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**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](mailto:erauch@gmu.edu)  
**SECONDARY PROCUREMENT OFFICER:** James F. Russell, Director, [jrussell@gmu.edu](mailto: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](http://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: \_\_\_\_\_ SBSB Cert #: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ SBSB Certification: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
Description of Work: \_\_\_\_\_

**Subcontract #4**

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

**Subcontract #5**

Company Name: \_\_\_\_\_ SBSB Cert #: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ SBSB 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

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## 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.

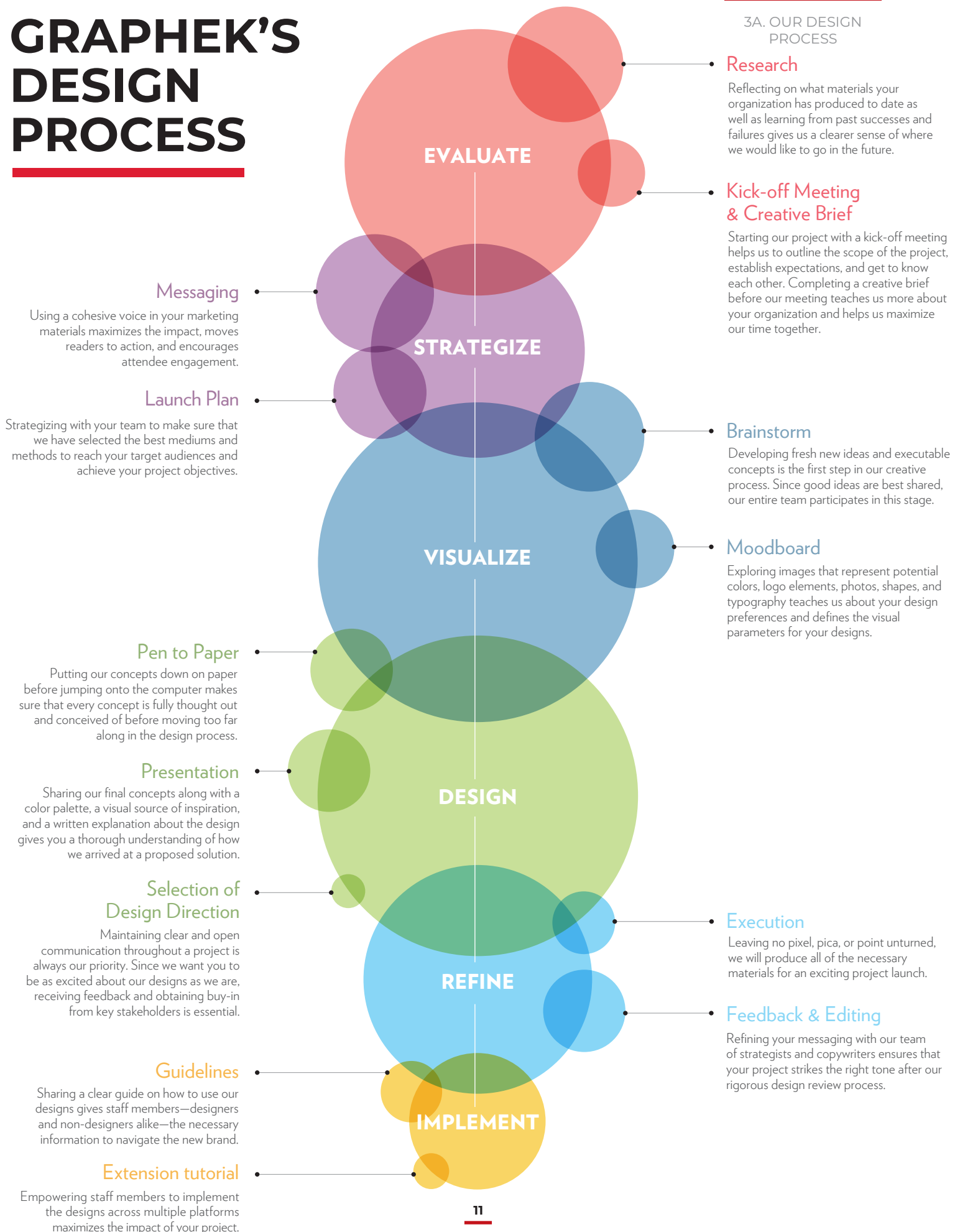


**Hayley McMillon, Designer and Illustrator**, has an A.A. in Graphic Design. Drawing from her love of calligraphy and handwriting, she has a keen eye for typography and loves the process of creative problem solving.



# 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 (small): 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



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

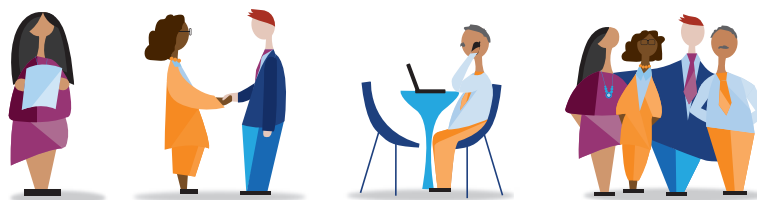
*Adjustments in time line to accommodate longer review  
and edit time will affect the completion/delivery date.*

## 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

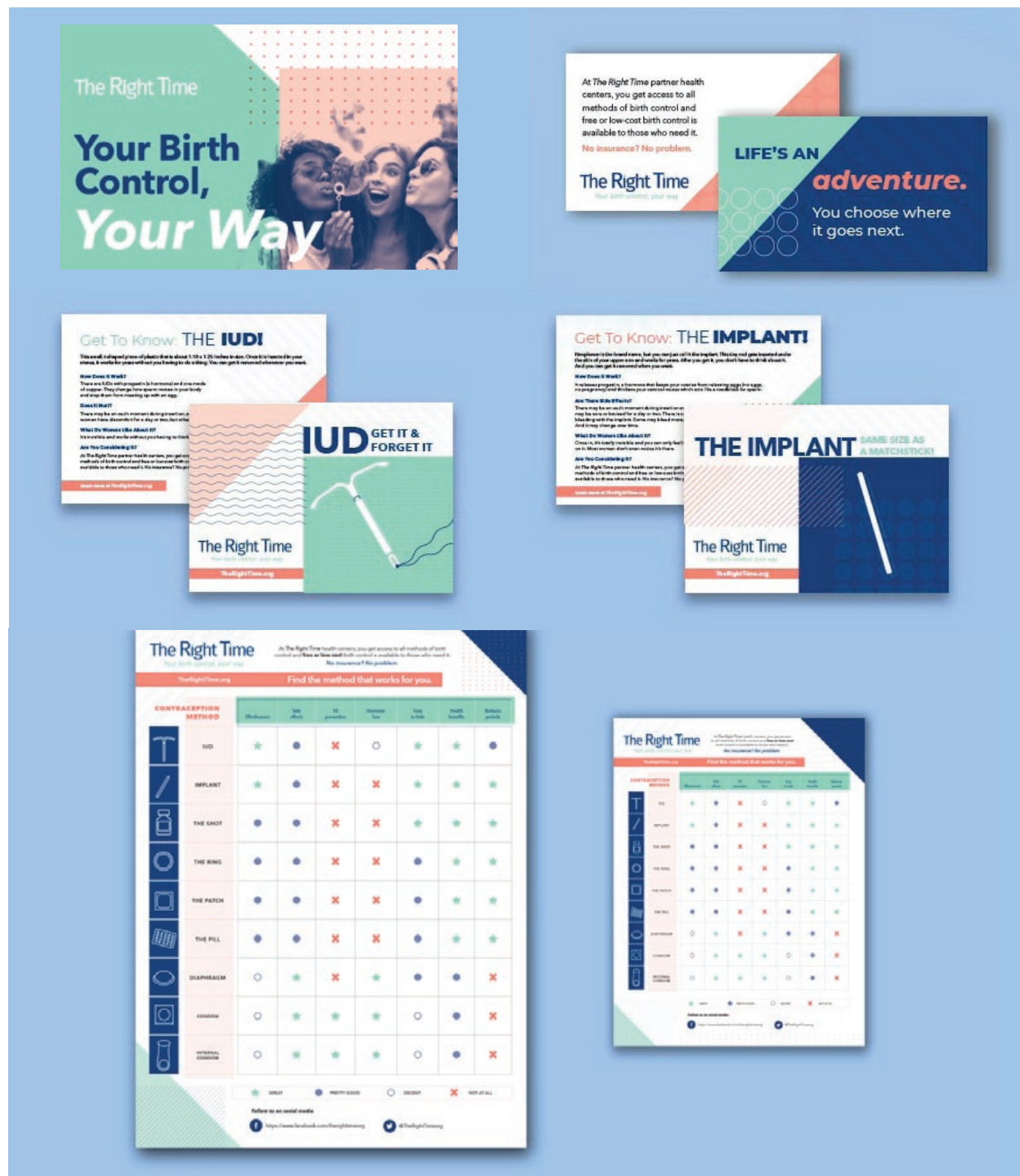


## POWER TO DECIDE

(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

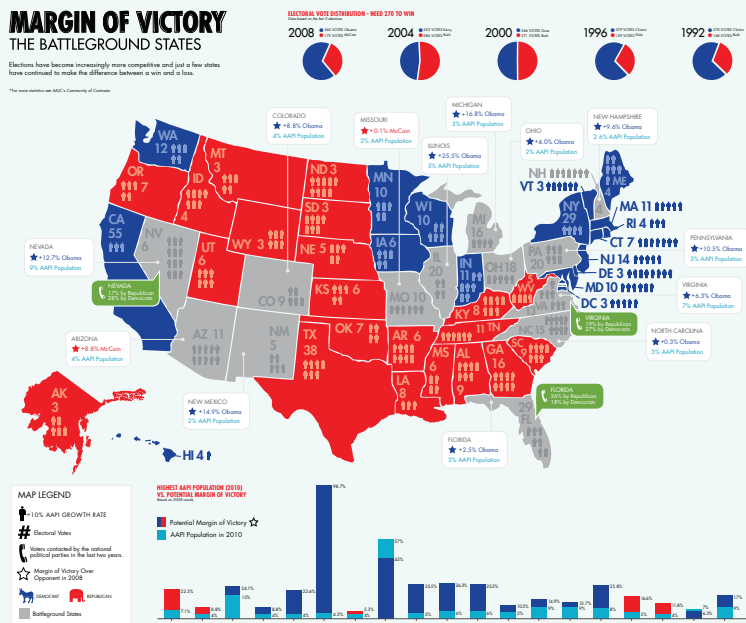
2013 Graphic Design USA



### MARGIN OF VICTORY THE BATTLEGROUND STATES

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

\*Data courtesy of APJ's Community of Leaders

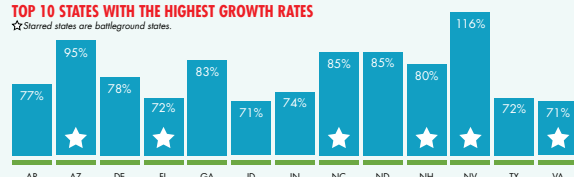


### ASIAN AMERICANS & PACIFIC ISLANDERS ARE THE ULTIMATE SWING VOTERS

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

\* Starred states are battleground states.



