-out map with infographics

ASIAN AMERICANS ADVANCING JUSTICE (AAJC) Advancing Justice Conference Client for 21 years



Project Components Include: Branding, “Save the Date” postcard, conference program, social media banner ads, web banners, signage, and motion graphics (see page 77)

AMERICAN FORESTS

Corporate Sponsor Packet and Brand Guidelines

Client for 5 years

AWARD
2018 Silver Excel

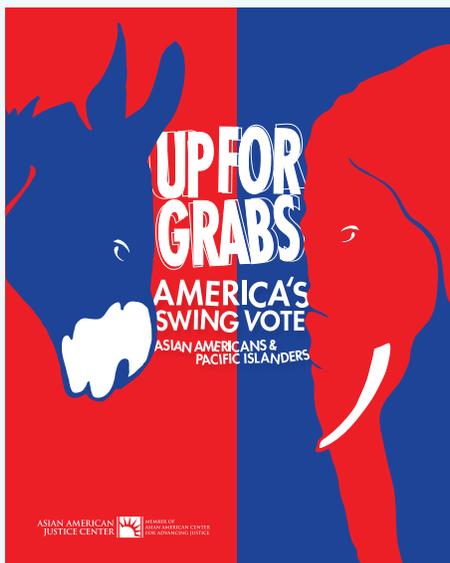


Project Components Include: Branding, brand guidelines, brochure, and customizable inserts

ASIAN AMERICANS ADVANCING JUSTICE (AAJC) "Up for Grabs" Voter Awareness Campaign Client for 23 years

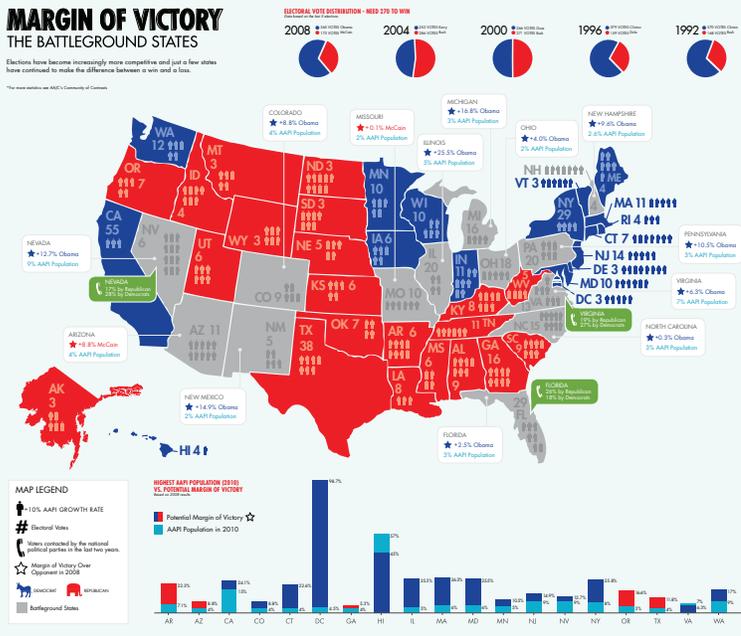
AWARDS

- 2015 Gold Excel
- 2014 Bronze Trends All-Media
- 2013 Graphic Design USA



MARGIN OF VICTORY THE BATTLEGROUND STATES

Elections have become increasingly more competitive and just a few states have continued to make the difference between win and a loss.



ASIAN AMERICANS & PACIFIC ISLANDERS ARE THE ULTIMATE SWING VOTERS

AAPIs are the fastest growing racial group in the U.S. outpacing all other minority groups. According to the 2010 Census, over 35 states had a 50% growth rate or higher.

TOP 10 STATES WITH THE HIGHEST GROWTH RATES



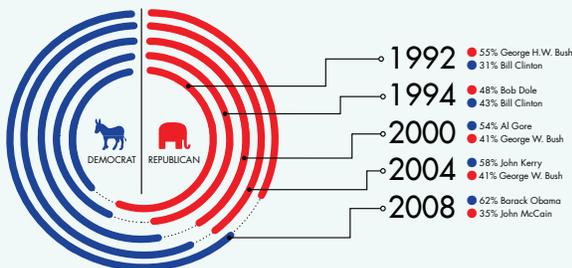
46% GROWTH FROM 2000 TO 2010 NATIONALLY

THERE ARE \approx 17 MILLION AAPIs IN THE U.S. **4/5** OF THE POLLED REGISTERED AAPI VOTERS SAID THAT THEY WERE "ALMOST CERTAIN TO VOTE" IN THIS UPCOMING ELECTION

AAPI voters could be the determining factor in the presidential and the congressional races. History shows that the AAPI vote has swung between Republican and Democratic presidential candidates.

PERCENTAGE OF AAPI VOTES IN THE LAST 5 ELECTIONS

Statistics according to NYTimes exit polls.

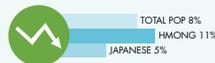


DEBUNKING THE MODEL MINORITY MYTH

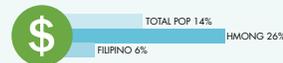
The AAPI community is not a monolithic one, and the issues that matter to them range from social and family values to small businesses and the economy.

AAPIs fall on every spectrum of unemployment, poverty rates, health care and education.

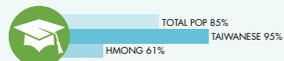
UNEMPLOYMENT RATE FOR THOSE 16 AND OLDER



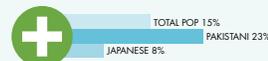
POVERTY RATES



EDUCATION - THOSE WITH A HIGH SCHOOL DEGREE OR HIGHER

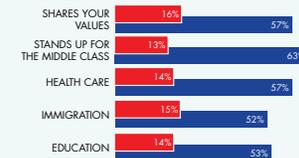


HEALTH CARE COVERAGE - UNINSURED



WHO'S BETTER ON THE ISSUES?

Values and Fairness



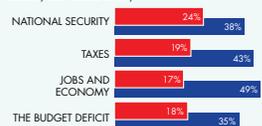
DEMOCRAT REPUBLICAN



As a whole AAPIs think that the Democrats are better on issues of values and fairness.

WHO'S BETTER ON THE ISSUES?

Economy and National Security



Democrats lose some ground on issues related to the economy and national security. Neither party has a plurality of support among the AAPI community.

Project Components Include: Custom illustrations, infographics, brochure, and poster

POWER TO DECIDE

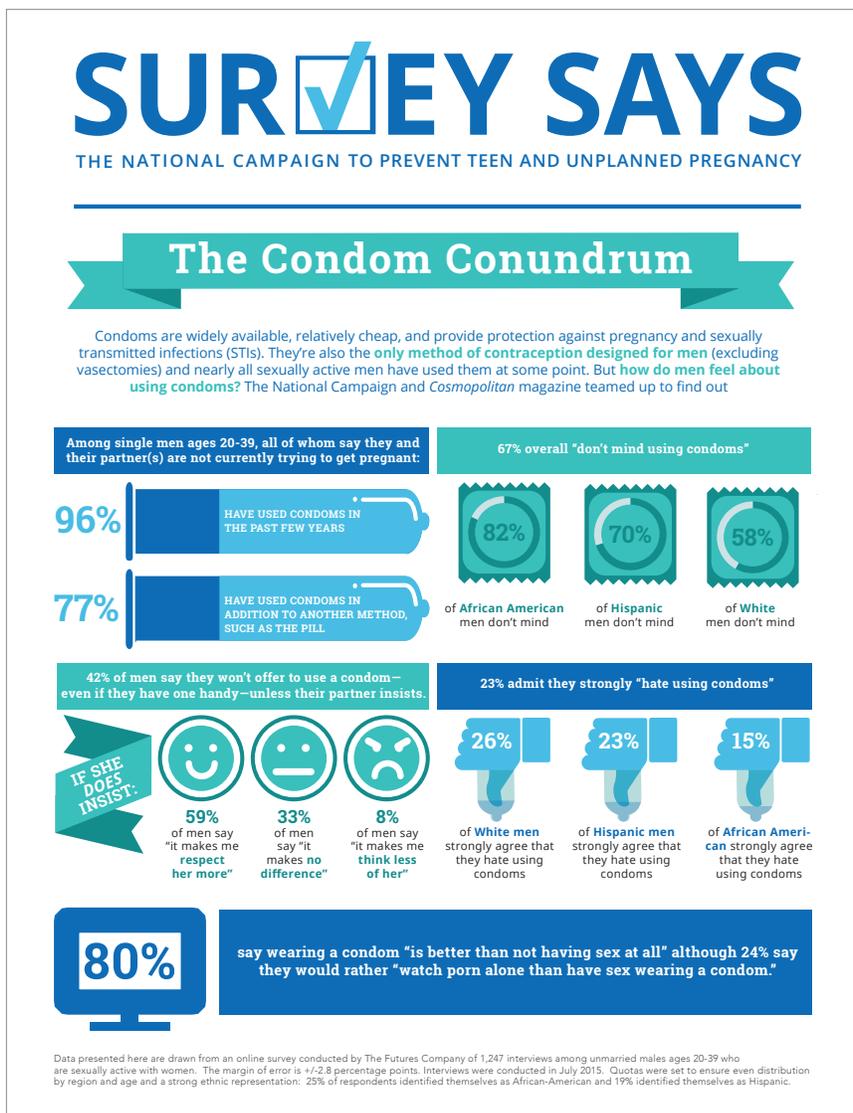
(formerly known as the National Campaign to Prevent Teen and Unplanned Pregnancy)

“Survey Says” Monthly Online Newsletter Campaign

Client for 7 years

AWARDS

- 2018 Silver Excel
- 2017 Gold Trends All-Media
- 2017 Silver Excel
- 2016 Graphic Design USA
- 2015 Graphic Design USA
- 2014 Graphic Design USA



(Click the above image to view motion graphic.)



(Click the above image to view motion graphic.)

Project Components Include: Newsletters, infographics, and motion graphics

POWER TO DECIDE

SURVEY SAYS

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

Unplanned Pregnancy and the Zika Virus

The Zika virus continues to garner much attention from the Centers for Disease Control and Prevention (CDC) and others concerned about the nation's health. Although the illness is usually mild with "symptoms lasting for several days to a week," Zika virus infection during pregnancy can cause serious birth defects.

Despite promising declines in unplanned pregnancy rates in recent years, 45% of pregnancies in the United States are still unplanned. With the CDC watching closely for cases of Zika in the U.S., it's more important than ever to provide comprehensive access to the full range of birth control methods.

Nearly 7 in 10 American adults say they know little or nothing about the Zika virus and, of those who know something about the virus, more than 70% know nothing about the sexual transmission of the virus according to the results of a new nationally representative survey of 2,032 adults age 18+.

Z How much do you know about the Zika virus?

Total	5% a lot
42%	37% a moderate amount
Total	47% a little
58%	11% nothing

K How much, if anything, do you know about the sexual transmission of the Zika virus? (Asked of those who know at least a little about the Zika virus?)

Total	3% a lot
23%	20% a moderate amount
Total	39% a little
77%	38% nothing

A As far as you know, can the Zika virus be passed from a pregnant woman to her baby during pregnancy?

75%	Yes
4%	No
21%	Don't know

Have concerns about the Zika virus caused you to change your sexual behavior or current birth control use in any way? (Asked of those who know Zika can be transmitted sexually?)

Sexual Behavior	Birth Control use
Yes 8%	Yes 8%
No 87%	No 87%
Don't know 4%	Don't know 4%

Data presented here are drawn from a national web survey, written by The National Campaign and conducted using Google Surveys, May 2017. Interviews were conducted among 2,032 respondents who volunteered to participate in Google online surveys and polls, and data are subsequently weighted to reflect the demographic composition of men and women ages 18 and older who are internet users. Google's reports state a margin of error of +/- 2.1% at the 95% confidence level, which provides a helpful indication of the variability in these results, however, we note that because the sample is based on those who initially self-selected for participation, this estimate sets on a specific set of statistical assumptions about the selected sample, rather than the standard methodology for random probability sampling. Numbers may not sum to 100% due to rounding.

SURVEY SAYS

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

New Polling from The National Campaign to Prevent Teen and Unplanned Pregnancy

The nation's **Title X** program provides free or low-cost birth control to people making \$30,000 a year or less who cannot otherwise afford it. **The federal Teen Pregnancy Prevention Program (TPPP)** and the **federal Personal Responsibility Education Program (PREP)** provide funding for programs that are proven to help teens delay sex, improve contraceptive use, and/or prevent pregnancy. New nationally representative public opinion survey data show that support for these programs is wide, deep, and bi-partisan.

In addition, the overwhelming majority of American adults believe teens should be getting more information about postponing sex and contraception rather than either/or and more than half believe more should be done to prevent teen pregnancy in their community.

75% of adults favor continuing the Title X Program.	85% of adults favor maintaining federal funding for the Teen Pregnancy Prevention Program and the Personal Responsibility Education Program.	79% of adults believe teens should receive more information about abstinence and birth control and sexually transmitted infection (STI) protection.
INCLUDING 66% of Republicans, 84% of Democrats	INCLUDING 89% of Democrats, 75% of Republicans	INCLUDING 81% of Democrats, 73% of Republicans
65% of adults believe publicly funded programs designed to prevent teen pregnancy should focus on providing teens with information on abstinence and birth control rather than either/or.	54% of adults believe that more should be done in their community to prevent teen pregnancy.	
INCLUDING 68% of Democrats, 57% of Republicans	INCLUDING 60% of Democrats, 49% of Republicans	

The data presented here are drawn from a nationally representative telephone survey conducted for The National Campaign by SSRS, an independent research company. Telephone interviews with 1,020 respondents age 18 and older took place January 6, 2017 and January 10, 2017. The margin of error for total respondents is +/- 3.7% at the 95% confidence level.

SURVEY SAYS

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

A RINGING ENDORSEMENT

For many, getting married and having children are two major life events. Seven in 10 Americans believe the events should happen in that order—marriage then children.

Regardless of race/ethnicity, most adults 18 and older think **CHILDREN SHOULD COME AFTER MARRIAGE.**

73%	WHITE
65%	HISPANICS
61%	BLACK/ NON-HISPANICS

DO YOU THINK PEOPLE SHOULD BE married before they have children?

70% ADULTS 18 AND OLDER SAY YES	27% ADULTS 18 AND OLDER SAY NO
63% ADULTS BETWEEN 18 TO 34 SAY YES	34% ADULTS BETWEEN 18 TO 34 SAY NO

Please visit www.TheNationalCampaign.org for more Survey Says results and for the report, **Knot Yet: The Benefits and Costs of Delayed Marriage in America.**

Data presented here are drawn from a national telephone survey conducted for The National Campaign by Social Science Research Solutions (SSRS.com), an independent research company. Interviews were conducted in March 2013 among a nationally representative sample of 1,014 respondents age 18 and older. The margin of error for total respondents is +/- 3.08% at the 95% confidence level.

SURVEY SAYS

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

UNDER PRESSURE

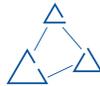
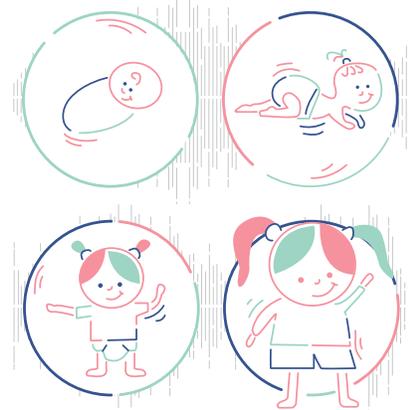
TOO MANY TEENS say they have been **PRESSURED** to do something sexual that made them uncomfortable or took them farther sexually than they wanted to go.

WHO FEELS SEXUAL PRESSURE?

17% ALL TEENS 13-17	21% TEENS GIRLS 13-17	24% 17-YEAR-OLD TEEN GIRLS
		20% BLACK NON-HISPANIC TEENS
		18% WHITES
		12% HISPANICS

Data presented here are drawn from a national telephone survey conducted for The National Campaign by Social Science Research Solutions, an independent research company. Interviews were conducted in January and February 2014 among a nationally representative sample of 500 teens age 13-17. The margin of error for total respondents is +/- 4.4% of the 95% confidence level.