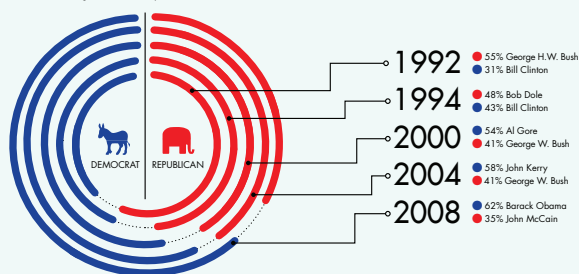
**46% GROWTH FROM 2000 TO 2010 NATIONALLY**

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

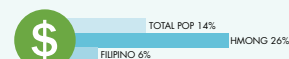
The AAPI community is not a monolithic one, and the issues that matter to them range from social and family values to small businesses and the economy.

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

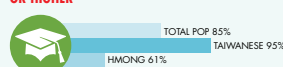
#### UNEMPLOYMENT RATE FOR THOSE 16 AND OLDER



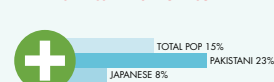
#### POVERTY RATES



#### EDUCATION - THOSE WITH A HIGH SCHOOL DEGREE OR HIGHER

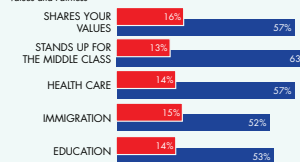


#### HEALTH CARE COVERAGE - UNINSURED



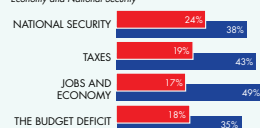
#### WHO'S BETTER ON THE ISSUES?

Values and Fairness



#### WHO'S BETTER ON THE ISSUES?

Economy and National Security



DEMOCRAT REPUBLICAN



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



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

# SURVEY SAYS

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

## The Condom Conundrum

Condoms are widely available, relatively cheap, and provide protection against pregnancy and sexually transmitted infections (STIs). They're also the **only method of contraception designed for men** (excluding vasectomies) and nearly all sexually active men have used them at some point. But **how do men feel about using condoms?** The National Campaign and *Cosmopolitan* magazine teamed up to find out

Among single men ages 20-39, all of whom say they and their partner(s) are not currently trying to get pregnant:

67% overall "don't mind using condoms"

96% HAVE USED CONDOMS IN THE PAST FEW YEARS

77% HAVE USED CONDOMS IN ADDITION TO ANOTHER METHOD, SUCH AS THE PILL



42% of men say they won't offer to use a condom—even if they have one handy—unless their partner insists.

23% admit they strongly "hate using condoms"

IF SHE DOES INSIST:



80%

say wearing a condom "is better than not having sex at all" although 24% say they would rather "watch porn alone than have sex wearing a condom."

Data presented here are drawn from an online survey conducted by The Futures Company of 1,247 interviews among unmarried males ages 20-39 who are sexually active with women. The margin of error is +/-2.8 percentage points. Interviews were conducted in July 2015. Quotas were set to ensure even distribution by region and age and a strong ethnic representation: 25% of respondents identified themselves as African-American and 19% identified themselves as Hispanic.



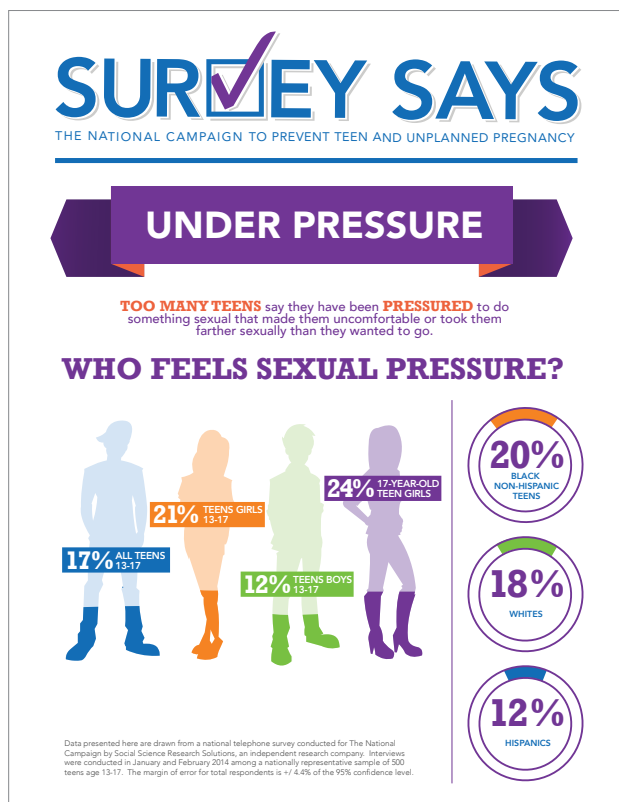
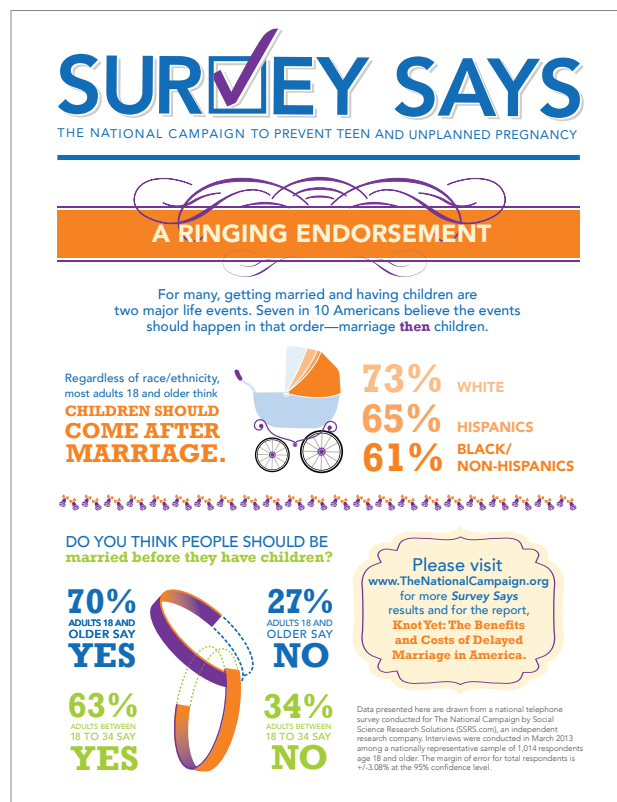
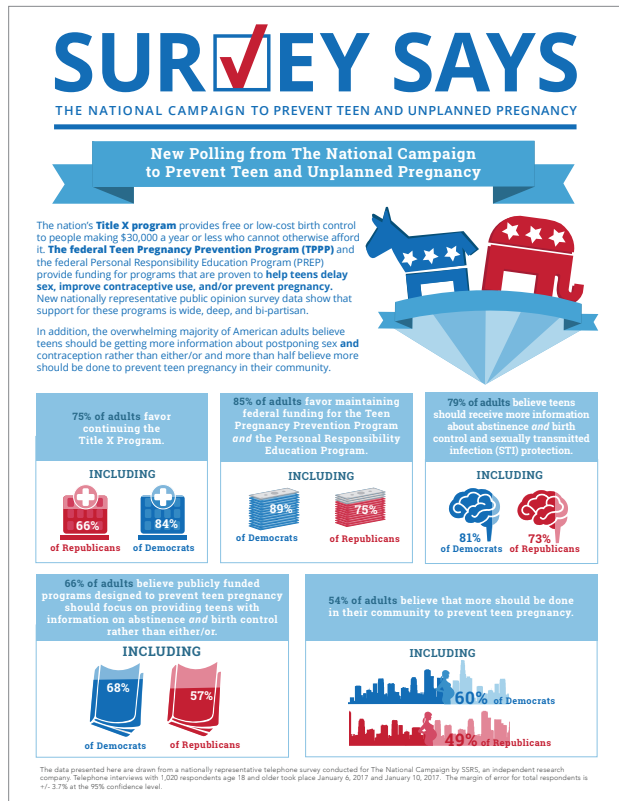
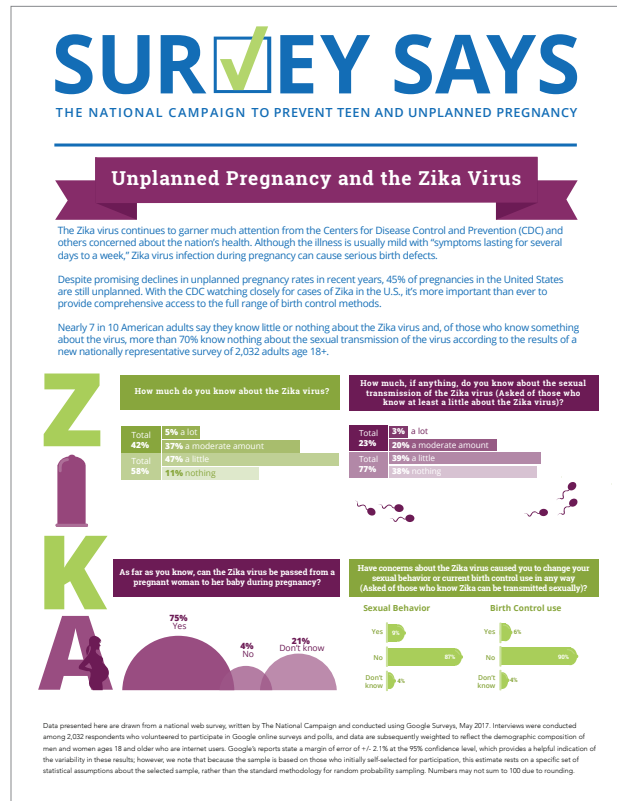
(Click the above image to view motion graphic.)