Sample Custom Iconography



Network



Groups and Networks



Regions, Sections
and Divisions



Global Networks



Advance



News



Official Statement



Volunteer



Governance



Vote



Career Center



Awards



Abstract Archive



Journals/Publications



Newsletters



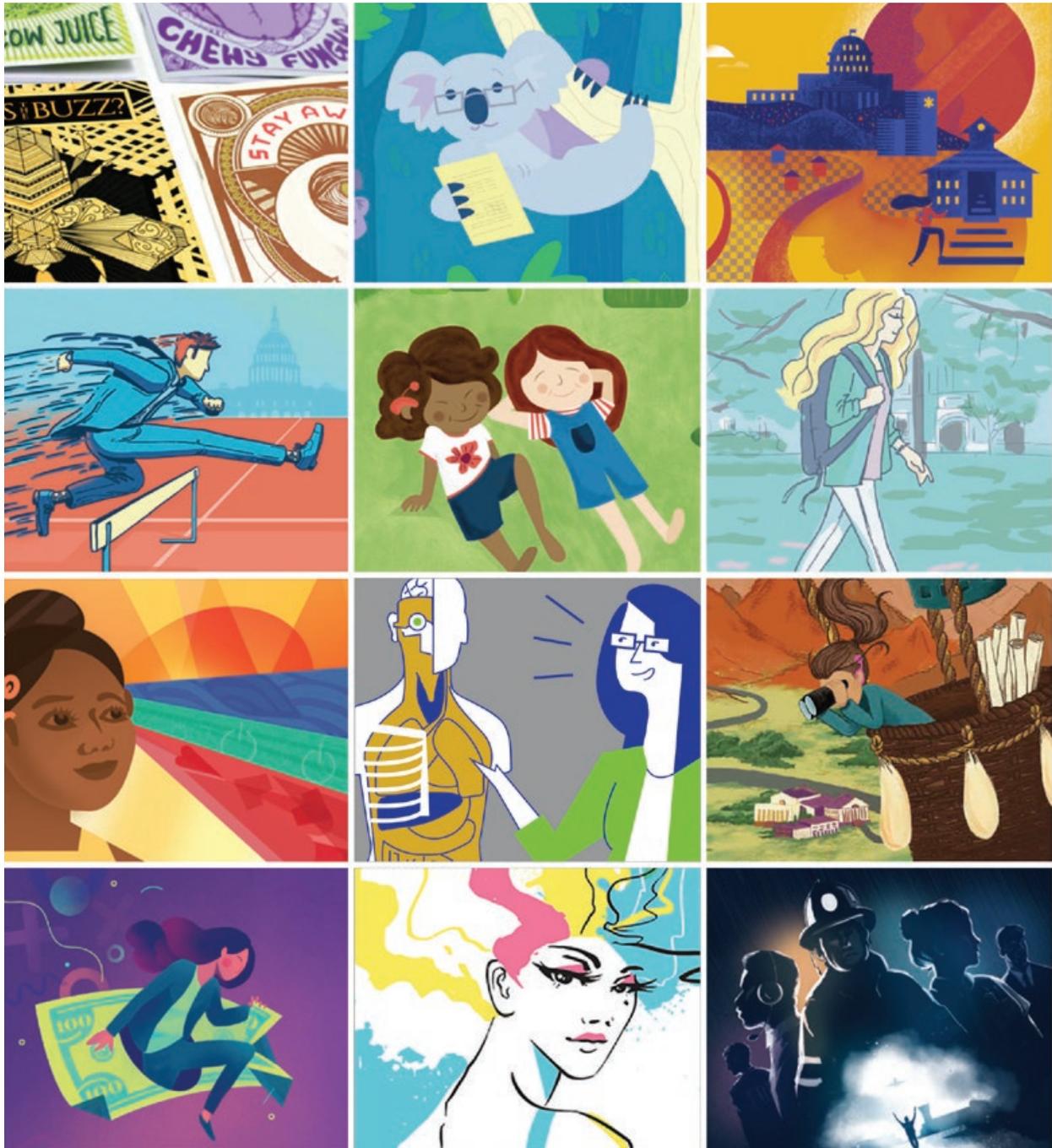
Wiley Books
Discount



IADR On-Demand
CE Library



Sample In-House Illustration Styles



4B. CREATIVE SAMPLES

WEB DESIGN AND PRODUCTION

ASSOCIATION OF COMMUNITY CANCER CENTERS

Lung Cancer Assessment Website & Program Design

Client for 13 years

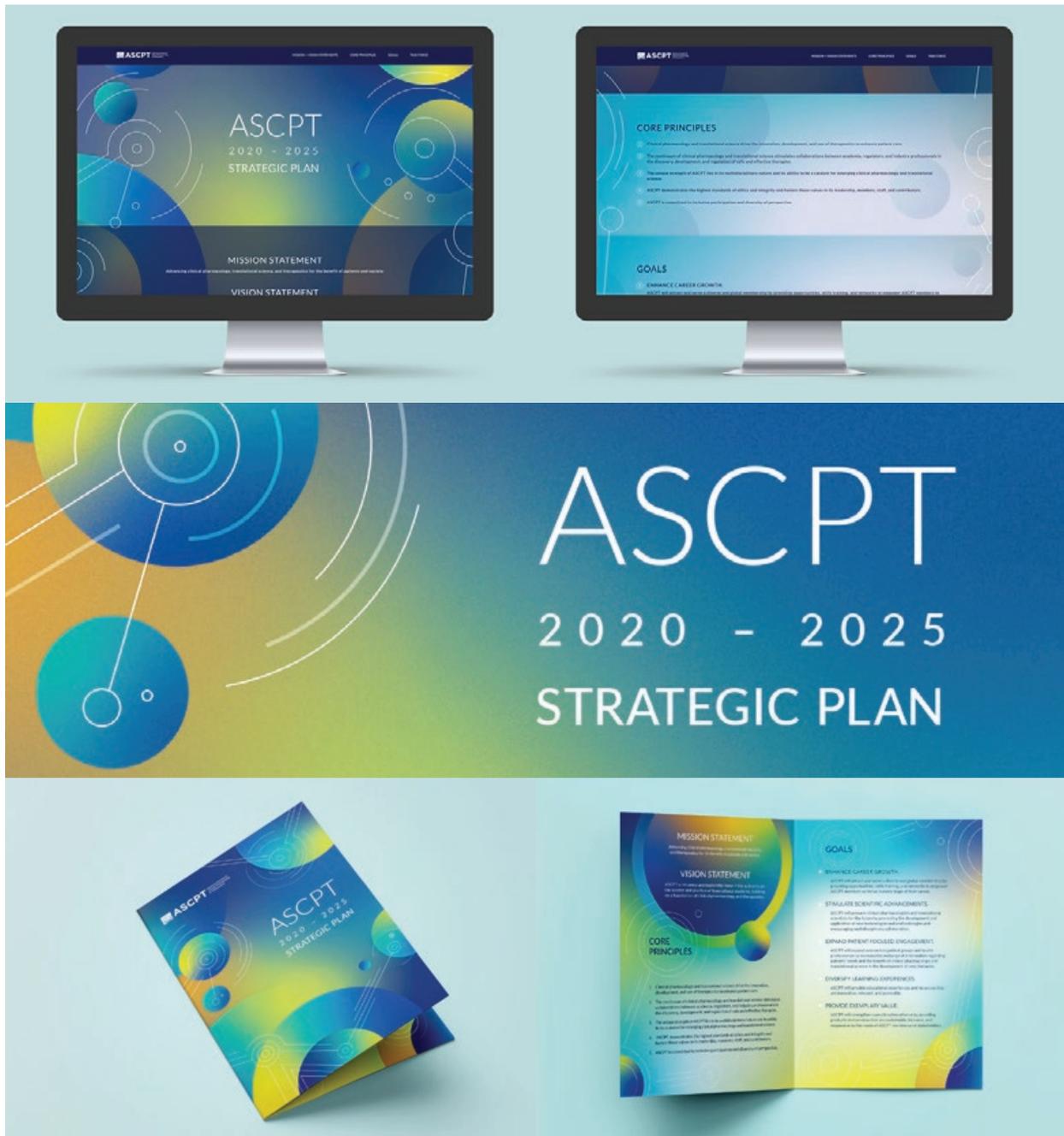


Click to view website: <https://www.accc-cancer.org/projects/improving-care-coordination/overview/>
(Please note: Log-in information for the actual assessment module shown above is available upon request.)

Additional Project Components: Magazine feature article spread, final report, print ads, social media ads, print and digital report, and brochure

AMERICAN SOCIETY FOR CLINICAL PHARMACOLOGY AND THERAPEUTICS (ASCPT)

2020–2025 Strategic Plan Microsite
Client for 7 years



Click to view website: https://www.graphek.com/portfolio_page/ascpt-5-year-strategic-plan/
(Please note: Log-in information for the actual report is behind the member firewall and only available upon request.)

Additional Project Components: Custom branding, motion graphics, and brochure

WORLD BANK COMPLIANCE ADVISOR OMBUDSMAN (CAO)

“Reflections From Practice” Website, Report Series, and Logo
Client for 3 years

AWARDS

2019 Silver Excel

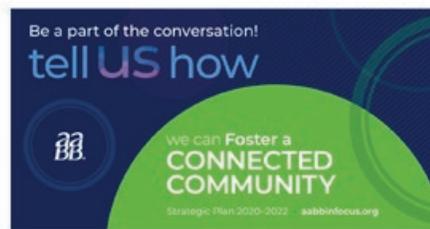


Click to view website: <http://www.cao-dr-practice.org/>

Additional Project Components: Three reports, logo series, motion graphics, and color palette (view at https://www.graphek.com/portfolio_page/cao-reflections-from-practice/)

AABB (formerly known as the American Association of Blood Banks)
“A Mission with Focus” Strategic Plan Microsite
Client for 2 years

AWARDS
2020 Gold Excel



Social media announcement graphics were designed for each of the four campaign pillars to market the launch of the new site.

Click to view website: <http://aabbinfocus.org/>

Additional Project Components: Branding (see page 17), brochure, social media posts, motion graphics, video (view at <https://vimeo.com/411078229>), signage, buttons, copywriting, and exhibit booth display

AMERICAN FORESTS

“Year in Review” Annual Report Microsite

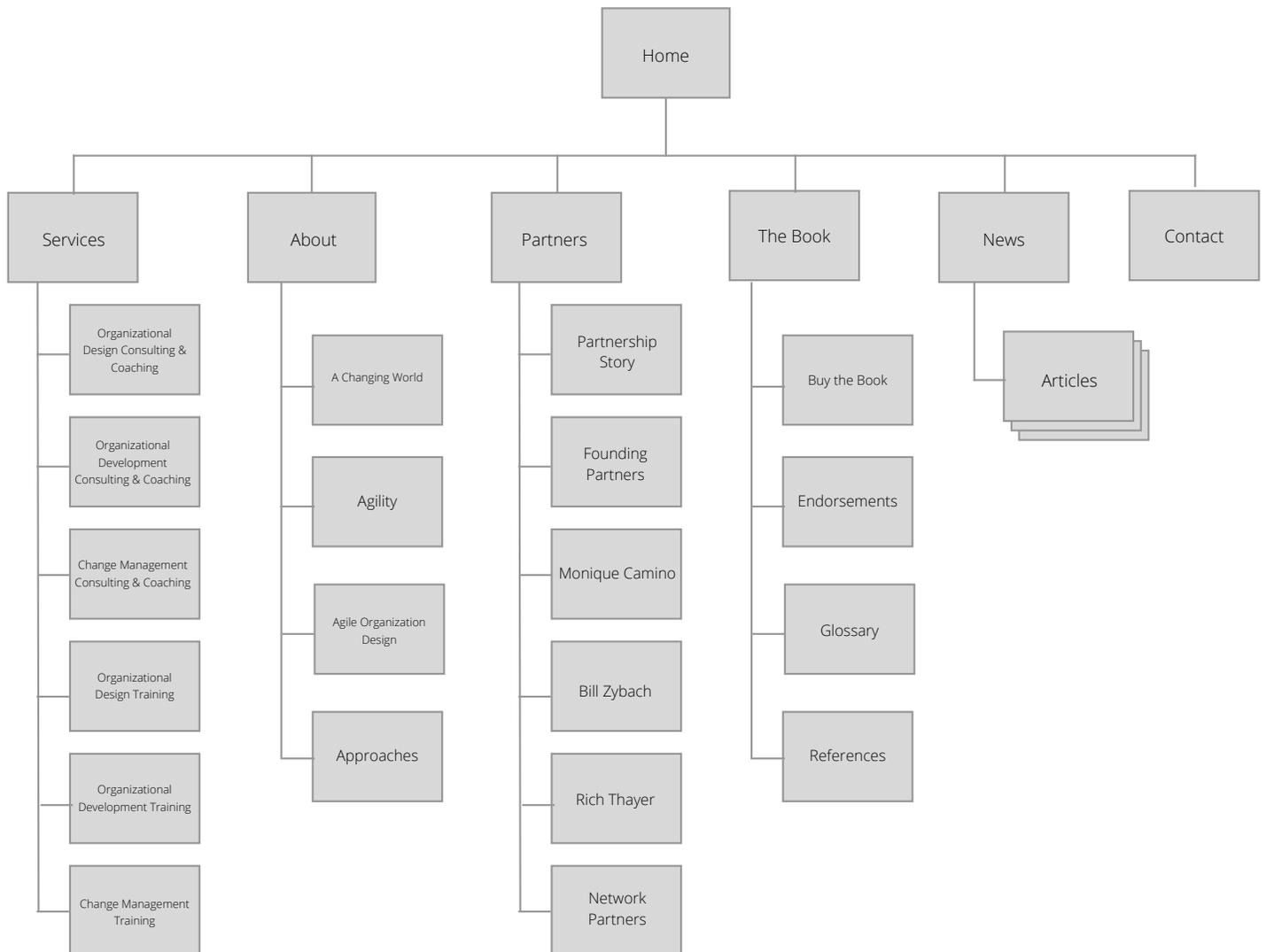
Client for 5 years



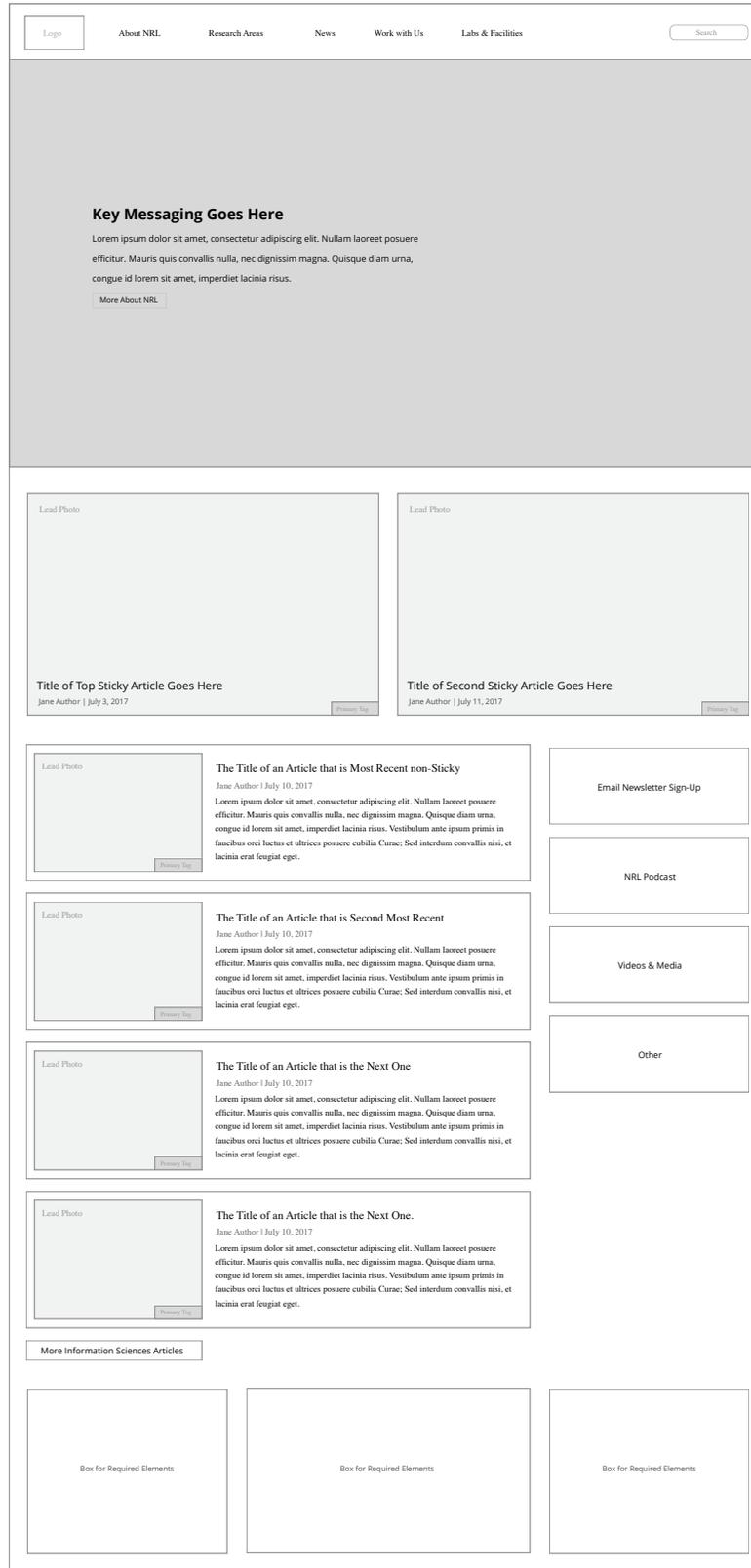
Click to view website: <https://www.americanforests.org/2019-year-in-review/>

Additional Project Components: Gate-fold brochure, infographics, and iconography

Sample Site Map



Sample Wireframes



SAMPLE WIREFRAMES

Logo
About NRL
Research Areas
News
Work with Us
Labs & Facilities
Search

NRL / Systems / Information Technology Division

Information Technology Division (5500)

Navigation to Division Content

Present sodales dui risus, molestie laoreet erat scelerisque in. Nullam aliquam ac ipsum sit amet dictum. Pellentesque eget sagittis augue. Ut et pharetra nulla. Nulla tempor quam turpis, pellentesque laoreet enim bibendum ut. Aenean feugiat vestibulum tincidunt. Etiam auctor eros in tunc semper fringilla. Curabitur a auctor sed nuncque eleifend scelerisque et mollis massa. Vestibulum ac eros purus. Quisque consequat, nisl eget iaculis vulputate, lorem turpis facilisis ex, in lacinia justo quam quis felis. Etiam posuere mauris at hendrerit convallis. Proin venenatis finibus vulputate. Maecenas eget consequat arcu. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut sit amet ultrices sapien. Suspendisse id vulputate est, at ultrices urna.

Sed gravida porta accumsan. Sed in lectus in ante elementum ullamcorper. Nam egestas hendrerit neque, nec varius purus consetetur ex. Aenean turpis tortor, venenatis nec tristique eget, elementum in nulla. Phasellus aliquet maximus odio ac euismod. Pellentesque volutpat consequat mauris, quis condimentum purus venenatis vel. Pellentesque posuere tristique mi, nec molestie enim portitor sed. Vestibulum euismod tortor quam, ac lobortis ante vehicula at. Nullam finibus euismod elit quis aliquet. Quisque venenatis non velli ac dictum.

Free Space Photonic Communications Office (5505)
Adversarial Modeling and Exploitation Office (5508)
Navy Center for Applied Research in Artificial Intelligence (5510)
Networks and Communication Systems Branch (5520)
Center for High Assurance Computer Systems (5540)
Transmission Technology Branch (5550)
Information Management and Decision Architectures Branch (5580)
Center for Computational Science (5590)

Lead Photo

The Title of an Article that is Tagged for this Section.
Jane Author | July 10, 2017
Lorem ipsum dolor sit amet, consetetur adipiscing elit. Nullam laoreet posuere efficitur. Mauris quis convallis nulla, nec dignissim magna. Quisque diam urna, congue id lorem sit amet, imperdiet lacinia risus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed interdum convallis nisi, et lacinia erat feugiat eget.

Lead Photo

The Title of an Article that is Tagged for this Section.
Jane Author | July 10, 2017
Lorem ipsum dolor sit amet, consetetur adipiscing elit. Nullam laoreet posuere efficitur. Mauris quis convallis nulla, nec dignissim magna. Quisque diam urna, congue id lorem sit amet, imperdiet lacinia risus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed interdum convallis nisi, et lacinia erat feugiat eget.

More Information Technology Division Articles

Mission

History

Footer

Logo
About NRL
Research Areas
News
Work with Us
Labs & Facilities
Search

Institute for Nanoscience

Caption for landing page photo.

Navigation to Nanoscience Content

The Institute for Nanoscience conducts highly innovative, interdisciplinary research at the intersections of the fields of materials, electronics and biology in the nanometer size domain.

The Institute exploits the broad multidisciplinary character of the Naval Research Laboratory in order to bring together scientists with disparate training and backgrounds to attack common goals at the intersection of their respective fields at this length scale.

The objective of the Institute's programs is to provide the Navy and the DoD with scientific leadership in this complex, emerging area and to identify opportunities for advances in future Defense technology.

Fluorescence Lifetime Microscopy Facility

E-Beam Metrology Laboratory

Scanning Electron Microscope

Transmission Electron Microscope Laboratory

Nanofabrication Class 100 Clean Room

Dip-Pen Nanolithography

Focused Ion Beam

Multiprobe STM Instrument Lab

Atomic Force Microscope

Lead Photo

The Title of an Article that is Tagged for this Facility.
Jane Author | July 10, 2017
Lorem ipsum dolor sit amet, consetetur adipiscing elit. Nullam laoreet posuere efficitur. Mauris quis convallis nulla, nec dignissim magna. Quisque diam urna, congue id lorem sit amet, imperdiet lacinia risus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed interdum convallis nisi, et lacinia erat feugiat eget.

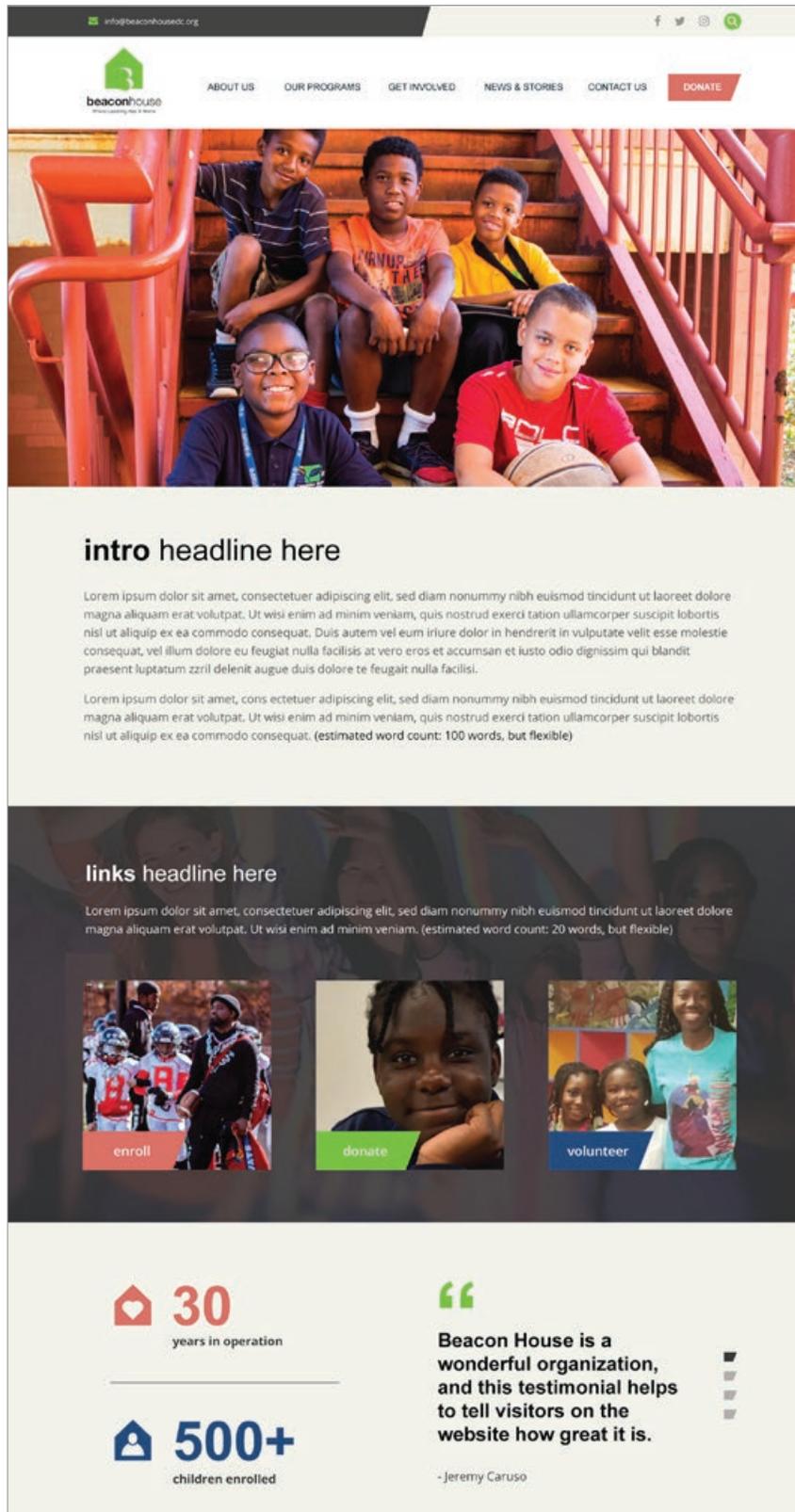
Lead Photo

The Title of an Article that is Tagged for this Facility.
Jane Author | July 10, 2017
Lorem ipsum dolor sit amet, consetetur adipiscing elit. Nullam laoreet posuere efficitur. Mauris quis convallis nulla, nec dignissim magna. Quisque diam urna, congue id lorem sit amet, imperdiet lacinia risus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed interdum convallis nisi, et lacinia erat feugiat eget.

More Institute of Nanoscience Articles

Footer

Sample Website Mockup



4C. CREATIVE SAMPLES

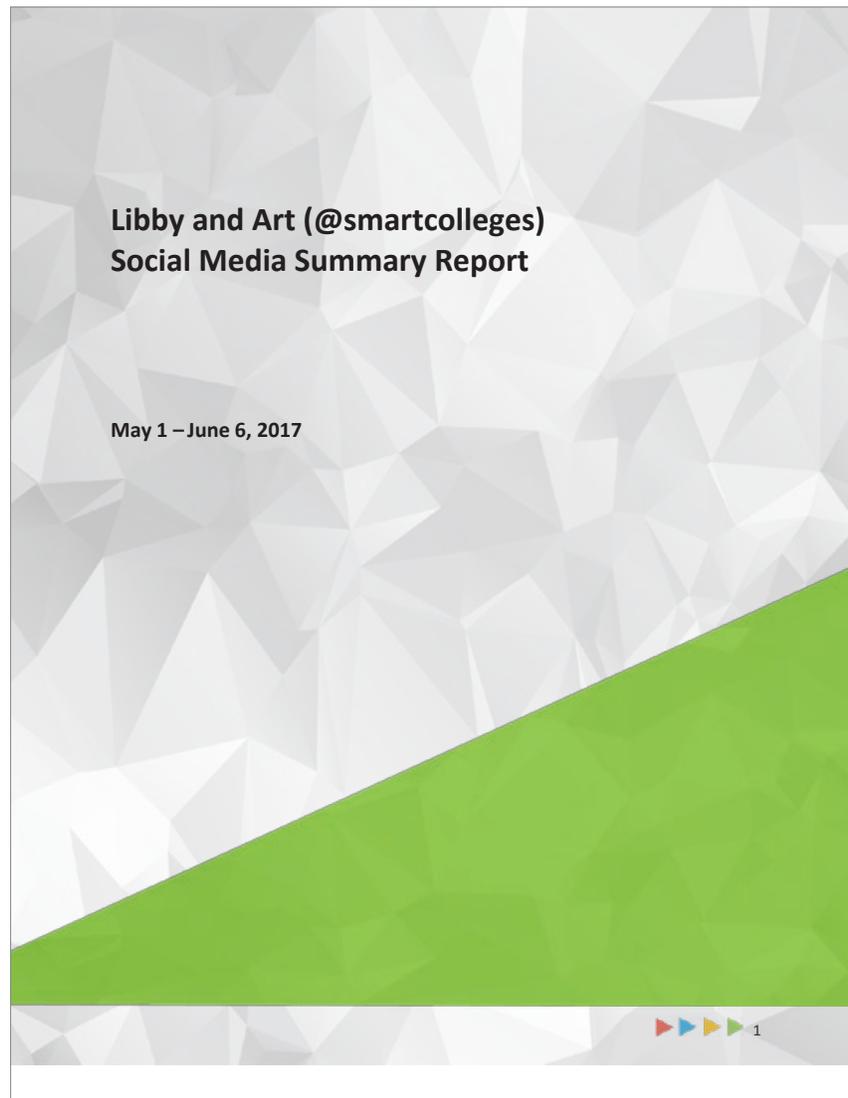
COPYWRITING, PROOFREADING, AND COPYEDITING

COUNCIL OF INDEPENDENT COLLEGES (CIC)
“Power of Liberal Arts” Public Information Campaign—Social Media
Client for 7 years

AWARDS

2016 Silver Anvil

2015 Gold Excel (2)



PROMOTIONAL WRITING: CIC

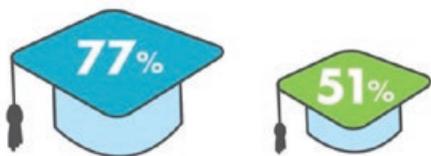
Twitter

Since May 1, we developed **36** unique tweets and engaged with followers or those talking about the liberal arts more than **32** times. @SmartColleges gained **26** followers since the last report, adding up to a total of **5,495** followers. [Green rectangle shows retweets and likes for each post].

Examples of Engagement:

First-generation students are more likely to graduate on time from private colleges. #LiberalArts

ARE MORE LIKELY TO
GRADUATE ON TIME
— FROM PRIVATE COLLEGES —



Aren't critical thinking skills more practical than training in a specific skill that may be obsolete almost upon graduation? #LiberalArts

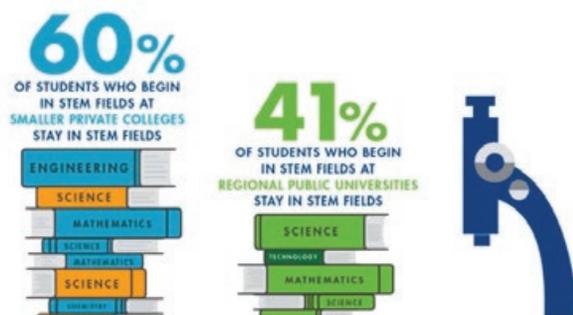


PROMOTIONAL WRITING: CIC

 **Libby and Art @SmartColleges**
May 24

Students persist in STEM majors at private colleges.
#LiberalArts

— IN STEM MAJORS AT PRIVATE COLLEGES —



  11  13  

 **Libby and Art @SmartColleges**
May 26

Perks of hiring a liberal arts graduate: critical thinking skills, independent judgment and a taste for lifelong learning. #LiberalArts

  45  74  

 **Libby and Art @SmartColleges**
6 days ago

A majority of employers believe a student's ability to think critically and solve complex problems is more important than his or her major.

  40  49  

    3

PROMOTIONAL WRITING: CIC



Libby and Art @SmartColleges

4 days ago

Skills employers want in new employees: A. Problem-solving B. Creativity C. Clear written/oral expression D. Teamwork ✓ E. All of the above



23



35



Libby and Art @SmartColleges

3 days ago

And for those who are confused: The word "liberal" in liberal arts doesn't refer to politics. More here: liberalartspower.org

BLACKBIRD @blackbirdsdance

Why only LIBERAL arts colleges? Why no CONSERVATIVE arts colleges? Balance is a bad thing in the educational system?



17



29



PROMOTIONAL WRITING: CIC

 **Libby and Art** @SmartColleges
2 days ago

Employers look for students with broad #liberalarts knowledge.



 **Libby and Art** @SmartColleges
1 day ago

And good thing you have such a promising future ahead of you! 😊 Give us a follow and check out our website -- > liberalartslife.org

Laura Rice @lauraheartsrice
I love it when I tell people I'm a liberal arts major & they say it's unwise..... good thing your opinion doesn't matter in the least lmao



PROMOTIONAL WRITING: CIC



Libby and Art @SmartColleges

May 16

FACT: Liberal arts majors do get jobs because they possess the skills that employers say they want most #LiberalArts



19



33



Liberal Arts Talk

Between May 1st at 1am and June 6th at 3pm there were **3,345** mentions. **1,884** of these were original mentions reaching a potential audience of **22,655,014**. In addition, 1,328 unique profiles made a total of **1,461** reshares spreading the mentions to an additional **10,998,103** people.

The top Influencer, [Business Insider](#) with **1,933,950** followers and an influencer Score of **93**, posted once between May 1st at 1am and June 6th at 3pm. The most active author, [jShimmy Loo](#), an active Twitter user who has **9,032** followers and an Influencer Score of **42**, posted **42** times during the same period.

Sentiment

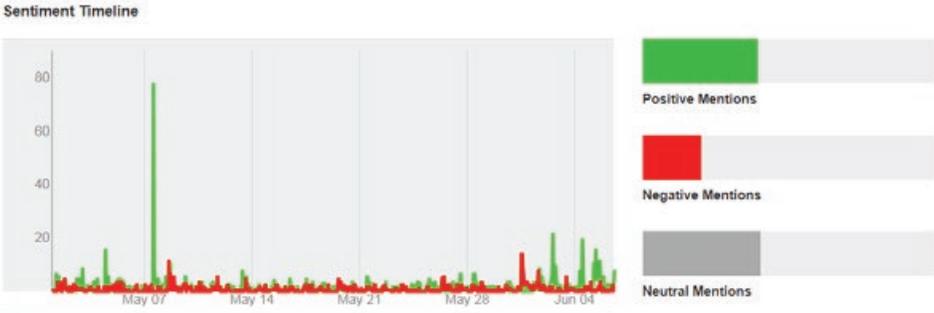
Of **3,345** mentions analyzed between May 1st at 1am and June 6th at 3pm, approximately **1,323** mentions (40%) were positive, and **673** mentions (20%) were negative. 1,349 mentions (40%) were classified as neutral, or not very emotional in either direction. This report shows an increase of positive and a decrease of negative sentiment towards the Liberal Arts.

The graph below clearly illustrates that since the campaign started, spikes of negative mentions (designated in red) occur less often and have smaller spikes. In addition, the positive mentions occur far more often and almost always exceeds the negative mentions. May 7 was a significantly positive day because of a graduation speech from 2005 that went viral. There were 91 mentions of “best graduation speech” and 99 mentions of the concept “2005 address championing the liberal arts might be the best graduation speech of all time.” (David Foster Wallace, Kenyon College).