(Click the above image to view motion graphic.)

Project Components Include: Newsletters, infographics, and motion graphics

## POWER TO DECIDE



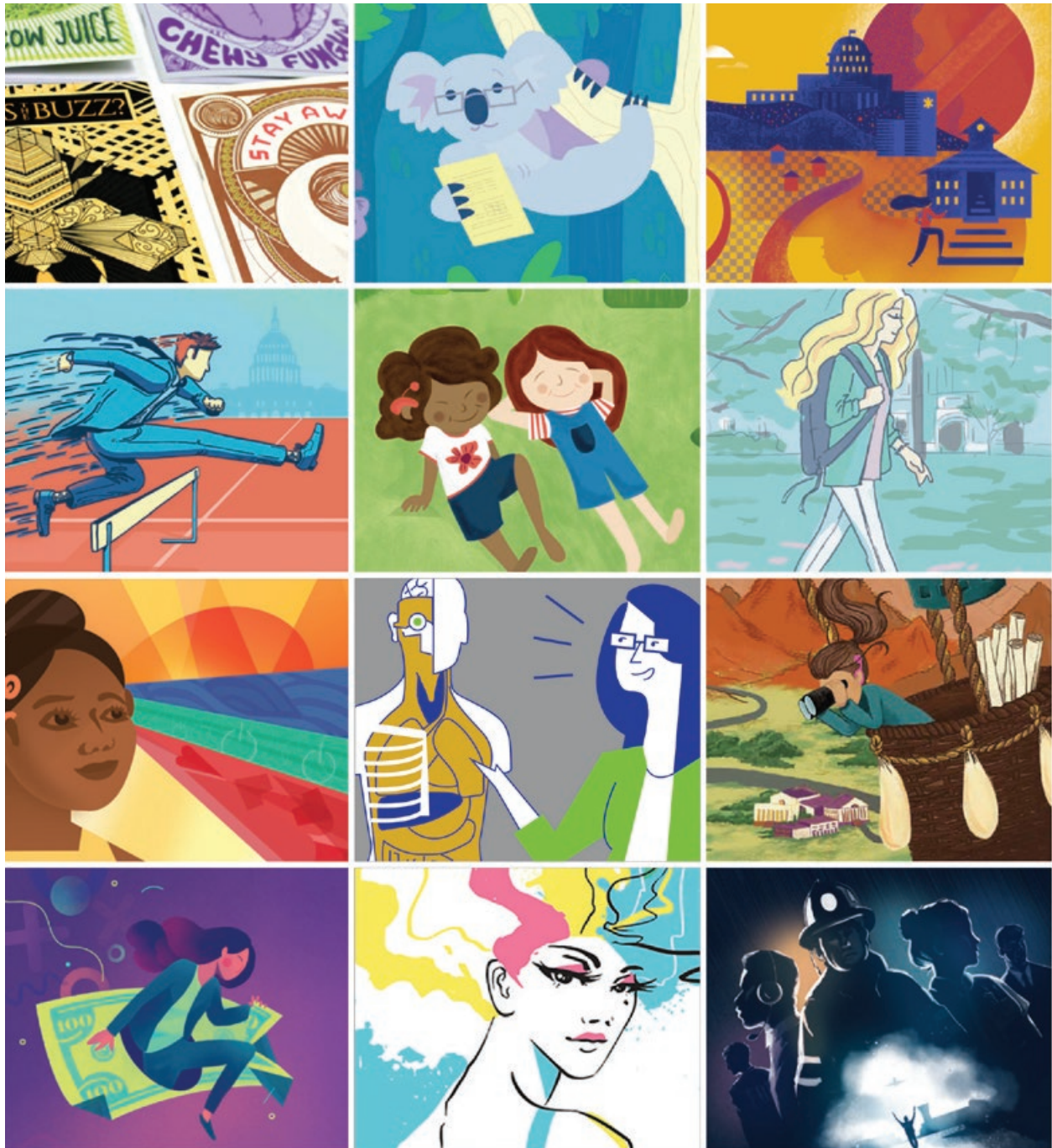


## Sample Custom Iconography





## 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.)

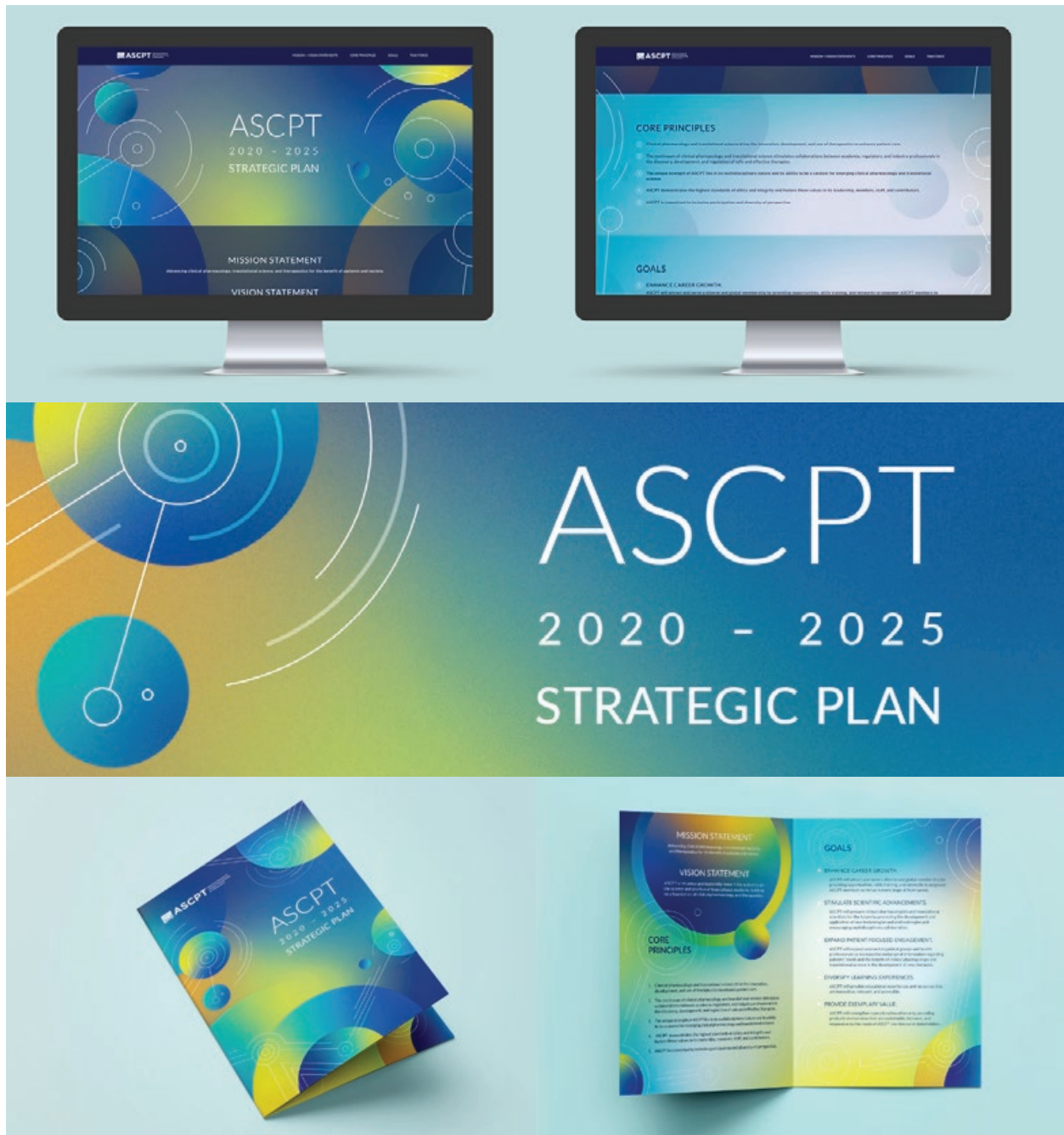
**Additional Project Components:** Magazine feature article spread, final report, print ads, social media ads, print and digital report, and brochure



# AMERICAN SOCIETY FOR CLINICAL PHARMACOLOGY AND THERAPEUTICS (ASCPT)

2020–2025 Strategic Plan Microsite

Client for 7 years



**Click to view website:** [https://www.graphhek.com/portfolio\\_page/ascpt-5-year-strategic-plan/](https://www.graphhek.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.)