The most frequently used positive emotions were **best graduation speech, yes, love, gains** and **important**. The most frequently used negative emotions were **useless, hell, hate, debt** and **confusing a** building**.

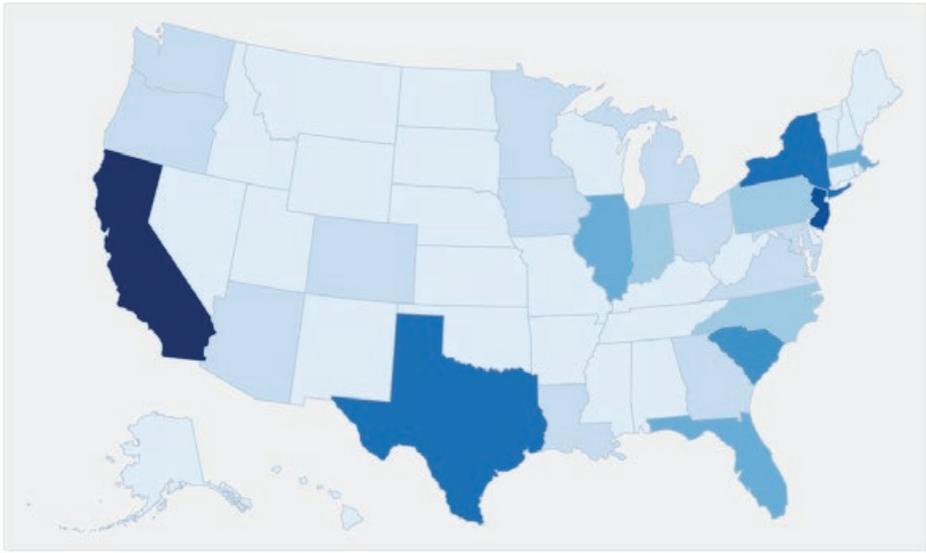


PROMOTIONAL WRITING: CIC



Location

2,037 mentions were analyzed between May 1st at 1am and June 6th at 3pm which were either geo-tagged at a specific location or were associated with a particular location based on the person's bio. Most of the conversation (7%) originated from **California**.



PROMOTIONAL WRITING: CIC

#liberalarts #consider, #liberalarts useless, #liberalarts #useless, #liberalarts succeed, #liberalarts #succeed, #liberalarts decide, #liberalarts #decide, #liberalarts useful, #liberalarts #useful, #liberalarts What is, #liberalarts #Whatis, #liberalarts expensive, #liberalarts #expensive, #liberalarts #love #small, #liberalarts #love small, #liberalarts love #small, #liberal #arts love, #liberal #arts #love, #liberal #arts hate, #liberal #arts #hate, #liberal #arts need, #liberal #arts #need, #liberal #arts value, #liberal #arts #value, #liberal #arts job, #liberal #arts #job, #liberal #arts humanities, #liberal #arts #humanities, #liberal #arts support, #liberal #arts #support, #liberal #arts choose, #liberal #arts #choose, #liberal #arts best, #liberal #arts #best, #liberal #arts success, #liberal #arts #success, #liberal #arts important, #liberal #arts #important, #liberal #arts cost, #liberal #arts #cost, #liberal #arts debt, #liberal #arts #debt, #liberal #arts worth, #liberal #arts #worth, #liberal #arts choice, #liberal #arts #choice, #liberal #arts black, #liberal #arts #black, #liberal #arts decision, #liberal #arts #decision, #liberal #arts consider, #liberal #arts #consider, #liberal #arts useless, #liberal #arts #useless, #liberal #arts succeed, #liberal #arts #succeed, #liberal #arts decide, #liberal #arts #decide, #liberal #arts useful, #liberal #arts #useful, #liberal #arts What is, #liberal #arts #Whatis, #liberal #arts expensive, #liberal #arts #expensive, #liberal #arts #love #small, #liberal #arts #love small and #liberal #arts love #small between May 1st at 1am (Eastern Daylight Time) and June 6th at 3pm (Eastern Daylight Time).

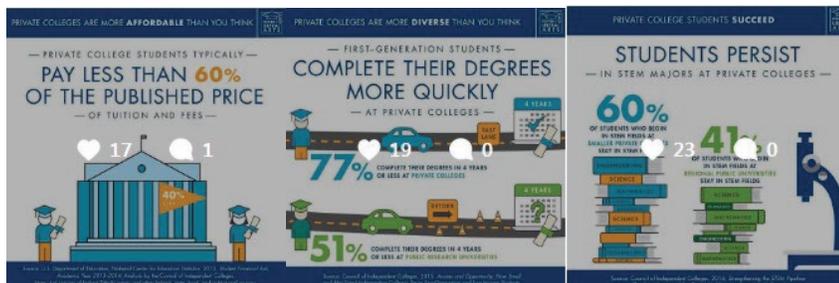
Topic Keyword Frequency		
#	Keyword	Mentions
01	liberal arts need	476
02	liberal arts job	453
03	liberal arts humanities	367
04	liberal arts best	320
05	liberal arts value	201
06	liberal arts black	196
07	liberal arts useless	182
08	liberal arts love	137
09	liberal arts debt	93
10	#liberalarts need	82

PROMOTIONAL WRITING: CIC

Instagram

We posted 3 photos and gained 2 followers (May 1 – June 6). We now have a total of 261 followers.

Top three Instagram Posts:



Post highlighting Kalamazoo College:



smartcolleges
Kalamazoo, Michigan Follow

smartcolleges #LiberalArts school spotlight: @KalamazooCollege is one of the nation's 100 oldest colleges and universities. K was founded by visionary Baptists in 1833 as The Michigan and Huron Institute. More than 1,400 students from 43 states and 32 counties go to the school 35 miles from Lake Michigan and about 140 miles from both Detroit and Chicago. K ranks in the top five percent in Ph.D. productivity among all U.S. colleges and universities. #KalamazooCollege @kzooadmission #SmartColleges

12 likes
APRIL 8

Add a comment...



PROMOTIONAL WRITING: CIC

Facebook

We posted 11 times on Facebook and continue to see our posts reach hundreds, if not thousands, of users.

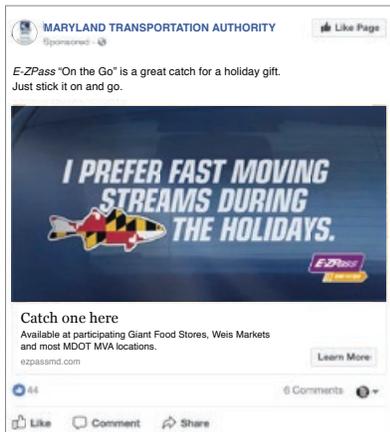
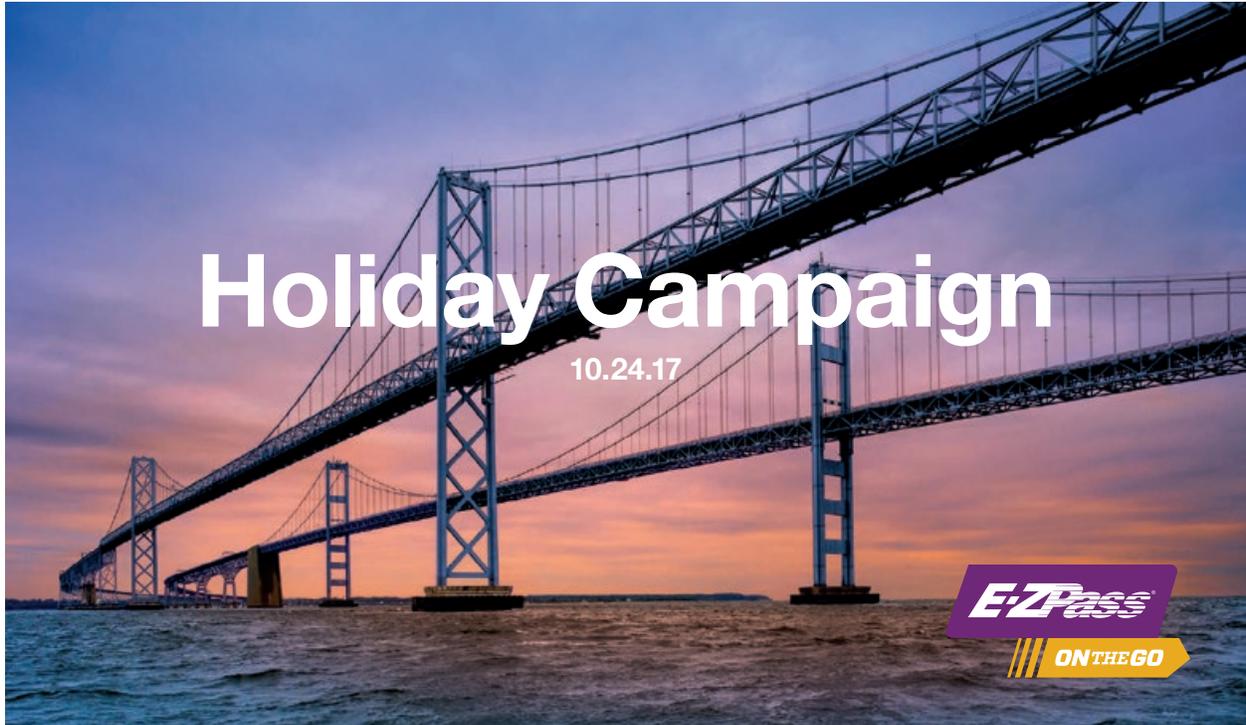
Published	Post	Type	Targeting	Reach	Engagement	Promote
06/06/2017 10:58 am	"The privilege of a liberal arts education has enabled me to see c			51	0 0	Boost Post
06/04/2017 5:51 pm	"Those of us who teach and study are aware of what these areas			355	13 9	Boost Post
06/03/2017 9:04 am	"Humanities graduates have learned to ask the right questions an			1.3K	49 27	Boost Post
05/30/2017 2:53 pm	"The best way to keep ahead of AI-driven automation is to beco			1.1K	42 35	Boost Post
05/25/2017 11:03 am	"Anthropology majors become judges or lawyers. Geography maj			197	8 9	Boost Post
05/18/2017 1:29 pm	A few days after New York State approved its "free tuition" plan in			362	14 5	Boost Post
05/16/2017 10:28 am	"Anthropology majors become judges or lawyers. Geography maj			3.7K	266 99	Boost Post
05/10/2017 10:12 am	Timeline Photos			1.1K	8 11	Boost Post
05/06/2017 6:06 pm	Power of Liberal Arts shared Inc. Magazine's post.			557	43 2	Boost Post
05/04/2017 10:10 am	"This is what inspires a biology major to take an ethics class or			483	26 22	Boost Post
05/02/2017 6:21 am	"Business is the most popular undergraduate major in the countr			5.4K	243 122	Boost Post
04/30/2017 9:08 am	"As I entered the work of employment, I realized how valuable m			1.4K	75 49	Boost Post
04/26/2017 1:58 pm	"In an increasingly automated world, it is the qualities that make			696	23 36	Boost Post

Notable statistics:

- Increased page likes by 27 likes
- Total impressions: 24,234
- Average of 23 engaged users per day, with the highest being 224 on May 2

EZ PASS

Copywriting/Advertising/Marketing: 2017 Holiday Advertising Campaign Pitch
Client for 3 years



Frame 1



Frame 2



Frame 3

COPYWRITING/ADVERTISING/MARKETING: EZ PASS

Direction 2

BECAUSE LIFE'S TOO SHORT TO SIT IDLE.

GIFT 'EM AN E-ZPASS® FOR SAVINGS OF 25% OR MORE ON TOLLS.

E-ZPass ON THE GO

ezpassmd.com

A GIFT THAT'S SURE TO MOVE THEM.

E-ZPass ON THE GO

LEARN MORE

SAVE 25% OR MORE ON TOLLS WITH A PRE-LOADED TRANSPONDER TODAY!

E-ZPass ON THE GO

LEARN MORE

MARYLAND TRANSPORTATION AUTHORITY

Gift 'em an E-ZPass. Save 25% or more on tolls with a pre-loaded "On The Go" transponder today!

THE HOLIDAYS CAN REALLY TAKE A TOLL.

Because life's too short to sit idle.

ezpassmd.com

Like Comment Share

Radio :30

SFX: Sounds from within a busy grocery store throughout

VO: Let's face it, all the hustle and bustle and back and forth of the holidays can really take a toll.

That's why there's *E-ZPass*® "On-the-Go". With *E-ZPass*®, you can keep things moving and save 25% or more on tolls—with no monthly fees.

E-ZPass® isn't just the perfect travel companion, it's the perfect gift! Give one to everybody on your list and see just how "moved" they'll be.

Pre-loaded "On The Go" transponders are available at Giant Food Stores, Weiss Markets, and most MVA locations. Visit *E-ZPassMD* dot com today—Because life's too short to sit idle. Some restrictions apply.

Alternative line:

Get a transponder with a pre-paid toll balance of \$25 that's ready for immediate use. Available at participating Giant Food Stores, Weis Markets and most MDOT MVA locations. Some restrictions apply.

COPYWRITING/ADVERTISING/MARKETING: EZ PASS



ALTERNATE FACEBOOK POST

Call an E-ZPass® audible.
Give the gift of speed. Save 25% or more with a pre-loaded "On The Go" transponder today.

ALTERNATE TWITTER POST

Get a solid quarter back.
(Save 25% or more on tolls.)
This season, gift your favorite receivers with a pre-loaded "On The Go" transponder.



HAND OFF THE PERFECT HOLIDAY GIFT.

Frame 1

This season, run with *E-ZPass®* and save 25% or more on tolls with a \$25 pre-loaded "On The Go" transponder

Frame 2



AVAILABLE AT:
Available at participating Giant Food Stores, Weis Markets and most MDOT MVA locations

LEARN MORE

Frame 3

ALTERNATE BANNER AD

Set your receiver in motion.
Give the gift of *E-ZPass®*. Save 25% or more with a pre-loaded "On The Go" transponder.
[GO LONG]

COPYWRITING/ADVERTISING/MARKETING: EZ PASS

RADIO :30

[SFX: Stadium crowd noise]

ANNOUNCER 1: And we're back. Jimmy, this offense just isn't moving.

ANNOUNCER 2: Yep, it's almost like they haven't updated their *E-ZPass*[®] account. They're stuck in the slow lane!

ANNOUNCER 1: *E-ZPass*[®], you say?

ANNOUNCER 2: That's right. Look at this guy. He's rolling with an old address, an expired credit card...

[SFX: Big tackle. Referee whistle]

ANNOUNCER 1: Oh! And he just got hit with a penalty. That's gotta hurt.

ANNOUNCER 2: Yeah, not good. You gotta avoid the traffic blitz and keep your drive alive. Update your account at ezpassmd.com today!

[SFX: (Over loud speaker) First down!]

RADIO :60

[SFX: Referee whistle, stadium noise]

QB: What's the play, coach?

COACH: *E-ZPass*[®].

QB: But we're ahead. Shouldn't we run down the clock?

COACH: *E-ZPass*[®], all the way. It's the holidays, son. *E-ZPass*[®] Maryland makes a great gift. Everybody on your list can go long—without having to stop and wait through tolls.

QB: But coach...

COACH: Listen, you can save 25% with a pre-loaded "On The Go" Transponder. Every one of your happy receivers will love it—just as much as I love saying trips right, purple zebra, ohmaha baby, on 2.

[SFX: Referee whistle]

QB: That's great, coach. But what do I tell the team?

COACH: Whatayatellum? You tell 'em to go for it! *E-ZPass*[®] is Available at participating Giant Food Stores, Weis Markets and most MDOT MVA locations. I mean, c'mon get with it kid. GO! ... (sigh)... rookie.

[SFX: Crowd noise up]

ANNOUNCER: Maryland, stay in the purple lane with *E-ZPass*[®] "On the Go". Give the gift of speed this holiday season with a pre-loaded transponder that's ready for immediate use. Some restrictions apply.

COUNCIL OF INDEPENDENT COLLEGES (CIC)

Scriptwriting: Opening Script for the 2020 Institute for Chief Academic Officers Client for 7 years

2020 VIRTUAL CAO INSTITUTE OPENING SESSION SCRIPT *Saturday, November 7*

Participants: Rich, Glenn Sharfman (Chair of Task Force), Yolanda Page

Run of show: when separate video files are stitched together this is how the session will go from the participant point of view. Each "Recording" represents a separate video file that can be used in multiple contexts.

NOON–12:30

WELCOMING REMARKS

2 minutes: **Glenn Sharfman**, Provost and Vice President for Academic Affairs, Oglethorpe University, and Chair, CIC CAO-Task Force, introduces Rich -- Recording (1)

3.30 minutes: **Richard Ekman**, President, CIC, gives conference highlights (resources, participant numbers) and thanks participants and sponsors -- Recording (2)

3 minutes: **Rich** delivers President's Remarks -- Recording (3)

1 minute: **Rich** announces 2020 Task Force Awards (slide w/headshots, image of plaques) -- Recording (4)

For Service to CAO Institute Task Force:

Yolanda Williams Page

Vice President for Academic Affairs
Dillard University

Dean A. Pribbenow

Vice President for Academic Affairs and Dean of the Faculty
Elmhurst College

Aimee Sapp

Vice President and Dean of Academic Affairs
William Woods University

PRESENTATION OF 2020 CAO AWARD

1 – 2 minutes: **Glenn Sharfman** introduces awardee Yolanda Page -- recording (5)

5-7 minutes: **Yolanda Page** accepts award -- Recording (6)

[note: Alexander award and introduction appears below as a separate session.]

COUNCIL OF INDEPENDENT COLLEGES 2020 INSTITUTE FOR CHIEF ACADEMIC OFFICERS AND ACADEMIC TEAM MEMBERS

WELCOME AND AWARDS SCRIPT

Video to be aired on Pathable: 12:00 p.m., Saturday, November 7; available as a recording afterwards.

Noon–12:02

Glenn Sharfman, Provost and Vice President for Academic Affairs, Oglethorpe University, and Chair, CIC CAO Task Force. (Video 1) (RECORDED REMOTELY) (2 minutes, 20 seconds)

GOOD DAY. WELCOME TO C-I-C's ANNUAL INSTITUTE FOR CHIEF ACADEMIC OFFICERS AND ACADEMIC TEAM MEMBERS. I'M **GLENN SHARFMAN**, PROVOST AND VICE PRESIDENT FOR ACADEMIC AFFAIRS OF OGLETHORPE UNIVERSITY AND CHAIR OF THE C-I-C TASK FORCE THAT PLANNED THIS INSTITUTE. AT THE BOTTOM OF THE INSTITUTE HOME PAGE YOU WILL FIND A LIST OF MY TASK FORCE COLLEAGUES: THANKS FOR THEIR LEADERSHIP IN BRINGING YOU C-I-C's FIRST EVER VIRTUAL INSTITUTE. TASK FORCE MEMBERS ALWAYS PLAY AN ESSENTIAL ROLE IN PLANNING AN EXCELLENT PROGRAM FOR THEIR FELLOW C-A-OS. BUT THIS YEAR'S TASK FORCE HAD THE UNIQUE ASSIGNMENT TO DESIGN AN OUTSTANDING PROGRAM TO BE DELIVERED ONLINE FOR THE VERY FIRST TIME! (WHICH MAY SOUND FAMILIAR TO SOME OF YOU.) SO A SPECIAL THANKS TO THOSE WHO WORKED SO HARD THIS YEAR.

I WOULD ALSO LIKE TO THANK C-I-C VICE PRESIDENT FOR ACADEMIC PROGRAMS KERRY PANELL FOR HER EXCEPTIONAL WORK ON THIS SUPERB INSTITUTE PROGRAM.

THE LINEUP OF PLENARY SPEAKERS, CONCURRENT SESSIONS, AND SMALL-GROUP DISCUSSIONS WILL

STIMULATE AND INFORM YOUR THINKING ABOUT THE URGENT ISSUES OF THE DAY, AND THEY ARE MANY! WE HOPE THE PROGRAM WILL ALSO PROVIDE YOU WITH OPTIMISM, INSPIRATION, AND A RENEWED SENSE OF PURPOSE.

THE THEME OF THIS INSTITUTE—"MANAGING THE MOMENT: FORGING THE FUTURE"—HIGHLIGHTS BOTH THE TACTICAL CHALLENGES C-A-Os FACE AND THE STRATEGIC THINKING THEY WILL NEED TO LEAD THEIR INSTITUTIONS INTO THE FUTURE FROM A POSITION OF STRENGTH. AMONG THE TOPICS WILL BE MANY OF THE IMMEDIATE QUESTIONS THAT CHIEF ACADEMIC OFFICERS CONFRONT IN THE COVID-19 ERA, INCLUDING "CURRICULAR ADAPTATION TO THE COVID CRISIS," "INSTRUCTIONAL TECHNOLOGY CHALLENGES AND SOLUTIONS," AND "SUPPORT FOR STUDENT MENTAL HEALTH."

SESSIONS WILL ALSO FOCUS ON GROUP PROBLEM-SOLVING STRATEGIES. TO PROMOTE TEAMBUILDING AND INTERNAL COLLABORATION, THIS YEAR C-I-C HAS INVITED OTHER ACADEMIC LEADERS TO JOIN C-A-Os AT THE INSTITUTE. A SPECIAL WELCOME TO ALL WHO ARE ATTENDING THE INSTITUTE FOR THE FIRST TIME.

WHILE WE MISS THE OPPORTUNITY TO GATHER IN PERSON (AND PERHAPS EVEN AT THE BAR!), THE CONFERENCE PLATFORM OFFERS MANY OPPORTUNITIES TO SEEK OUT COLLEAGUES, PRESENTERS, AND SPONSORS FOR INDIVIDUAL CONVERSATIONS AND INFORMAL GATHERINGS. I HOPE YOU WILL TAKE FULL ADVANTAGE OF THESE NETWORKING RESOURCES.

NOW IT IS MY PRIVILEGE TO TURN THE MICROPHONE OVER TO THE PRESIDENT OF THE COUNCIL OF INDEPENDENT COLLEGES, **RICHARD EKMAN**.

12:02–12:05

RICH EKMAN WELCOME TO THE INSTITUTE

(VIDEO 2) (RECORDED BY GRAVES AT CIC) (3 minutes)

WELCOME ALL TO C-I-C'S 48TH ANNUAL (AND FIRST VIRTUAL!) INSTITUTE.

2020 IS NOT ONLY C-I-C'S FIRST VIRTUAL INSTITUTE: IT IS ALSO THE LAST INSTITUTE FOR CHIEF ACADEMIC OFFICERS OVER WHICH I WILL BE PRESIDING. AS MANY OF YOU KNOW, RECENTLY I ANNOUNCED THAT, AFTER 20 YEAR'S SERVICE TO THE MEMBER COLLEGES AND UNIVERSITIES OF C-I-C, I PLAN TO RETIRE. I AM PROUD OF THE WORK C-I-C HAS DONE IN LEADERSHIP AND FACULTY DEVELOPMENT TO SUPPORT THE ACADEMIC EXCELLENCE OF INDEPENDENT HIGHER EDUCATION. AND I AM ESPECIALLY PROUD OF THE COMMUNITY OF ACADEMIC LEADERS WHICH HAS BEEN FORGED THROUGH INSTITUTES SUCH AS THE ONE THAT BEGINS TODAY.

WE HAD OF COURSE HOPED TO BE TOGETHER IN SAN DIEGO FOR THIS INSTITUTE, AND WE DO LOOK FORWARD TO GATHERING IN PERSON AGAIN IN NOVEMBER 2021. BUT I AM DELIGHTED THAT THIS VIRTUAL FORMAT ALLOWS US TO SHARE AN EXCELLENT PROGRAM WHILE ALSO PROTECTING THE HEALTH OF OUR COLLEAGUES AND OUR COMMUNITIES.

A VIRTUAL INSTITUTE MAKES IT POSSIBLE FOR US TO CONNECT ACROSS VAST DISTANCES AND MULTIPLE TIME ZONES. THIS YEAR, IN FACT, PARTICIPANTS WILL JOIN IN THE DISCUSSION FROM SUCH FARFLUNG LOCATIONS AS PAKISTAN, MEXICO, AND DUBAI.

4

AND I AM DELIGHTED THAT WE HAVE VERY STRONG PARTICIPATION, WITH 201 CHIEF ACADEMIC OFFICERS AND 306 ACADEMIC TEAM MEMBERS— BRINGING THE OVERALL TOTAL TO 601 REGISTERED PARTICIPANTS.

THE C-A-O TASK FORCE AND THE C-I-C STAFF HAVE CREATED A VIRTUAL INSTITUTE THAT PROMISES THE MEANINGFUL INTERACTION—IN SMALL GROUPS, PRIVATE CONVERSATIONS, CONCURRENT SESSIONS, AND PLENARY ADDRESSES—THAT HAS LONG BEEN A HALLMARK OF C-I-C PROGRAMMING. AND THE CONFERENCE PLATFORM OFFERS FEATURES TO HELP YOU GET THE MOST FROM YOUR INSTITUTE EXPERIENCE.

IF YOU HAVE TO MISS AN INTERESTING SESSION, NO WORRIES – YOU CAN CATCH THE RECORDING LATER.

NETWORKING TOOLS MAKE IT EASY TO CONNECT WITH PEOPLE YOU'D LIKE TO MEET OR MEET WITH.

YOU'LL RECEIVE REMINDERS ABOUT EVENTS THAT ARE ON YOUR PERSONAL SCHEDULE, AND YOU'LL ALWAYS HAVE UP-TO-DATE INFORMATION ABOUT PROGRAM CHANGES OR SPECIAL ANNOUNCEMENTS.

IN SHORT, ALTHOUGH WE ARE NOT GATHERING IN PERSON AS INITIALLY PLANNED, WE **ARE** MEETING IN A VIRTUAL SPACE THAT OFFERS MANY USEFUL FEATURES. TAKE ADVANTAGE OF THEM AND ENJOY ALL THAT THIS PROGRAM HAS TO OFFER. AND AS YOU SEE BY REVIEWING THE SCHEDULE, THIS PROGRAM HAS A GREAT DEAL TO OFFER INDEED.

SESSIONS WILL OFFER YOU PRACTICAL, PEER-TO-PEER SUGGESTIONS FOR IMMEDIATE PROBLEMS THAT RANGE

FROM SOCIAL DISTANCING AS THE WEATHER TURNS COLDER; TO ADJUSTING THE ANNUAL ACADEMIC AND DAILY CAMPUS CALENDARS IN RESPONSE TO THE PANDEMIC; TO FRANKLY ENGAGING COMPLEX RACIAL ISSUES ARISING FROM YOUR INSTITUTION'S HISTORY.

WHILE IT ADDRESSES SUCH TOPICS OF THE DAY, THE PROGRAM OF THIS INSTITUTE **BEGINS AND ENDS** WITH VISIONS OF THE FUTURE. FUTURIST BRYAN ALEXANDER OPENS THE INSTITUTE WITH A PLENARY ADDRESS BASED ON HIS BOOK *ACADEMIA NEXT*. AND AFTER THREE DAYS OF CONVERSATION, IN THE CLOSING PANEL, EXPERIENCED C-A-Os WILL DISCUSS THEIR ASPIRATIONS FOR THE FUTURE OF THEIR INSTITUTIONS AND OF HIGHER EDUCATION MORE GENERALLY.

THE **FUTURE** OF INDEPENDENT HIGHER EDUCATION WILL EVOLVE THROUGH THE DECISIONS THAT WE MAKE NOW. THAT IS THE OVERARCHING TOPIC OF THIS INSTITUTE: WHAT IS THE FUTURE WE WANT FOR OUR STUDENTS, OUR INSTITUTIONS, AND OUR NATION, AND WHAT MUST WE AS EDUCATORS DO TODAY TO BRING THAT FUTURE ABOUT?

THANK YOU ALL FOR BEING PART OF THAT ESSENTIAL DISCUSSION.

AND THANKS ESPECIALLY TO INSTITUTE SPONSORS, WHO CONTRIBUTE GENEROUSLY OF BOTH MONEY AND EXPERTISE. IN PARTICULAR, I'D LIKE TO THANK **ACADEMIC SEARCH**, OUR PREMIER SPONSOR, AND **T-I-A-A**, OUR SIGNATURE SPONSOR.

THE FULL LIST OF SPONSORS IS AVAILABLE ON THE HOME PAGE. I ALSO HOPE YOU WILL VISIT THE VIRTUAL SPONSOR HALL. AT DESIGNATED HOURS DURING THE INSTITUTE, SPONSORS WILL HAVE LIVE ZOOM ROOMS WHERE YOU CAN DROP IN TO ASK A QUESTION OR JUST TO INTRODUCE

YOURSELF. YOU CAN, OF COURSE, ALSO ARRANGE PRIVATE MEETINGS WITH SPONSORS WITH WHOM YOU'D LIKE TO MEET.

[STOP]

12:06 – 12:09

RICH – REMARKS FROM THE PRESIDENT

(VIDEO 3) (RECORDED BY GRAVES AT CIC) (3 minutes)

THE 2020 INSTITUTE FOR CHIEF ACADEMIC OFFICERS TAKES PLACE AT A REMARKABLE MOMENT IN HIGHER EDUCATION. THE JOB OF AN ACADEMIC ADMINISTRATOR IS DIFFICULT AT ANY TIME, BUT ESPECIALLY SO IN THIS ERA OF COVID19. WHAT YOU DO IS ESSENTIAL FOR THE DELIVERY OF HIGH-QUALITY EDUCATION TO STUDENTS, WHETHER IN FACE-TO-FACE, VIRTUAL, OR HYBRID FORMATS, ON CAMPUS OR REMOTE. WHETHER YOU SERVE AS A C-A-O, DEAN, REGISTRAR, LIBRARIAN, OR DEPARTMENT CHAIR, YOU ARE ENSURING THAT TODAY'S STUDENTS RECEIVE THE BEST OF A PRIVATE COLLEGE EDUCATION DESPITE A GLOBAL PANDEMIC. THANK YOU FOR EVERYTHING YOU DO FOR YOUR STUDENTS, YOUR INSTITUTIONS, AND FOR INDEPENDENT HIGHER EDUCATION.

CIC, LIKE ITS MEMBER COLLEGES AND UNIVERSITIES, HAS FACED CHALLENGES IN 2020. IF WE HAD MET LAST MARCH I WOULD HAVE TOLD YOU THAT CIC WAS HAVING ITS BEST YEAR EVER—LARGEST NUMBER OF FUNDERS, STRONG MEMBERSHIP AND HEALTHY FINANCES, MANY NEW PROGRAMS AND SERVICES HEAVILY SUBSCRIBED. BUT LIKE ITS MEMBER INSTITUTIONS, CIC HAS RESPONDED WITH

RESILIENCE AND CREATIVITY. AS YOU MOVED COURSES ONLINE, C-I-C TRANSLATED PROGRAMS INTO VIRTUAL FORMATS. AS YOU SOUGHT MORE FREQUENT PRACTICAL ADVICE FROM YOUR PEERS, C-I-C EXPANDED ITS CONFIDENTIAL LISTSERVS. AND AS YOU CONFRONTED EMERGING AND UNEXPECTED QUESTIONS, C-I-C DEVELOPED WEBINARS AND OTHER PROGRAMS ON UNANTICIPATED TOPICS.

FOR MORE DETAILS ABOUT WHAT C-I-C HAS BEEN UP TO THIS YEAR, PLEASE READ THE PRESIDENTS REPORT THAT IS INCLUDED IN YOUR INSTITUTE MATERIALS. WE ARE PROUD THAT THROUGH THE CHALLENGES OF THIS YEAR WE HAVE CONTINUED TO ENGAGE AND SERVE THE MEMBERSHIP, WHICH IS THE REASON WE EXIST.

ALTHOUGH WE DON'T KNOW WHEN, THIS PANDEMIC **WILL** SOMEDAY COME TO AN END. AND WHEN IT DOES, WE AT C-I-C LOOK FORWARD TO RETURNING TO A MORE NORMAL CALENDAR OF PROGRAMMING. MORE IMPORTANTLY, WE LOOK FORWARD TO THE DAY WHEN MEMBER COLLEGES AND UNIVERSITIES RETURN TO THE FULL RICHNESS OF A FORM OF EDUCATION THAT ALL OF YOU HAVE EXPERIENCED AND THAT YOU KNOW TO BE THE MOST EFFECTIVE THERE IS. THE HIGHEST GRADUATION RATES, THE BEST PROFESSIONAL AND PERSONAL OUTCOMES, AND THE STRONGEST SENSE OF COMMUNITY RESPONSIBILITY ARE FOUND AMONG THE GRADUATES OF INDEPENDENT INSTITUTIONS.

MEANWHILE, YOU CAN BE PROUD THAT IN RESPONSE TO THE PANDEMIC YOU HAVE OFFERED YOUR STUDENTS OUTSTANDING OPPORTUNITIES TO LEARN ONLINE, TO REMAIN CONNECTED WITH FACULTY MENTORS, AND TO MAINTAIN ACADEMIC PROGRESS. THIS IS SIMPLY ONE MORE EXAMPLE OF THE WELL-DOCUMENTED SPIRIT OF

INNOVATION IN THE INTEREST OF STUDENT LEARNING FOR WHICH C-I-C MEMBERS ARE WIDELY RECOGNIZED.

WE STRIVE TO HELP STUDENTS MAKE MEANING OF THE WORLD AS THEY FIND IT—SO THAT THEY CAN REBUILD THE WORLD AS THEY HOPE IT WILL BE. THE WORK OF A CHIEF ACADEMIC OFFICER IS ALL THE MORE IMPRESSIVE TODAY BECAUSE IT IS SO VERY DAUNTING. THANK YOU FOR RISING TO THE CHALLENGE.