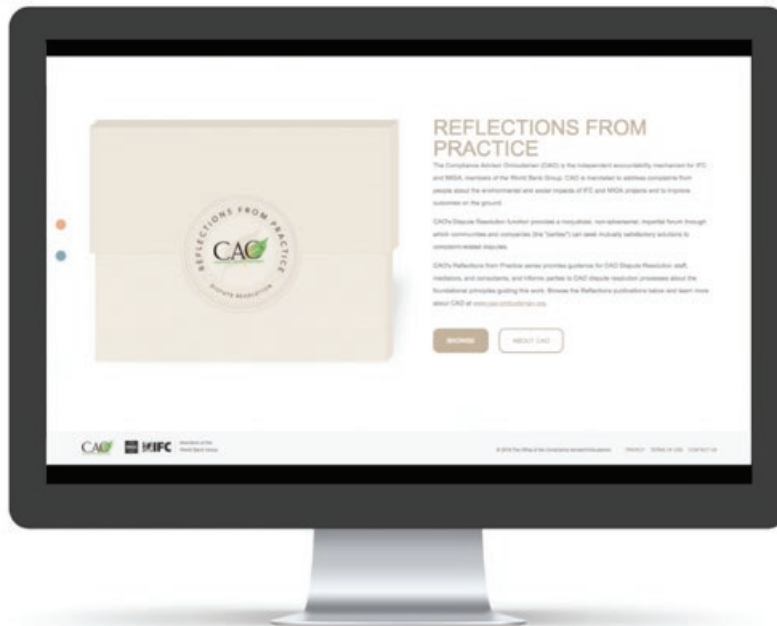
**Additional Project Components:** Custom branding, motion graphics, and brochure

# 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/](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

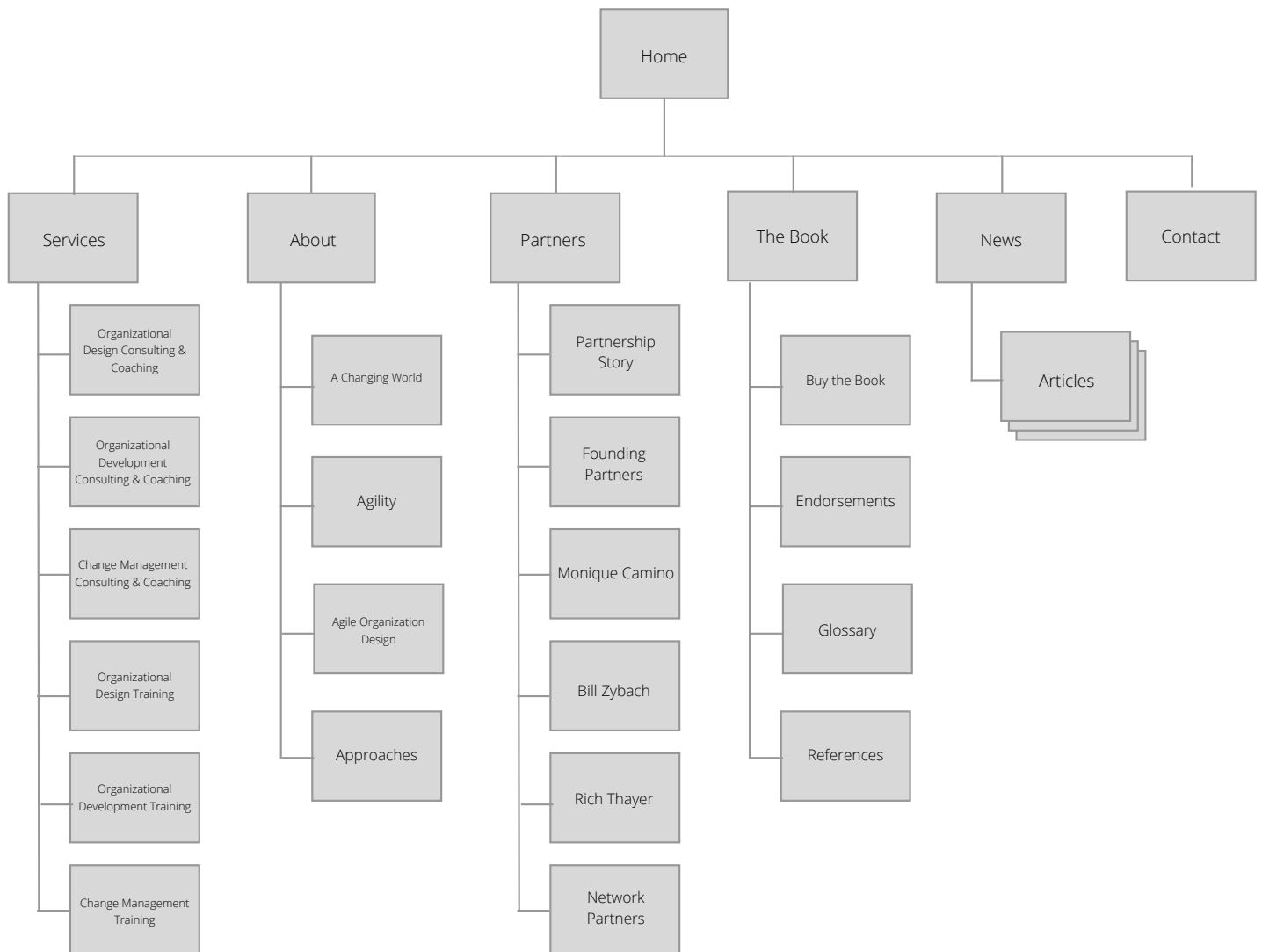
Client for 5 years



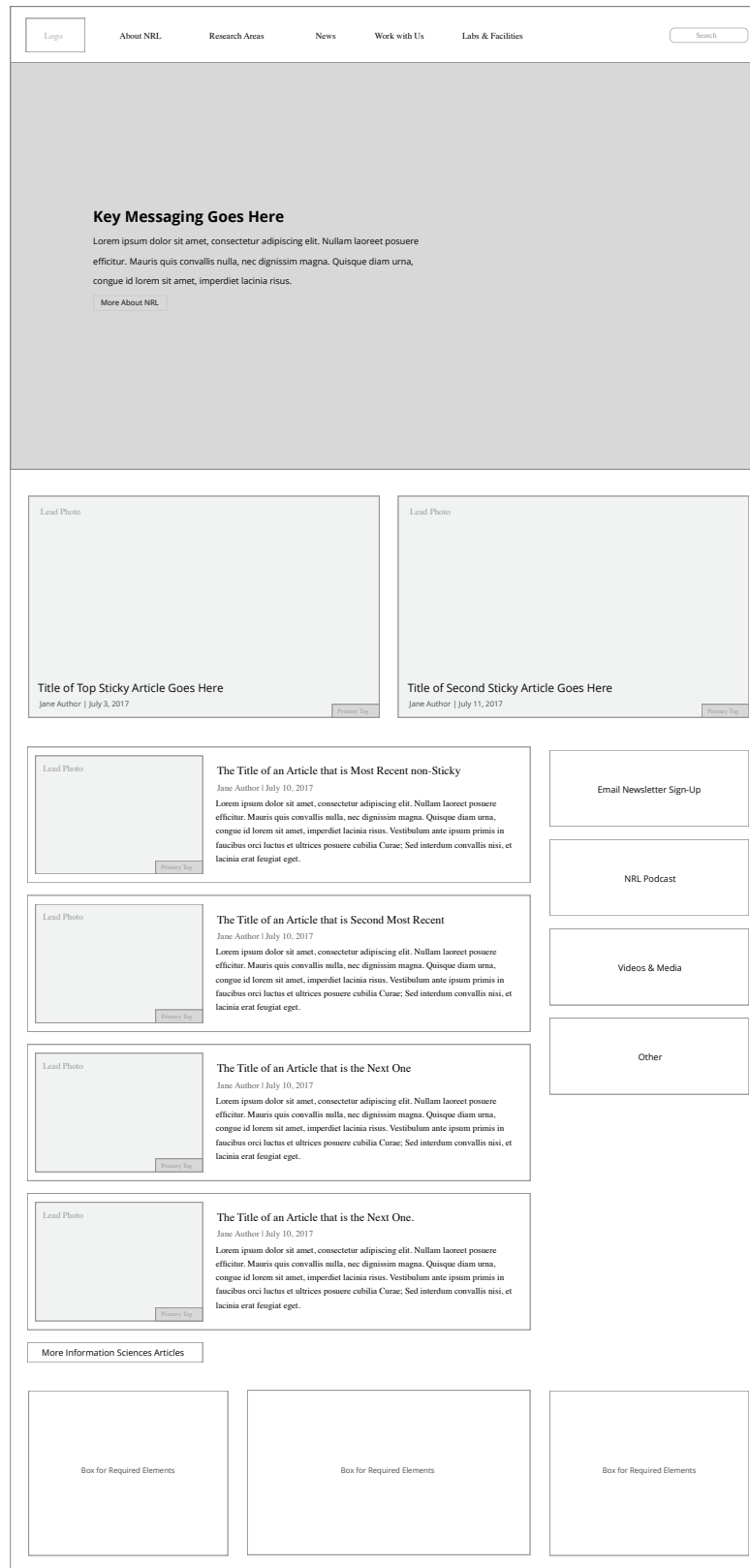
Click to view website: <https://www.americanforests.org/2019-year-in-review/>

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

## Sample Site Map

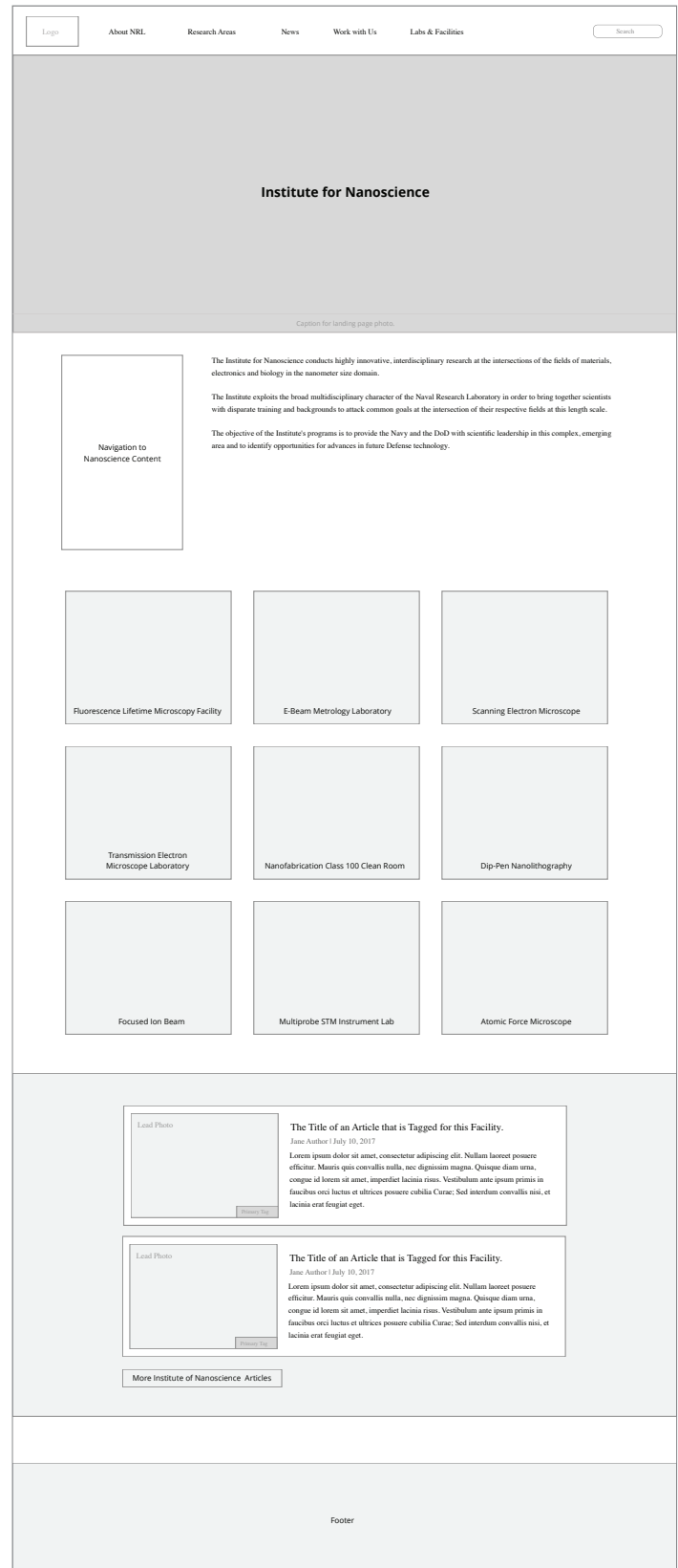


## Sample Wireframes

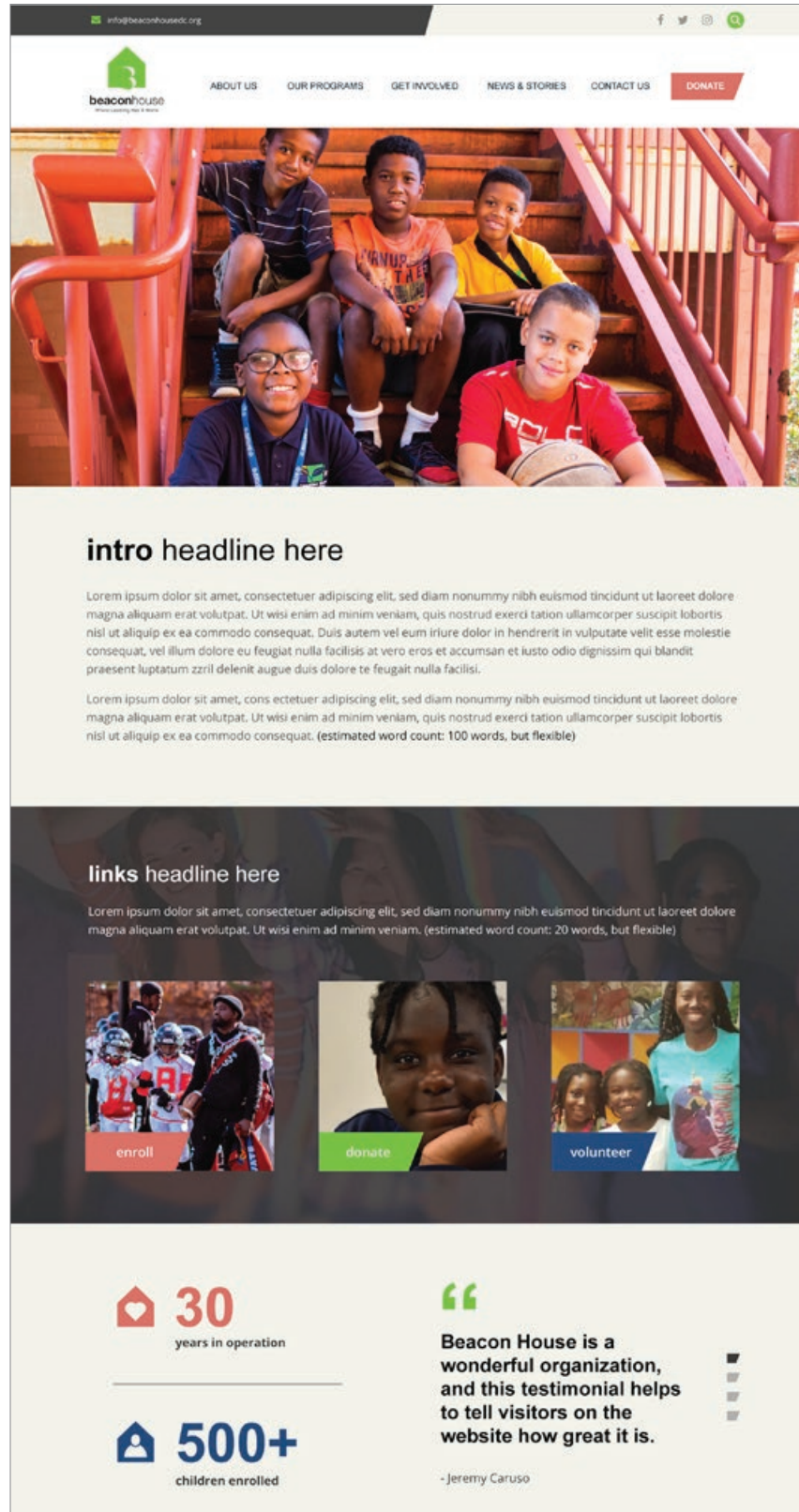




## SAMPLE WIREFRAMES



## Sample Website Mockup



## 4C. CREATIVE SAMPLES

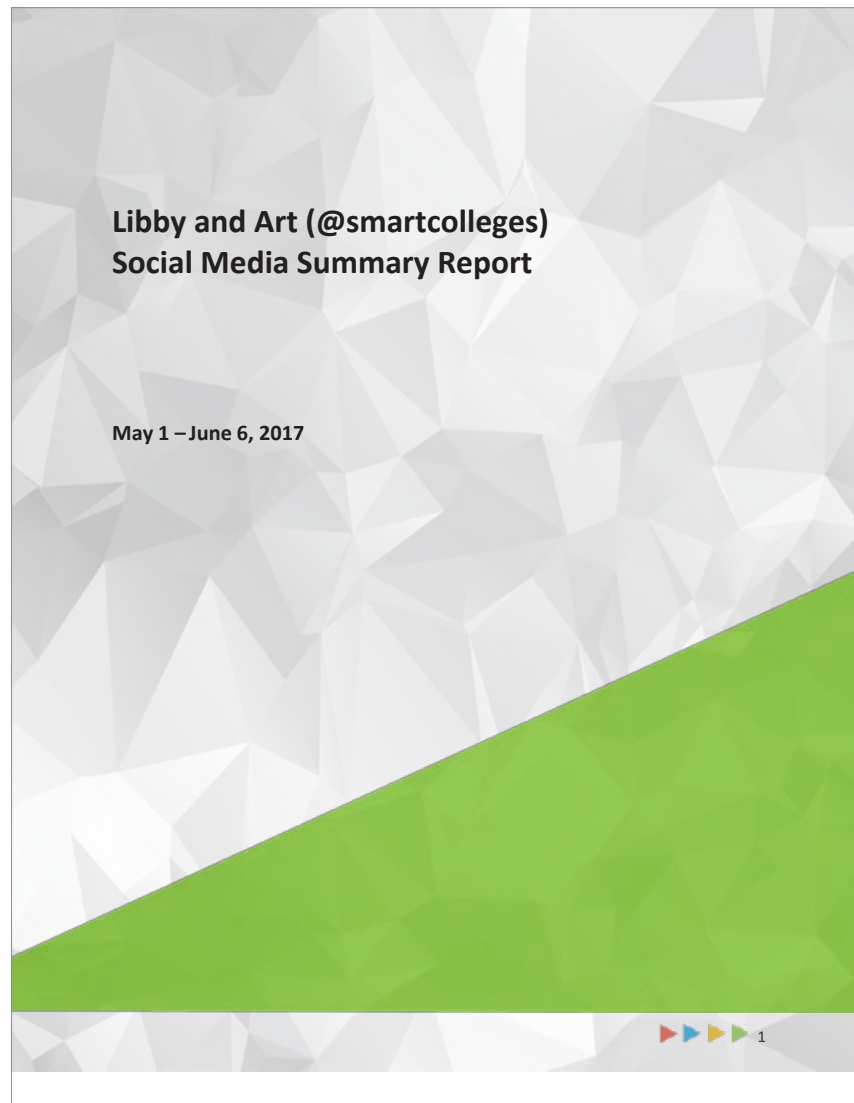
# COPYWRITING, PROOFREADING, AND COPYEDITING

**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

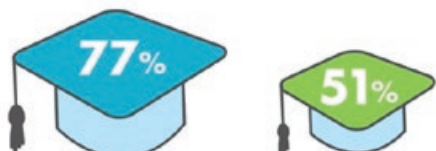
Twitter

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

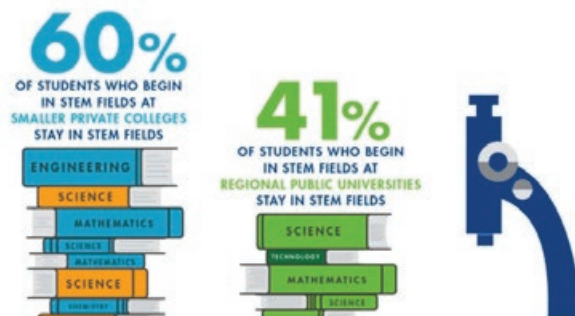






## PROMOTIONAL WRITING: CIC

 **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](http://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.



24



30

**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](http://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



2



## 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.

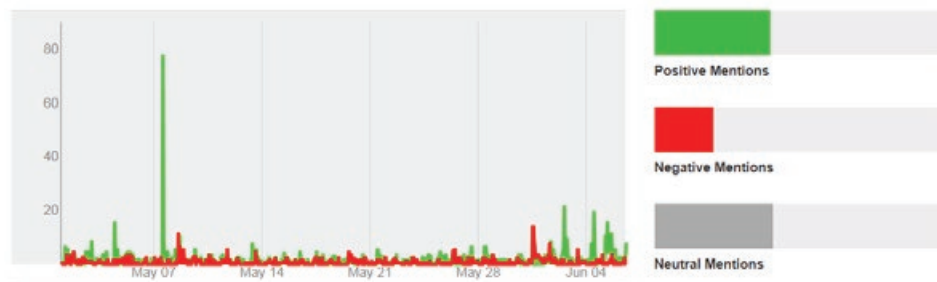
The graph below clearly illustrates that since the campaign started, spikes of negative mentions (designated in red) occur less often and have smaller spikes. In addition, the positive mentions occur far more often and almost always exceeds the negative mentions. May 7 was a significantly positive day 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**.