[STOP]

12:09–12:10

RICH – TASK FORCE AWARDS

(VIDEO 4) (RECORDED AT CIC) (46 seconds)

THE INSTITUTE PROGRAM WAS DEVELOPED BY THE CHIEF ACADEMIC OFFICERS TASK FORCE. THREE TASK FORCE MEMBERS WILL COMPLETE THEIR SERVICE IN THE COMING YEAR: **(show slide with images, names, titles of honored CAOs)**

YOLANDA WILLIAMS PAGE, VICE PRESIDENT FOR ACADEMIC AFFAIRS OF DILLARD UNIVERSITY

DEAN PRIBBENOW, VICE PRESIDENT FOR ACADEMIC AFFAIRS AND DEAN OF THE FACULTY OF ELMHURST COLLEGE

AND

AIMEE SAPP, VICE PRESIDENT AND DEAN OF ACADEMIC AFFAIRS OF WILLIAM WOODS UNIVERSITY.

ALL THREE HAVE SERVED ON THE TASK FORCE SINCE 2018 AND CONTRIBUTED MUCH TO THE INSTITUTE PLANNING. AND ALL HAVE COMPLETED THEIR TERMS OF SERVICE BY LEADING THE DEVELOPMENT OF C-I-C'S FIRST VIRTUAL

INSTITUTE – A TRUE DEMONSTRATION OF IMAGINATION,
FLEXIBILITY, AND RESILIENCE.

ON BEHALF OF THE MEMBERS AND THE BOARD OF
DIRECTORS OF C-I-C, I THANK YOU FOR YOUR YEARS OF
SERVICE TO THE CAOs OF INDEPENDENT COLLEGES AND
UNIVERSITIES.

[STOP]

12:10–12:11

GLENN: 2020 CHIEF ACADEMIC OFFICER AWARD
(PRESENTATION RECORDED REMOTELY)
(VIDEO 5) (1 minute, 12 seconds)

TODAY I'M DELIGHTED THAT WE HONOR AN INDIVIDUAL
WHO HAS CONTRIBUTED SIGNIFICANTLY TO ACADEMIC
LEADERSHIP WITH THE **2020 C-I-C CHIEF ACADEMIC
OFFICER AWARD**. CREATED IN 1987, THIS AWARD IS OUR
WAY OF HONORING ONE OF OUR OWN — A CHIEF
ACADEMIC OFFICER WHO HAS CONTRIBUTED IN AN
EXEMPLARY WAY TO ENHANCE THE ROLE AND WORK OF
THE PRIVATE COLLEGE C-A-O.

THE RECIPIENT OF C-I-C'S 2020 CHIEF ACADEMIC OFFICER
AWARD IS **YOLANDA PAGE**, VICE PRESIDENT FOR
ACADEMIC AFFAIRS AT DILLARD UNIVERSITY. WHILE AT
DILLARD, SHE HAS OVERSEEN THE DEVELOPMENT OF A
NATIONALLY RECOGNIZED PRE-LAW PROGRAM, A MEDICAL
PHYSICS TRACK WITHIN THE PHYSICS MAJOR, AND ONLINE
COURSE OFFERINGS, INCLUDING A HYBRID RN-TO-BSN

SCRIPTWRITING: CIC

PROGRAM. SHE ALSO HAS WORKED COLLABORATIVELY TO SECURE \$14 MILLION IN EXTERNAL FUNDING FOR ACADEMIC INITIATIVES.

YOLANDA IS THE EDITOR OF *ICONS OF AFRICAN AMERICAN LITERATURE: THE BLACK LITERARY WORLD*, PUBLISHED IN 2011, AND OF THE TWO-VOLUME *ENCYCLOPEDIA OF AFRICAN AMERICAN WOMEN WRITERS*, PUBLISHED IN 2007. RECENTLY, YOLANDA WAS RECOGNIZED BY *DIVERSE: ISSUES IN HIGHER EDUCATION* AS ONE OF 25 OUTSTANDING WOMEN LEADERS IN HIGHER EDUCATION.

YOLANDA, YOUR DEDICATED SERVICE TO DILLARD UNIVERSITY—AS WELL AS YOUR WISE COUNSEL AND GENEROUS ASSISTANCE TO ACADEMIC LEADERS OF OTHER INSTITUTIONS—HAS BENEFITED ALL OF HIGHER EDUCATION.

AS A FREQUENT AND EXPERT PRESENTER AT THE INSTITUTE FOR CHIEF ACADEMIC OFFICERS, WORKSHOPS FOR DEPARTMENT AND DIVISION CHAIRS, AND OTHER LEADERSHIP PROGRAMS FOR ACADEMIC ADMINISTRATORS, AND AS A MEMBER OF THE C-I-C CHIEF ACADEMIC OFFICER TASK FORCE YOU HAVE STRENGTHENED HUNDREDS OF INDEPENDENT COLLEGES AND UNIVERSITIES NATIONWIDE.

THANK YOU — AND CONGRATULATIONS, YOLANDA.

12:11–12:18

AWARD ACCEPTANCE 5-7 minutes:
(VIDEO 6) (RECORDED REMOTELY)

INTRO FOR BRYAN ALEXANDER AND 2020 ACADEMIC LEADERSHIP AWARD**12:30-12:33****RICH – INTRODUCES ALEXANDER AND AWARD**

(VIDEO 7) (RECORDED BY GRAVES AT CIC) (2 minutes, 34 seconds)

IT IS MY DISTINCT PLEASURE TO INTRODUCE **BRYAN ALEXANDER**, SENIOR SCHOLAR AT THE CENTER FOR NEW DESIGNS IN LEARNING AND SCHOLARSHIP AT GEORGETOWN UNIVERSITY. BRYAN WILL DELIVER TODAY'S PLENARY ADDRESS ENTITLED, "ACADEMIA NEXT;" BUT BEFORE HE BEGINS, C-I-C IS PROUD TO PRESENT BRYAN WITH THIS YEAR'S **ACADEMIC LEADERSHIP AWARD**.

BRYAN IS A WIDELY RESPECTED FUTURIST WHOSE WORK FOCUSES ON HOW TECHNOLOGY TRANSFORMS EDUCATION. BETWEEN 2002 AND 2014, HE SERVED THE NATIONAL INSTITUTE FOR TECHNOLOGY IN LIBERAL EDUCATION (KNOWN AS NITLE) AS SENIOR FELLOW, DIRECTOR OF EMERGING TECHNOLOGIES, AND CO-DIRECTOR OF A REGIONAL CENTER. HE BEGAN HIS ACADEMIC CAREER AS AN ASSISTANT PROFESSOR OF ENGLISH AT CENTENARY COLLEGE OF LOUISIANA, WHERE HE ORGANIZED AN INFORMATION LITERACY INITIATIVE AND ESTABLISHED COLLABORATIVE MULTI-CAMPUS INTERDISCIPLINARY COURSES.

BRYAN IS QUOTED REGULARLY IN THE NATIONAL PRESS, INCLUDING *THE WASHINGTON POST*, *WALL STREET JOURNAL*, AND *U.S. NEWS*. HIS MOST RECENT BOOK, *ACADEMIA NEXT: THE FUTURES OF HIGHER EDUCATION*, WAS PUBLISHED BY JOHNS HOPKINS UNIVERSITY PRESS IN JANUARY OF THIS YEAR. HE HAS ALREADY BEGUN WORK ON HIS NEXT BOOK, *UNIVERSITIES ON FIRE: HIGHER EDUCATION IN THE AGE OF CLIMATE CRISIS* (ANTICIPATED FOR PUBLICATION IN 2022). ALEXANDER RECEIVED HIS BA,

MA, AND PHD DEGREES IN ENGLISH LITERATURE FROM THE UNIVERSITY OF MICHIGAN.

BRYAN, AS A VISIONARY, EXPLORER, AND COLLEAGUE, YOU HAVE INSPIRED AND SUPPORTED FACULTY AND STAFF AT INDEPENDENT COLLEGES AND UNIVERSITIES TO INNOVATE. YOU HAVE BUILT NETWORKS AND COMMUNITIES OF PRACTICE DEDICATED TO THE PRINCIPLE THAT PEDAGOGICAL EXCELLENCE AND DIGITAL INNOVATION ARE INTERTWINED.

FOR THESE REASONS AND MORE, WE PRESENT YOU WITH C-I-C'S 2020 ACADEMIC LEADERSHIP AWARD. THE CITATION READS IN PART: "IN RECOGNITION OF YOUR UNFAILING DEVOTION TO STUDENT-CENTERED INNOVATION AT LIBERAL ARTS COLLEGES AND UNIVERSITIES, THE CHIEF ACADEMIC OFFICERS OF THE COUNCIL OF INDEPENDENT COLLEGES PAY TRIBUTE TO YOUR CONTRIBUTIONS AND HONOR YOUR DISTINGUISHED RECORD OF ACHIEVEMENT."

CONGRATULATIONS **BRYAN**.

[STOP]

12:33–1:40

**BRYAN ALEXANDER ACCEPTS AWARD AND DELIVERS
PLENARY ADDRESS AND CONDUCTS Q&A
(RECORDED REMOTELY)**

BRYAN PRODUCES TWO VIDEO FILES:

- 1) VIDEO 8; ACCEPTANCE OF AND REMARKS ON AWARD AND**
- 2) VIDEO 9; PLENARY ADDRESS**

COUNCIL OF INDEPENDENT COLLEGES (CIC)

informational Writing: “Free College” Research Report Press Release

Client for 7 years



PRESS RELEASE

FOR IMMEDIATE RELEASE
August 20, 2020

CONTACT:
Jo Ellen Parker (202) 466-7230
jeparker@cic.nche.edu

NEW REPORT FROM CIC

Examines Implications of State “Free College” Programs

WASHINGTON, DC—The Council of Independent Colleges today released a new research report that explores one of the most discussed issues in higher education: “free college.” The report, *State “Free College” Programs: Implications for States and Independent Higher Education and Alternate Policy Approaches* [\[link\]](#), analyzes four state free college models and offers alternative approaches.

In announcing the report, CIC President Richard Ekman said, “Various free college proposals have been passionately advanced by political candidates and policymakers in recent years. Four states have implemented tuition-free college programs, and these early initiatives are now yielding valuable data.” He added, “The report examines that data and will be informative for both policymakers and members of the public interested in the free college movement and its effects on American higher education. In addition, offering alternative models that promote student choice can benefit all citizens by lowering costs to taxpayers and increasing bachelor’s degree attainment.”

The report analyzes the free college models adopted in New York, Tennessee, Oregon, and Washington. The authors examine college participation, degree attainment, costs to families, and costs to states to determine whether current free college models are actually realizing the goal of increased degree completion at reduced cost.

This is the third in a series of research reports commissioned by CIC and written by William Zumeta, professor of public policy and higher education at the University of Washington, and Nick Huntington-Klein, assistant professor of economics at California State University, Fullerton. The previous reports in the series include [Utilizing Independent Colleges and Universities to Fulfill States’ College Degree Attainment Goals](#) (2017) and [The Cost-](#)

INFORMATIONAL WRITING: CIC

Effectiveness of Undergraduate Education at Private Nondoctoral Colleges and Universities (2015).

The authors find that the free college initiatives frequently promoted may not effectively meet their stated goals. Initiatives in two states direct support exclusively to students in public two-year colleges. Only Washington State’s approach supports a full range of student choice by allowing low-income students to choose between two-year and four-year institutions in either the public or private sectors. In fact, projection models suggest that state grant programs that allow students to use tuition grants at the institution of their choice, including independent colleges and universities, yield better, more cost-effective results.

Zumeta and Huntington-Klein further suggest alternatives that take advantage of independent sector capacity and higher graduation rates to produce additional degrees at lower costs to states. Building on their earlier work, the authors propose modest increases in aid to students who choose private or public colleges, resulting in increased degree completion and decreased state funding overall for higher education. In another approach, the authors outline possible designs for per-enrolled-student or per-degree-earned awards rather than student-aid-based approaches. Their modeling suggests that where state needs and the private sector’s capacity are well-matched, states can more efficiently subsidize degree attainment by utilizing private sector capacity.

The report concludes, “...several promising avenues are available to help states meet higher education needs efficiently and equitably while preserving student choice. All are likely to be superior to offering tuition-free college only to some in a single sector.”

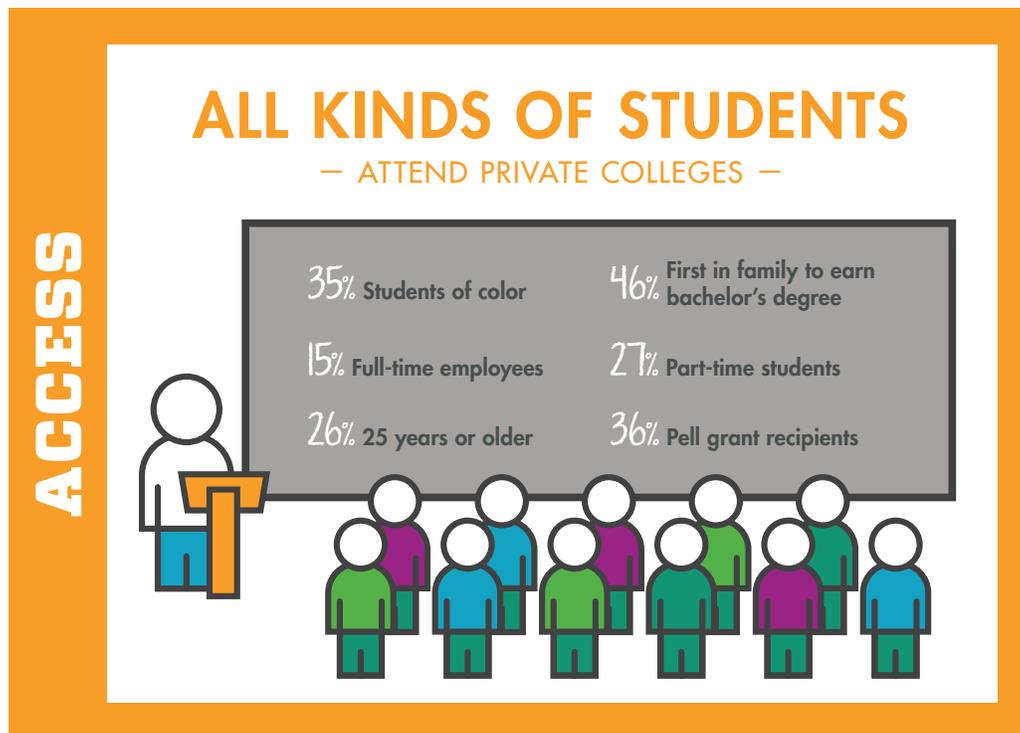
The [full report \[link\]](#) and a [brief research summary \[link\]](#) are available on the CIC website.

###

The Council of Independent Colleges (CIC) is an association of 765 nonprofit independent colleges and universities, state-based councils of independent colleges, and other higher education affiliates, that works to support college and university leadership, advance institutional excellence, and enhance public understanding of independent higher education’s contributions to society. CIC is the major national organization that focuses on services to leaders of independent colleges and universities and state-based councils. CIC offers conferences, seminars, publications, and other programs and services that help institutions improve educational quality, administrative and financial performance, student outcomes, and institutional visibility. It conducts the largest annual conferences of college and university presidents and of chief academic officers in the United States. Founded in 1956, CIC is headquartered at One Dupont Circle in Washington, DC. For more information, visit www.cic.edu.

COUNCIL OF INDEPENDENT COLLEGES (CIC)

Technical Writing: Liberal Arts Campaign Postcard and Infographic Copy
Client for 7 years

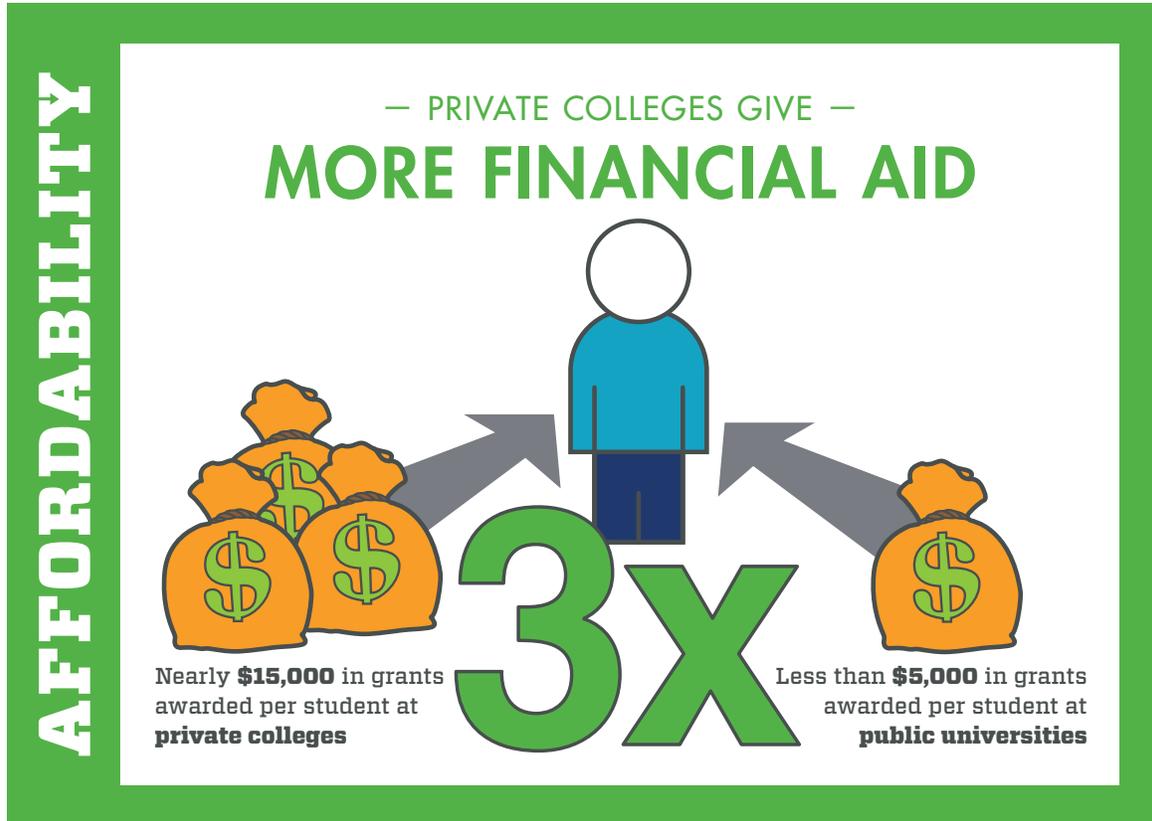


ACCESS: Think private colleges are just for the elite? Think again!