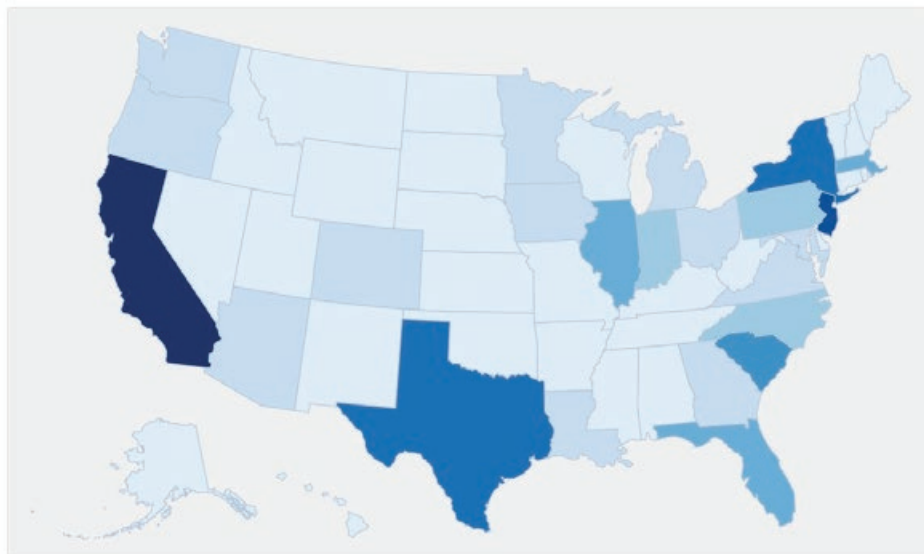


## PROMOTIONAL WRITING: CIC

Sentiment Timeline

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**.



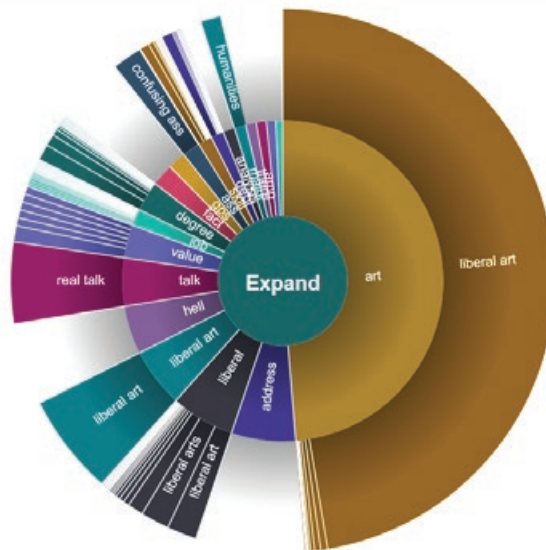
## PROMOTIONAL WRITING: CIC

Keywords

There were **3,730** mentions across **797** major categories from May 1st at 1am and June 6th at 3pm of which **1,256** were unique mentions.

Word Burst

<b>22.2%</b>	828 mentions shared "art"
<b>3.0%</b>	110 mentions shared "address"
<b>3.0%</b>	110 mentions shared "liberal"
<b>2.8%</b>	105 mentions shared "liberal art"
<b>2.7%</b>	99 mentions shared "engineer"
<b>2.3%</b>	87 mentions shared "talk"



This report analyzes **3,345** social mentions including the keywords **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 #What is**, **liberal arts expensive**, **liberal arts #expensive**, **liberal arts #love #small**, **liberal arts #love small**, **liberal arts love #small**, **#liberalarts love**, **#liberalarts #love**, **#liberalarts hate**, **#liberalarts #hate**, **#liberalarts need**, **#liberalarts #need**, **#liberalarts value**, **#liberalarts #value**, **#liberalarts job**, **#liberalarts #job**, **#liberalarts humanities**, **#liberalarts #humanities**, **#liberalarts support**, **#liberalarts #support**, **#liberalarts choose**, **#liberalarts #choose**, **#liberalarts best**, **#liberalarts #best**, **#liberalarts success**, **#liberalarts #success**, **#liberalarts important**, **#liberalarts #important**, **#liberalarts cost**, **#liberalarts #cost**, **#liberalarts debt**, **#liberalarts #debt**, **#liberalarts worth**, **#liberalarts #worth**, **#liberalarts choice**, **#liberalarts #choice**, **#liberalarts black**, **#liberalarts #black**, **#liberalarts decision**, **#liberalarts #decision**, **#liberalarts consider**,

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).

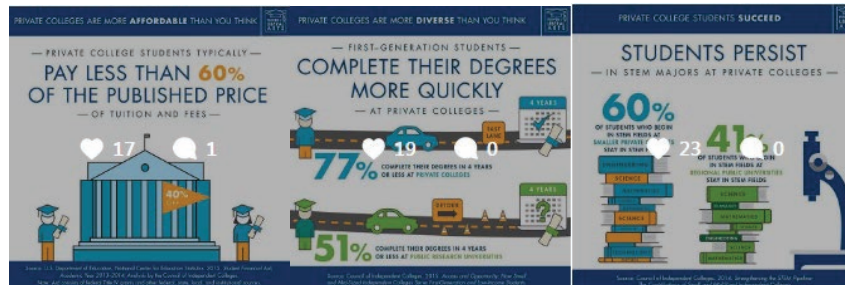
Topic Keyword Frequency			
#	Keyword	Mentions	
01	liberal arts need	476	
02	liberal arts job	453	
03	liberal arts humanities	367	
04	liberal arts best	320	
05	liberal arts value	201	
06	liberal arts black	196	
07	liberal arts useless	182	
08	liberal arts love	137	
09	liberal arts debt	93	
10	#liberalarts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



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

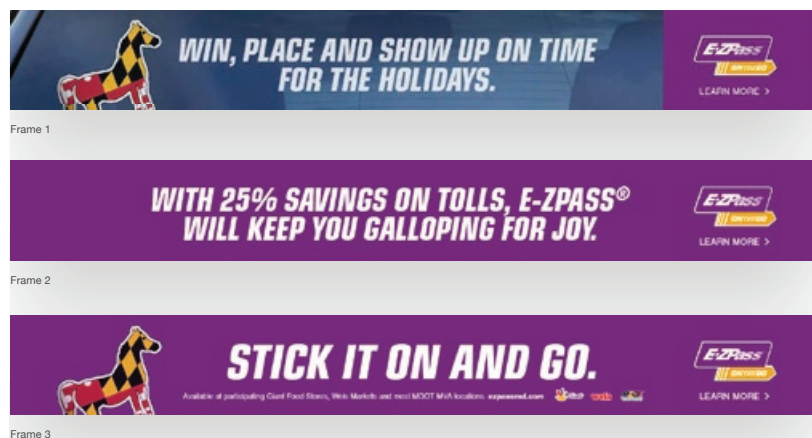
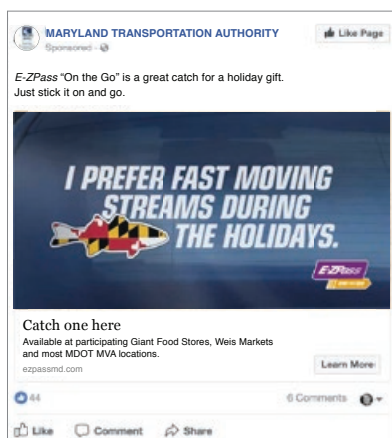
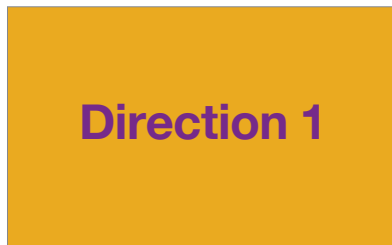
## Notable statistics:

- 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




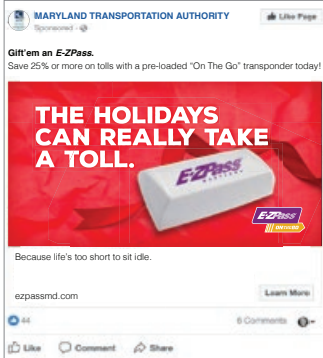
COPYWRITING/ADVERTISING/MARKETING: EZ PASS

## Direction 2









### 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

## Direction 3


**THIS SHOULD KEEP  
YOUR RECEIVERS HAPPY.**

*E-ZPass. A great gift that saves 25% or more on tolls.*


AVAILABLE AT: 

[ezpassmd.com](http://ezpassmd.com)



 **ON THE GO**




MARYLAND TRANSPORTATION AUTHORITY  
Sponsored ·  Like Page

Give the gift of #EZPassMD. Give a transponder with a pre-paid toll balance of \$25 that's ready for immediate use with E-ZPass "On the Go".



The ultimate GO route.  
Available at participating Giant Food Stores, Weis Markets and most MDOT MVA locations.  
[ezpassmd.com](http://ezpassmd.com) [Learn More](#)

44  6 Comments 

 Like  Comment  Share

### 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.

**E-ZPass**

**MARYLAND,  
KEEP  
ROLLING  
IN THE  
PURPLE  
LANE.**

**Make sure your E-ZPass® account is updated and ready to go.**

Every road victory starts with an E-ZPass®. But your forward progress could be interrupted with an account that's not up to speed. Is your address correct? Is your credit card up-to-date? There are just a couple of things to check. The last thing you want to be get backed with penalties. Keep your drive alive. Visit E-ZPassMD.com today!

[CHECK MY ACCOUNT](#)


[ezpassmd.com](http://ezpassmd.com)    

**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

 **ON THE GO**

**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](http://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:** Whatayattellum? 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 BARI!), 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.

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



## SCRIPTWRITING: CIC

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

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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

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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,

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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

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## 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](mailto: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.