- Private colleges **enroll students from all economic backgrounds**. In fact, a higher percentage of low-income students (annual family income less than \$25,000) are enrolled at smaller private colleges than at public research universities.
- Private colleges serve a diverse range of undergraduate students—approximately half are the **first in their family to earn a bachelor's degree**. About one-quarter attend college part time, and almost one-fifth are employed full time.
- There is a place for you** at liberal arts colleges! More than half of smaller private colleges admit at least two-thirds of their applicants for admission.

Created by the Council of Independent Colleges

Learn more at www.LiberalArtsPower.org and follow @SmartColleges.

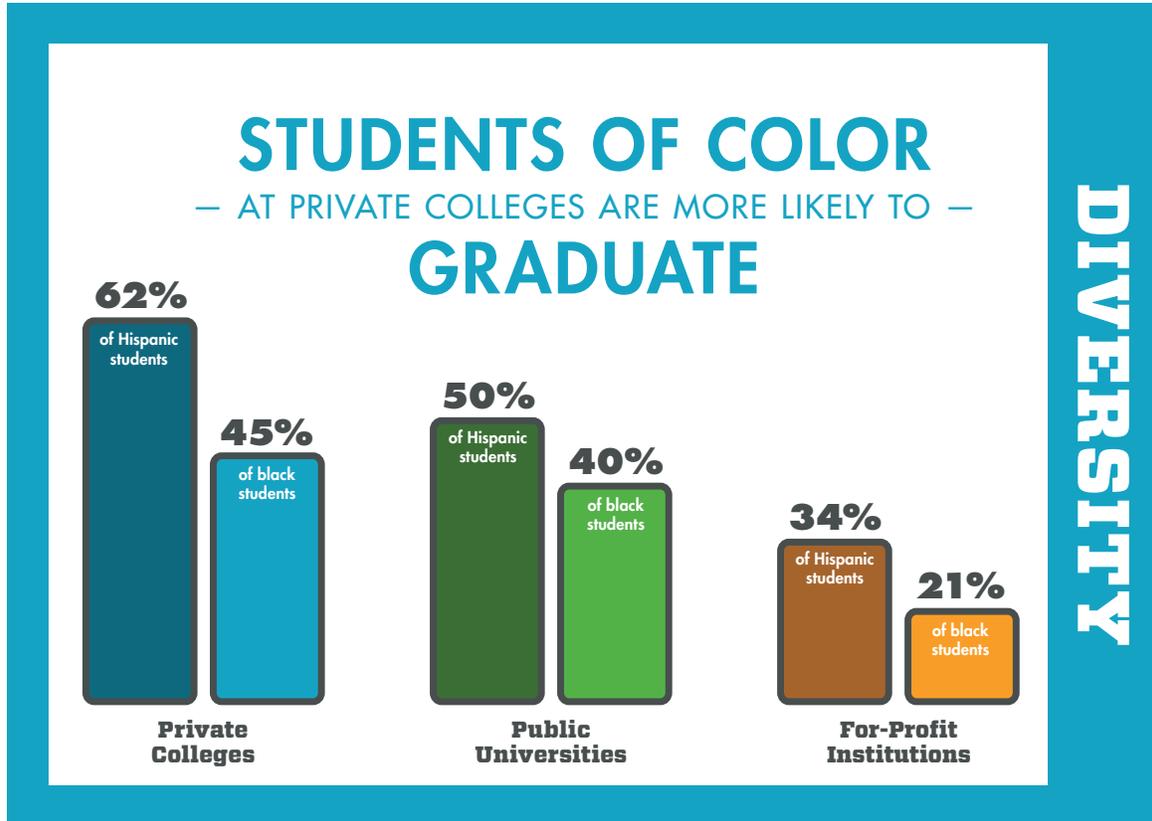


AFFORDABILITY: Private colleges help students and their families keep the price of college low and return on investment high.

- More than one-third of the graduates of private colleges have no student debt or less than \$10,000 in debt. The **average loan debt** of graduates of four-year private colleges is \$19,500—about the **price of a modest automobile**.
- Smaller private colleges **raise substantial private support for student aid**. Although the average published tuition and fees at private four-year colleges and universities is \$30,090, on average **students pay only \$12,460**.
- Students at private colleges **graduate much sooner** (ten months earlier) than their peers at public institutions and nearly five years earlier than students at for-profit institutions. That means **fewer years of paying tuition** and a **quicker start at earning a salary**.

Created by the Council of Independent Colleges

Learn more at www.LiberalArtsPower.org and follow @SmartColleges.

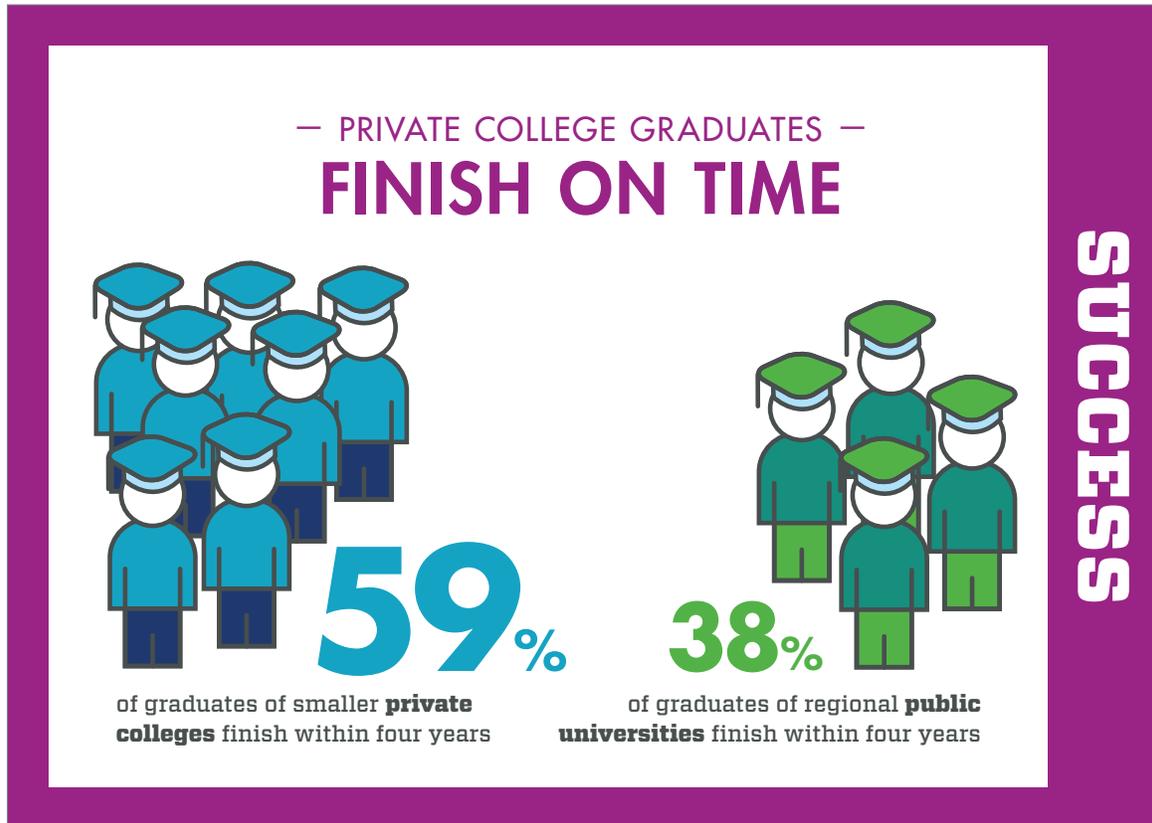


DIVERSITY: Diverse students enroll in and excel at smaller private colleges.

- Nearly two out of every five undergraduates who attend private colleges are students of color, a proportion comparable with public four-year institutions. But ***students of color graduate at higher rates*** from private colleges and in a shorter average period of time.
- ***Low-income students*** (Pell Grant recipients) ***are more likely to graduate*** from a private four-year college than a public university—a 68 percent graduation rate compared with 61 percent at public universities.
- ***At-risk students***—such as those who have no high school diploma, attend part time, have dependents, are single parents, or work full time while enrolled—***are more likely to succeed*** at private colleges. In fact, students with four or more risk factors graduate from private colleges at almost twice the rate of their peers at public institutions.

Created by the Council of Independent Colleges

Learn more at www.LiberalArtsPower.org and follow @SmartColleges.



SUCCESS: A liberal arts education prepares students for personal and professional success.

- The overwhelming majority of employers (93 percent) believe that a college graduate's ability to **think critically, communicate clearly**, and **solve complex problems** is more important than his or her undergraduate major. Graduates who studied the liberal arts have the **broad knowledge** most employers—80 percent in a recent survey—say they want.
- Workers who majored as undergraduates in the humanities or social sciences **earn more** in annual salary during their peak earnings ages than those who majored in professional or pre-professional fields.
- Students at smaller private colleges **graduate earlier** than those at other types of institutions—59 percent graduate within four years, compared with just 38 percent at public universities.

Created by the Council of Independent Colleges

Learn more at www.LiberalArtsPower.org and follow @SmartColleges.

4D. CREATIVE SAMPLES

VIDEOGRAPHY AND MOTION GRAPHICS / ANIMATION

340B HEALTH

Prescription Drug Discount Pricing Program Video

Client for 1 year



Click to view video: https://www.graphek.com/portfolio_page/340b-whiteboard-video/

Additional Project Components: Video, custom illustrations, scriptwriting, music, and voice over

AMERICAN ASSOCIATION FOR ANATOMY "I Am Anatomy" Video Client for 7 years

AWARDS
2017 Graphic Design USA
2018 AM&P EXCEL
Award, Silver

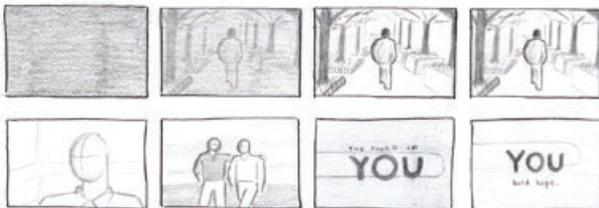
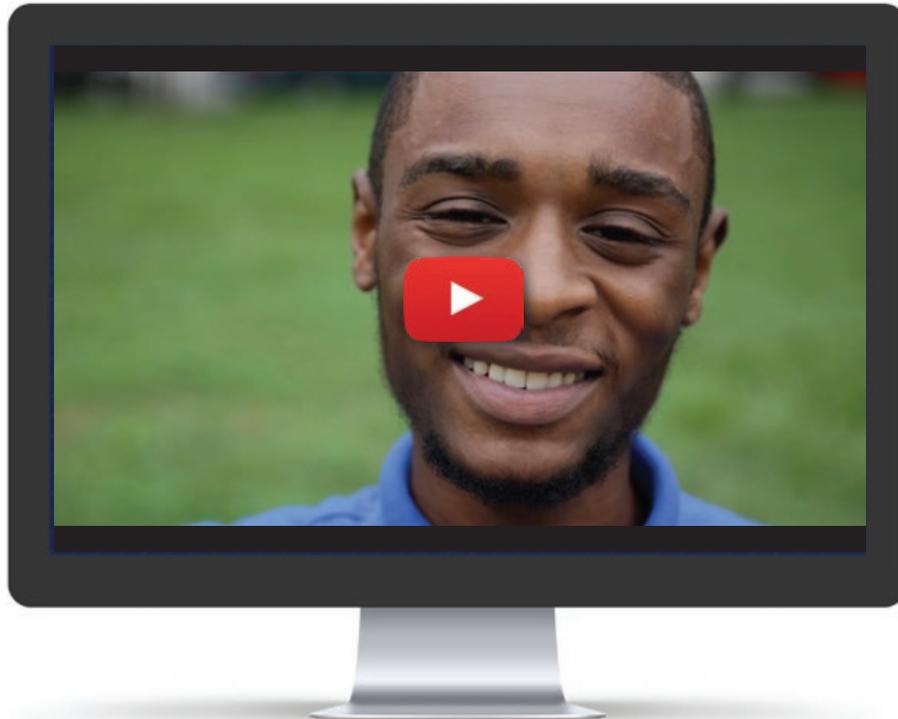


Sample illustrations and marketing collateral

Click to view video: <https://vimeo.com/315314207> (final video) & <https://vimeo.com/312137027> (request for testimonial video submissions)

Additional Project Components: Video, custom illustrations, web banners, social media collateral and flyers, subsequent video with entrants submissions, scriptwriting, music, and voice over

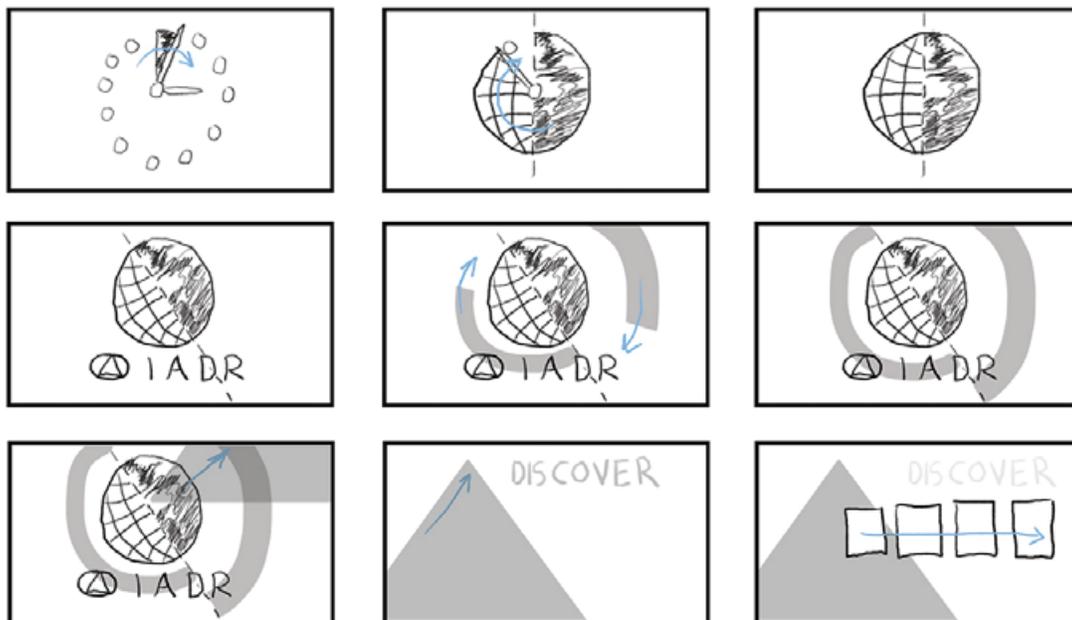
EYE BANK ASSOCIATION OF AMERICA (EBAA) Eye Donation Month Video Client for 3 years



Click to view video: https://www.graphek.com/portfolio_page/eye-donation-month/

Additional Project Components: Video, web banners, social media graphics, hotel keys, infographics, email template, and table tents

INTERNATIONAL ASSOCIATION FOR DENTAL RESEARCH (IADR) 2021 Membership Renewal Video Client for X years



Sample storyboards

Click to view video: <https://vimeo.com/486439225>

Additional Project Components: Video, art direction, scriptwriting, and custom illustration

EPIC PR GROUP
Animated Infographic Marketing Video
Client for 3 years

AWARD
2017 Graphic Design USA



Click to view video: <https://vimeo.com/312133747>

Additional Project Components: Branding, video, infographics, website design, business card, and brand launch

Sample Event Recap Video



Click to view video: <https://vimeo.com/488547781>

Sample Motion Graphic Banners (Click on graphics to view animation.)



Sample e-Invitations

Cocktails With A Twist

JOIN US DURING JP MORGAN FOR A RECEPTION AT INFUSION LOUNGE

Enjoy the creative force and dramatic effects of an internationally renowned acrobatic artist performing throughout the evening

TUESDAY, JANUARY 11, 2011
5:00 PM - 7:30 PM

INFUSION LOUNGE
124 ELLIS STREET
SAN FRANCISCO, CA

HOSTED BY
KPMG

CLICK TO RSVP BY DECEMBER 21ST

FOR ADDITIONAL INFORMATION CONTACT HAILEY BASTELLI
703-518-2661 or HBASTELLI@OXFORDFINANCE.COM

OXFORD FINANCE

JOIN US IN THE
LONE STAR STATE

FOR A COCKTAIL SHINDIG DURING
NIC'S SPRING INVESTMENT FORUM

THURSDAY • MARCH 10TH, 2016 • 6:30 - 8:30 PM

Y.O. RANCH STEAKHOUSE

702 ROSS AVENUE • DALLAS, TEXAS 75202

Experience the flavor of Texas & the company of colleagues at one of the nation's finest steakhouses

HOSTED BY
OXFORD FINANCE

CLICK TO
RSVP
BY MARCH 3RD

KRISTEN RENICK • 703-518-2661 • KRENICK@OXFORDFINANCE.COM

JOIN US
During JP Morgan

Experience Exceptionally
BREWED & CRAFTED
Beers from around the Globe

Hops & Scotch

Indulge in the Distinctive
TASTES & NUANCES
of Fine Scotches

Infusion Lounge
124 Ellis Street
San Francisco, CA

Tuesday
January 14, 2014
5:00 - 7:30 PM

CLICK TO RSVP
By January 6th

HOSTED BY
ALEXANDRIA **DLA PIPER** **KPMG** **OXFORD FINANCE**

FOR MORE INFORMATION
Contact Hailey Bastelli | 703.518.2661 | hbastelli@oxfordfinance.com

BOURBON & Burgers

COME WET YOUR WHISTLE
AND PLEASE YOUR PALATE
DURING JP MORGAN

TUESDAY, JANUARY 12, 2016
5:00 PM - 7:30 PM

INFUSION LOUNGE
124 ELLIS STREET - SAN FRANCISCO, CA

HOSTED BY
IBDO **DLA PIPER** **FLG PARTNERS** **OXFORD FINANCE**

CLICK TO RSVP BY DECEMBER 29TH

FOR MORE INFORMATION CONTACT HAILEY BASTELLI
703-518-2661
HBASTELLI@OXFORDFINANCE.COM

4E. CREATIVE SAMPLES

GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS

USO OF METROPOLITAN WASHINGTON – BALTIMORE Annual Awards Dinner Branding Client for 1 year



Project Components Include: Event branding, save the date email, motion graphics, event program, program insert, signage, table cards, and PowerPoint template

USO



AMERICAN FOR THE ARTS (AFTA)
National Arts Marketing Project Conference
Client for 2 years

**NATIONAL ARTS
MARKETING PROJECT
CONFERENCE**

**AMERICANS
for the
ARTS**

ALL THE PLACES WE'LL GO!
NOVEMBER 7-10, 2014 • ATLANTA, GA

**NATIONAL ARTS
MARKETING PROJECT
CONFERENCE**

ALL THE PLACES WE'LL GO!
NOVEMBER 7-10, 2014 + ATLANTA, GA
artsmarketing.org/conference

**NATIONAL ARTS MARKETING
PROJECT CONFERENCE**

ALL THE PLACES WE'LL GO! + NOVEMBER 7-10, 2014 + ATLANTA, GA

**NATIONAL ARTS MARKETING
PROJECT CONFERENCE**

ALL THE PLACES WE'LL GO! + NOVEMBER 7-10, 2014 + ATLANTA, GA

Project Components Include: Event branding, registration form, web banners, registration brochure, onsite guide, name tags, signage, and PowerPoint template

NATIONAL ARTS MARKETING PROJECT CONFERENCE

ALL THE PLACES WE'LL GO!
NOVEMBER 7-10, 2014 • ATLANTA, GA

THE FUTURE OF ARTS MARKETING

WELCOME

DEAR COLLEAGUES,

Along with the Board of Directors and staff of Americans for the Arts, I am pleased to welcome you to the 2014 National Arts Marketing Project Conference!

As a culturally rich destination with a diverse artistic scene, there couldn't be a better place to explore the future of arts marketing than the city of Atlanta. From institutions such as the High Museum of Art at the legendary Woodruff Arts Center to The Center for the Performing Arts and the new National Center for Civil and Human Rights, Atlanta has made its mark as one of the great American cities where the arts, culture, and community-building are thriving.

This year, Americans for the Arts staff, colleagues, and volunteers have created a Conference that will leave you with the strategies and skills to ensure that your organization is both a relevant and sustainable facet of your community as we push into the future. While there is a great selection of educational sessions about the long-term role of marketing your organization, networking continues to be a cornerstone of the NAMP Conference. At the 2014 NAMP Conference you'll find an environment that cultivates rich conversations, great networking, and opportunities to develop bold ideas with your peers.

This year we also introduce two new pre-conferences, a new Conference track that introduces flexible learning formats, and early morning exercise opportunities to get your creative gears turning—all in a continued effort to ensure that the NAMP Conference is a one-of-a-kind experience for professional development, networking, and sharing personal insights with peers. I am certain that this year's NAMP Conference pushes your organization's marketing into the future.

Thank you for joining us, and we look forward to a fantastic Conference!

Robert L. Lynch
Robert L. Lynch
President & CEO, Americans for the Arts

GREETINGS:

As Mayor of the City of Atlanta, it is my pleasure to welcome Americans for the Arts and attendees of the 2014 National Arts Marketing Project Conference.

The 2014 National Arts Marketing Project Conference gathers marketing professionals from across the country to share ideas and discuss tools and strategies to drive patrons' support of the arts. I salute the 2014 National Arts Marketing Project Conference for its commitment to keep the arts thriving in communities across the nation. I also extend my thanks to the City of Atlanta Mayor's Office of Cultural Affairs for its partnership with Americans for the Arts and for its diligent efforts serving artists, performers, and their patrons in our great city.

Atlanta is committed to supporting the arts to enrich the lives of our residents and visitors through inspiration and discovery. In May, Atlanta was selected by USA Today as one of the "10 Best City Art Districts Around the USA," and earlier this year, blog site mylife.com chose Atlanta as "The Best City in the Nation for Artists to Live and Work." Art and culture is alive in Atlanta, and it is my hope that this Conference will further expand support here and throughout cities across the nation.

While in our city, I encourage attendees to explore the many attractions Atlanta has to offer including the Dr. Martin Luther King Jr. Center, the Georgia Aquarium, the World of Coca-Cola, CNN Center, Centennial Olympic Park, Woodruff Arts Center, Atlanta Botanical Garden, Children's Museum of Atlanta, the National Center for Civil and Human Rights, and many more. We invite you to share in our Southern hospitality, sample cuisine at our many fine restaurants, and enjoy the rich and diverse heritage of our city.

On behalf of the people of Atlanta, I extend best wishes to you for a remarkable and exciting event.

Sincerely,
Kasim Reed
Kasim Reed
Mayor of the City of Atlanta

ArtsMarketing.org // 1

FREQUENTLY ASKED QUESTIONS

WHAT IS CENTERSTAGE?
CenterStage is the hub of Conference activity! Located on the C-level of the Loews Atlanta Hotel, CenterStage is where you can find Conference Registration, food and beverage, the Americans for the Arts Resource Center, Conference exhibitors, raffles, book signings, and more!

CenterStage Hours
Friday, November 7: 11:00 a.m.-6:00 p.m.
Saturday, November 8: 8:00 a.m.-6:00 p.m.
Sunday, November 9: 8:00 a.m.-5:30 p.m.
Monday, November 10: 8:00 a.m.-11:00 a.m.

WHERE ARE PRECONFERENCE AND CONFERENCE SESSIONS?
All Preconference and Conference attendees should check in at CenterStage on the C-level of the Loews Atlanta Hotel, in the Ellington Ballroom Pre-Function, to pick up registration materials and a name badge. All NAMP Conference sessions will take place on the C-level of the Loews Atlanta Hotel. Please refer to the daily schedule on page 19 for Conference room and event locations.

THE LOEWS ATLANTA HOTEL NAMP CONFERENCE HEADQUARTERS
1065 Peachtree St NE
Atlanta, GA 30309
404.745.5000

Please note: You are required to wear your name badge to all conference events and meal functions. Admission will be denied to those without a badge. Replacement badges may be purchased at the Registration Desk for \$50.

I'M A PRESENTER. WHAT DO I NEED TO DO?
After picking up registration materials in CenterStage, all presenters are required to check into the Presenter Prep Room, located on the C-level of the Loews Atlanta Hotel, at least two hours prior to their scheduled session. Presenters must bring presentations on a portable drive or CD.

Friday, November 7: 3:00 p.m.-5:00 p.m.
Saturday, November 8: 8:00 a.m.-4:30 p.m.
Sunday, November 9: 8:00 a.m.-4:00 p.m.
Monday, November 10: 8:00 a.m.-9:00 a.m.

WHERE DO I SIGN UP FOR DINE-AROUNDS AND ONE-TO-ONE COACHING?
A first-come, first-served sign-up board will be prominently placed near the Atlanta Hospitality Concierge. Sign up for One-to-One Coaching by 3:15 p.m. on Sunday and Dine-Arounds by 4:00 p.m. on Friday and Sunday. No sign-ups are required for the Roundtable Discussions.

WHERE CAN I BRING A GUEST? TO THE OPENING RECEPTION? A KEYNOTE?
Guest tickets are available for the Opening Reception and all keynote sessions. Tickets for guests must be purchased in advance at the Registration Desk in CenterStage. All guest tickets must be associated with a Conference participant. Check in with registration staff for applicable pricing and availability. Please note that ticket sales will not be available at off-site event locations.

HOW CAN I GET ONLINE?

- Americans for the Arts is providing complimentary wireless Internet access in all Conference meeting spaces. Connect using wireless network **NAMP2014** and enter the password **namp2014**.
- The Loews Atlanta Hotel has provided complimentary wireless Internet access in the hotel's public spaces as well as sleeping rooms (Basic Internet only).

Americans for the Arts is also providing The Imaginarium, supported in part by Google, located in the Innbar Room on the C-level of the Loews Atlanta Hotel, for use throughout the Conference. Equipped with augmented-reality experiences, 3-D technology, a photo booth, and charging stations throughout, the Imaginarium is a place for interaction and enhancing the overall technological experience of the NAMP Conference.

Disclaimer: The iPads in the Imaginarium are open to all participants and you should not conduct any transactions that require a secure Internet connection. Americans for the Arts cannot guarantee privacy on these iPads or while using our complimentary wireless connections.

WHERE CAN I PRINT, FAX, OR MAIL SOMETHING?
There is a 24-hour, in-house business center located on the C-level of the Loews Atlanta Hotel. The business center can be accessed 24 hours a day with your Loews guest room key card.

WHERE IS THE NEAREST DRUGSTORE AND HOSPITAL?
Rite Aid Pharmacy
842 Peachtree St NE
Atlanta, GA 30308
404.892.8468
.04 miles from the Loews Atlanta Hotel

Emory University Hospital Midtown
550 Peachtree St NE
Atlanta, GA 30308
404.686.4411
1 mile from the Loews Atlanta Hotel

WHERE CAN I FIND THE LIVE WEBCASTS OF KEYNOTES?
Americans for the Arts will be webcasting live and archiving the three keynotes as well as Culture Track 2014, presented by LaPlaca Cohen, free and open to the public. During the Conference, join us on YouTube.com/americansforthearts and ask questions via Twitter using the #NAMP14 hashtag. The recordings will be available on the Americans for the Arts YouTube Channel following the conclusion of the Conference.

WHAT IS YOUR RECORDING POLICY?
Events, functions, and sessions hosted and/or produced by Americans for the Arts may not be recorded, either in video or audio format, by any organization, entity, or person without the expressed written consent of Americans for the Arts. Consent to record Americans for the Arts' events will be given to credentialed press as requested and will be coordinated by Americans for the Arts on site. Many events and sessions at the 2014 NAMP Conference will be recorded by Americans for the Arts either through photographs, video recordings, or live or archived webcasts. Americans for the Arts may use this material for any purpose, on the web or in print.

WHO DO I TELL ABOUT MY ACCESSIBILITY NEEDS OR DIETARY RESTRICTIONS?
Attendee comfort is important to Americans for the Arts. Conference participants (and guests) with accessibility needs are encouraged to make Registration staff aware of any concerns, needs, or accessibility requirements they may have during the Conference.

WHAT IS THE GUIDEBOOK APP, AND HOW CAN I GET IT?
Make the most of your time at this year's Conference by putting the entire Conference in your hand with the Guidebook app—customize your own schedule, learn about speakers, find exhibitors, interact via social media, and receive important messages from the NAMP Team (and send us Conference feedback). Simply download "Guidebook App" from the Apple App Store or Android Marketplace. Once downloaded, search for National Arts Marketing Project Conference. Need help? Ask any Americans for the Arts staff member.

WHEN WILL COMPLIMENTARY FOOD BE AVAILABLE AT THE MAIN CONFERENCE?

Saturday, November 8, 2014	Sunday, November 9, 2014	Monday, November 10, 2014
8:00 a.m.-9:00 a.m. Continental Breakfast in CenterStage	8:00 a.m.-9:00 a.m. Continental Breakfast in CenterStage	8:00 a.m.-9:00 a.m. Continental Breakfast in CenterStage
12:15 p.m.-2:00 p.m. Attendee Lunch and Dessert Buffet. Culture Track 2014 in Ellington Ballroom	12:00 p.m.-1:30 p.m. Keynote Luncheon in Ellington Ballroom	8:00 a.m.-8:45 a.m. Continental Breakfast in CenterStage
3:30 p.m.-4:00 p.m. Networking Break in CenterStage	3:15 p.m.-4:00 p.m. Networking Break in CenterStage	10:00 a.m.-10:30 a.m. Networking Break in CenterStage
7:00 p.m.-9:00 p.m. Opening Reception at the High Museum of Art		

ArtsMarketing.org // 7

FUTURES INDUSTRY ASSOCIATION (FIA) FIA Virtual Conference Series Branding Client for 1 year



BOCA
2020 FIA CONFERENCE
MARCH 10-12 | BOCA RATON, FL

L&C
2020 FIA CONFERENCE
APRIL 29 - MAY 1 | WASHINGTON DC

IDX
2020 FIA CONFERENCE
JUNE 1-3 | THE BREWERY, LONDON

EXPO
2020 FIA CONFERENCE
NOVEMBER 10-12 | HILTON CHICAGO

ASIA
2020 FIA CONFERENCE
1-3 DECEMBER | SINGAPORE

GRAPHEK developed a family of logos that highlighted key components of each event and then built out the brand for the virtual events from there.

Project Components Include: Branding, conference logos, ads, web banners, and social media graphics

FIA

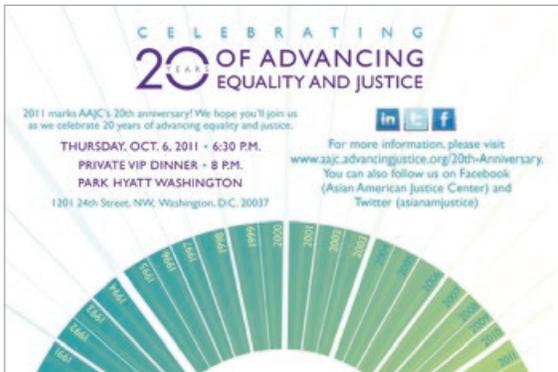


SECURITY INDUSTRY ASSOCIATION (SIA) “Festival of Lanterns” Gala Branding Client for 4 years



Project Components Include: Event branding, name tags, “Save the Date” emails, invitation, custom illustrations, event program, signage, table cards, and PowerPoint template

ASIAN AMERICANS JUSTICE CENTER (AAJC) 20th Anniversary American Courage Awards Gala Client for 21 years



Project Components Include: Event branding, name tag, “Save the Date” email, invitation, flyer, poster, event program, podium and sponsor signage, and PowerPoint template

SAFE SHORES (DC Children's Advocacy Center)
"Cherishing Childhood" Fundraising Luncheon Branding
Client for 15 years



Project Components Include: Event branding, digital invitations, notecard gift set, custom illustrations, lunch menu, banquet program, email templates, and event-stage graphics

REFERENCES

REFERENCE #1

Name:	Jo Ellen Parker
Title:	Senior Vice President
Organization/Institution:	The Council of Independent Colleges
Phone Number:	202.466.7230
Email:	jeparker@cic.nche.edu
Length of Service:	5 years
Corresponding Work Samples:	See pages 18, 37, 52, 65, and 67.

REFERENCE #2

Name:	Eric Angel
Title:	Executive Director
Organization/Institution:	Legal Aid of the District of Columbia
Phone Number:	202.628.1161
Email:	eangel@legalaiddc.org
Length of Service:	18 years
Corresponding Work Samples:	https://www.graphek.com/portfolio_page/legal-aid-annual-report/

REFERENCE #3

Name:	Lucy Lee
Title:	Director of Operations
Organization/Institution:	Asian Americans Advancing Justice (AAJC)
Phone Number:	202.296.2300
Email:	llee@advancingjustice-aaajc.org
Length of Service:	20 years
Corresponding Work Samples:	See pages 21, 23, and 86.

PROPOSED PRICING

GRAPHEK's hourly rate is \$165 per hour. This rate applies for all provided services and includes all overhead costs and project management.