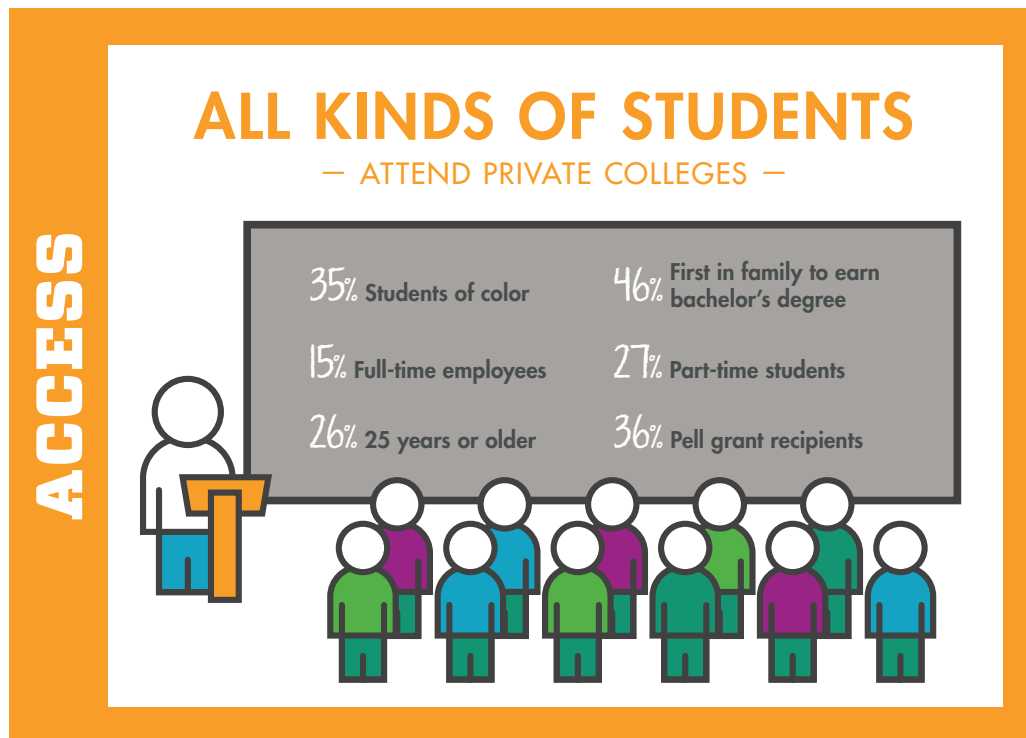
###

**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](http://www.cic.edu).

## COUNCIL OF INDEPENDENT COLLEGES (CIC)

Technical Writing: Liberal Arts Campaign Postcard and Infographic Copy

Client for 7 years

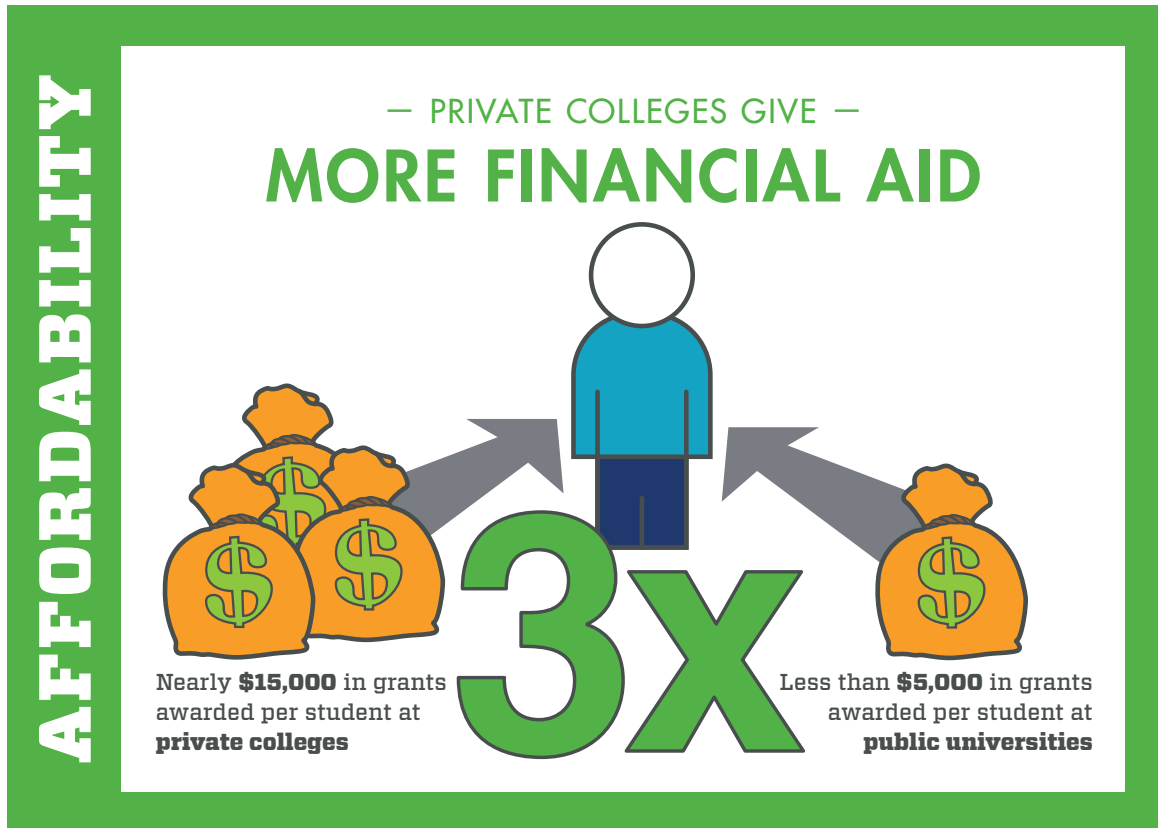


**ACCESS:** Think private colleges are just for the elite? Think again!

- 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](http://www.LiberalArtsPower.org) and follow @SmartColleges.**



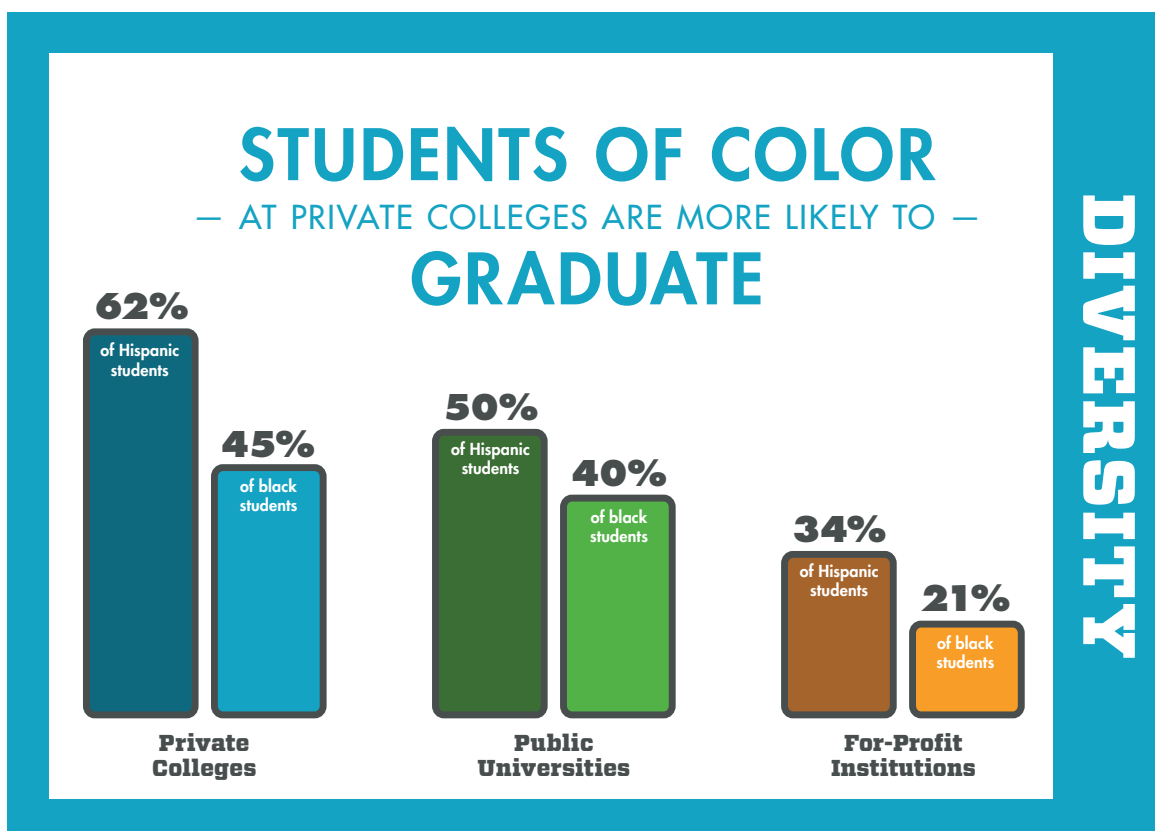
**AFFORDABILITY:** Private colleges help students and their families keep the price of college low and return on investment high.

- 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](http://www.LiberalArtsPower.org) and follow @SmartColleges.**



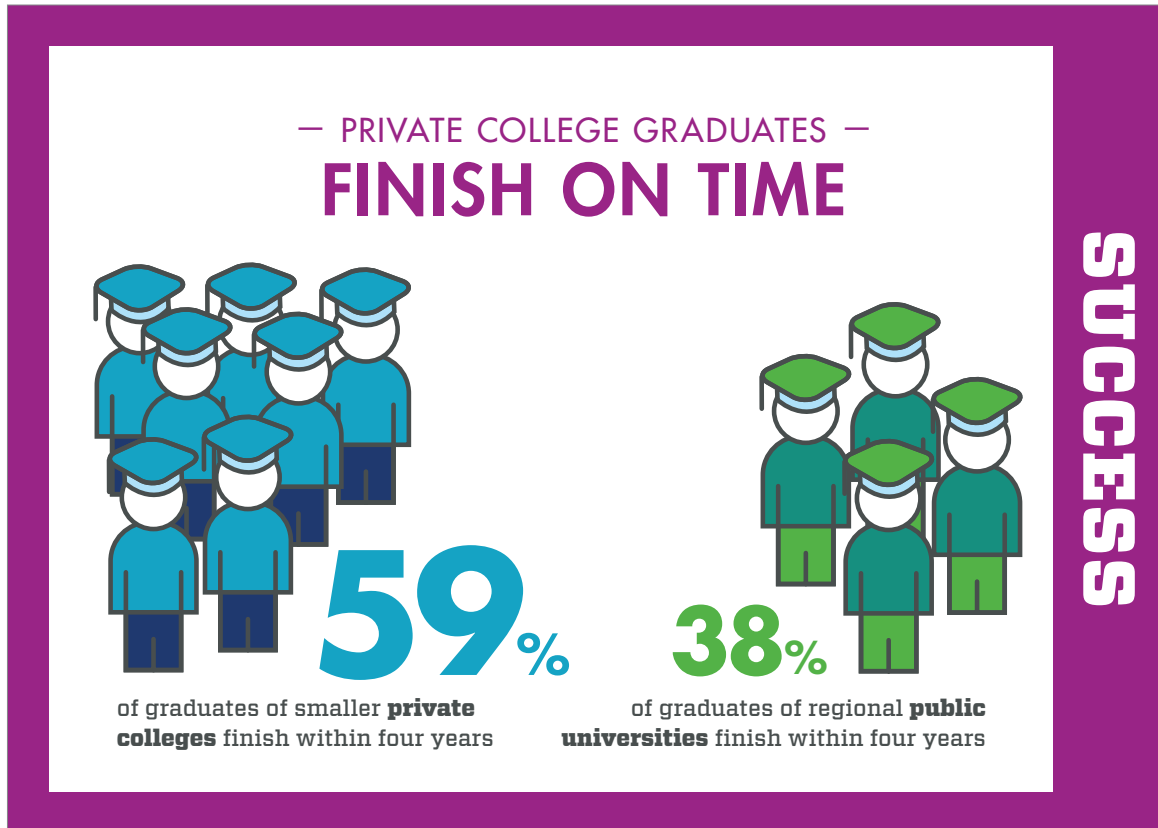


### **DIVERSITY:** Diverse students enroll in and excel at smaller private colleges.

- 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](http://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](http://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.graphik.com/portfolio\\_page/340b-whiteboard-video/](https://www.graphik.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

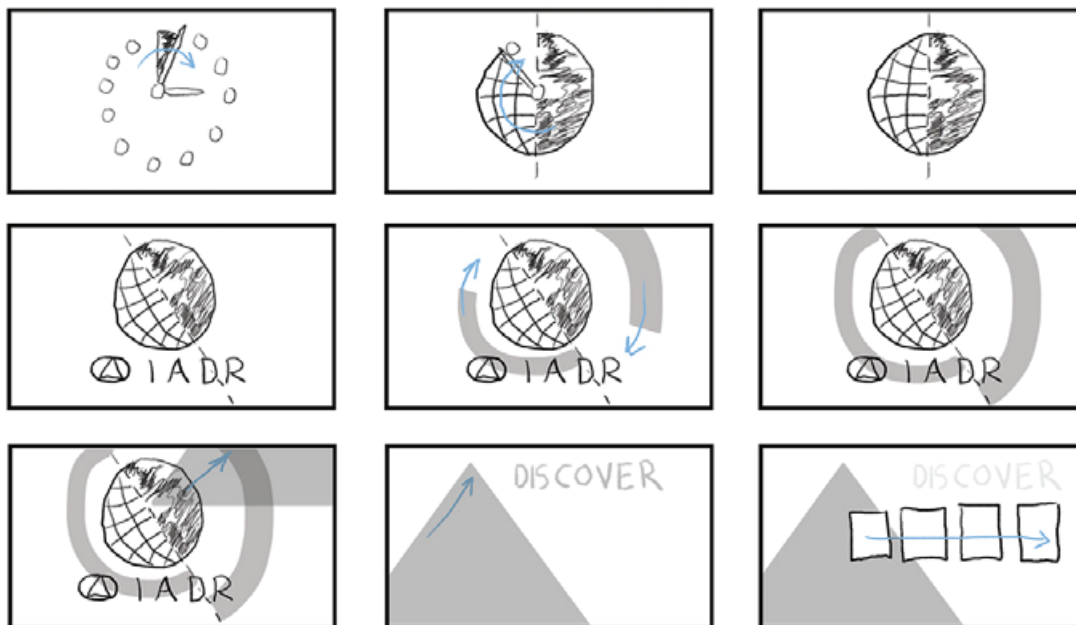


Click to view video: [https://www.graphek.com/portfolio\\_page/eye-donation-month/](https://www.graphek.com/portfolio_page/eye-donation-month/)

**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

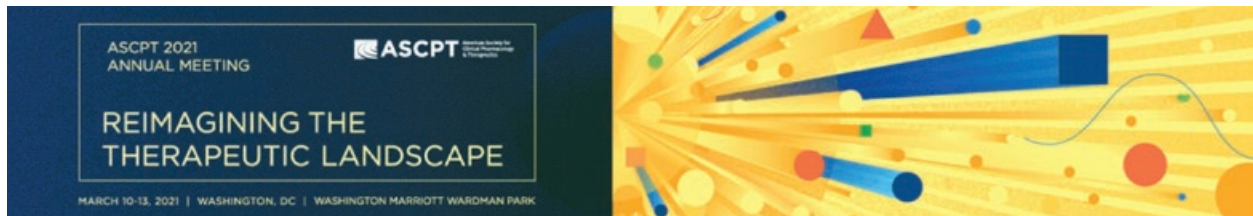
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## Sample Event Recap Video



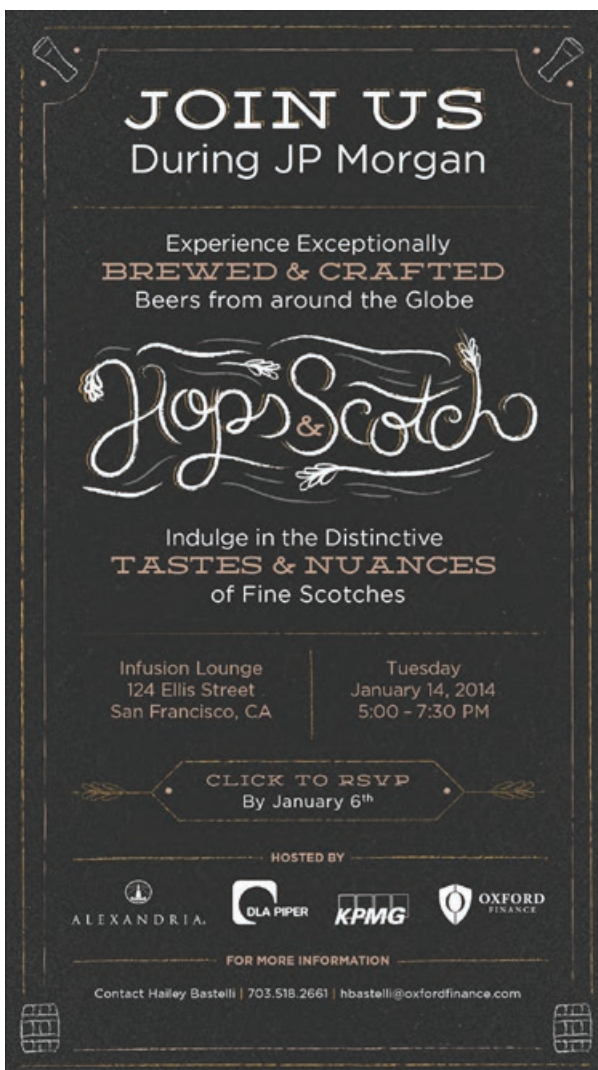
Click to view video: <https://vimeo.com/488547781>

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





## Sample e-Invitations





## 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



**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 Carter Presidential Center 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 preconference, 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 central 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  
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 L. 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  
Mayor of the City of Atlanta

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WELCOME TO ATLANTA



## 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 in the Candler Room 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.-4:30 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.

6 // 2014 National Arts Marketing Project Conference

## 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 Innman 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**  
150 Peachtree St NE  
Atlanta, GA 30308  
404.686.4411  
1 mile from the Loews Atlanta Hotel

## YouTube 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 #NAMP2014 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

## g 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 member.

## WHEN WILL COMPLIMENTARY FOOD BE AVAILABLE AT THE MAIN CONFERENCE?

**Saturday, November 8, 2014**  
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.  
3:30 p.m.-4:00 p.m. Culture Track 2014 in Ellington Ballroom  
7:00 p.m.-9:00 p.m. Networking Break in CenterStage  
Opening Reception at the High Museum of Art

**Sunday, November 9, 2014**  
8:00 a.m.-9:00 a.m. Continental Breakfast in CenterStage  
12:00 p.m.-1:30 p.m. Keynote Luncheon in Ellington Ballroom  
3:15 p.m.-4:00 p.m. Networking Break in CenterStage

**Monday, November 10, 2014**  
8:00 a.m.-8:45 a.m. Continental Breakfast in CenterStage  
10:00 a.m.-10:30 a.m. Networking Break in CenterStage

FREQUENTLY ASKED QUESTIONS

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



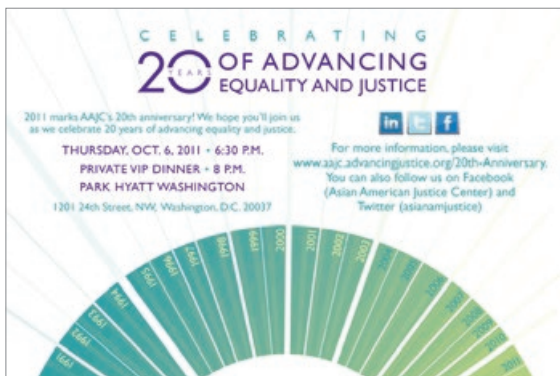


## SECURITY INDUSTRY ASSOCIATION (SIA) “Festival of Lanterns” Gala Branding Client for 4 years



**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:	<a href="https://www.graphex.com/portfolio_page/legal-aid-annual-report/">https://www.graphex.com/portfolio_page/legal-aid-annual-report/</a>

## REFERENCE #3

Name:	Lucy Lee
Title:	Director of Operations
Organization/Institution:	Asian Americans Advancing Justice (AAJC)
Phone Number:	202.296.2300
Email:	llee@advancingjustice-aajc.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.