



CREAM CITY
CONSERVATION

DIGITAL

J.E.D.I.

JUSTICE. EQUITY. DIVERSITY. INCLUSION

LEARNING PROGRAM

Certified

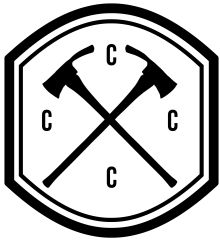


Corporation



FOR THE
PLANET.

— MEMBER —



AUGUST M. BALL

MILWAUKEE: GREEN + EQUITABLE

august@creamcityconservation.org

414.322.8482

MEET THE FOUNDER & LEAD CONSULTANT

SPECIALTIES:

- Company Culture & Conflict Management
- Organizational Assessment & Capacity Building
- Recruitment, Hiring & Retention for Diversity, Equity & Inclusion
- Employee Engagement & Professional Development
- Environmental Education & Training Program Design
- Public Speaking (Keynotes, Plenary Sessions & Panel Discussions)

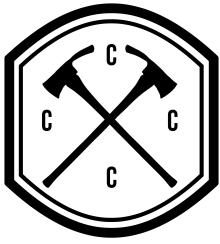
August M. Ball is the founder, CEO, and Lead Consultant of **Cream City Conservation**, a two-prong social enterprise founded in 2016. First, Cream City Conservation & Consulting works with environmental, corporate, and community-based organizations to address internal cultures and practices that contribute to racial homogeneity. Through equity audits, inclusion surveys, racial literacy building workshops, policy and practice review and coaching, the firm provides insight and recommendations to organizations that help them cultivate inclusive and equitable environments, develop intentional green career pathways, culturally responsive programs, and identify and mitigate bias in all aspects of the organization. Through the JEDI Cohort Program (Now available online and in-person), August has lead over 40 organizations through her 3-phase hybrid process.

Second, through proceeds from the consulting firm, the **Cream City Conservation Corps** provides paid training and work experience to young adults 15-25 years of age, whose social identities are under and inequitably represented in various conservation, agriculture, and green infrastructure industries. The model is a closed-loop system between the Consulting firm and the Corps program which cultivates the next generation of environmental stewards while preparing organizations to attract, develop, and retain a diverse pool of leaders. The Corps program is supported by profits from the consulting firm, fee-for-service contracts, and community partnerships.

August received her formal education from UW-Parkside and UW-Milwaukee. She studied Sociology, Community Education, and Non-Profit Management. August serves on the Wilderness Society Governance Council, is a member of the Green Leadership Trust and is a Milwaukee Delegate for the US Water Alliance. Born in Southeastern Wisconsin but raised in Southeast Asia, she is a citizen of the world, speaking four languages (English, Tagalog and Cebuano fluently and intermediate Spanish).

When not teaching/mentoring, August enjoys traveling the globe, cooking, being in nature, and will shamelessly sing karaoke whenever the opportunity presents itself.

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BASED IN MILWAUKEE, WI - WORKING WORLDWIDE

COMMUNITY SERVICE:

- The Wilderness Society - Board Member
- WI Governor Evers' Climate Action Task Force - Former Appointee
- Milwaukee City/County Climate & Economic Equity Task Force - Former Appointee
- US Water Alliance - Milwaukee Water Equity Team Delegate
- Green Leadership Trust - Current Board Member

AWARDS & RECOGNITION:

- Field Museum's [Parker Gentry Award 2022](#)
- [Force for Positive Change Award 2022](#)
- [TEDx Milwaukee 2021 Speaker](#)
- [YWCA - Eliminating Racism Award 2018](#)
- [United Way - Philanthropic 5 Award 2018](#)
- Wisconsin Conservation Voters - Green Tie Award 2018
- WI Association of Environmental Educators - Eco-Justice Award 2018

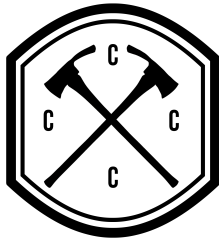
FEATURED PRESS:

- Journal Sentinel - [Cream City Conservation Helps Youth Connect to Green Jobs](#)
- Technical.ly - [Cream City Conservation is Uprooting Bias in the Green Sector](#)
- WUWM 89.7 (Milwaukee's NPR) - [A Starting Place to Mutual Understanding](#)
- Shepard Express - [Hero of the Week 2020](#)
- Wisconsin EYE - [Morning Minute](#)
- TMJ4 - [Racial Equity in the Environmental Sector](#)
- Next City - [Milwaukee Feature](#)

EXAMPLES OF WHO WE'VE HELPED:



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METHODOLOGY

DIVERSITY • EQUITY • INCLUSION

HOW WE WORK & WHY

Cream City Conservation utilizes a combination of social science-backed assessments, a suite of interactive workshops and presentations to build racial literacy and assist in developing a shared language. These components are critical to not only envisioning an organization's desired future state but in cultivating the internal culture and outward communication necessary to make that vision a reality.

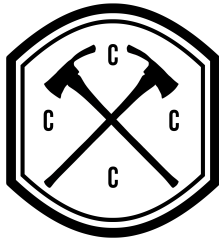
While we are clear that diversity goes beyond color and our workshops/assessments capture a breadth of diversity facets (including socioeconomic, ability, language, gender identity/expression, sexual orientation, neurodiversity, national origin, etc.), we intentionally center our teachings around race and anti-racism as it is the foundation of all other forms of oppression. We also center our work around race because people of the global majority continue to be disproportionately impacted by climate change and environmental injustice and therefore should be at the center of key decision making when it comes to sustainability.

We employ interactive techniques not only because they are the most effective for cognitive learning but because we believe the seeds of solutions lay within those experiencing the problem. We believe your organization already holds the knowledge required for resolution. What's needed is often a skilled facilitator to foster internal awareness and guide action toward the desired future state.

Upon completion of our time together, past clients have revamped or created holistic practices affecting the employee/board member/volunteer life-cycle from attraction to selection to development to retention and when necessary: off-boarding. They've developed new programs to funnel talent into their succession plan, launched campaigns to build public awareness in a culturally responsive manner, created an equity lens framework for accountable decision making of funding and increased engagement from historically excluded communities. Diversity is the result of inclusive practices after all and the main marker of an anti-racist organization is whether or not racial justice and equity are embedded within all aspects of the institution.

At the end of our time together, you will have a benchmark of where your organization currently is and a roadmap with concrete strategies to achieve your desired future state.

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METHODOLOGY

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HOW WE TYPICALLY WORK & WHY

Phase 1: Assessing Organizational Culture

Phase 2: Foundational & Advanced Level Workshops

Phase 3: DEI Strategy Design (aka The Roadmap)

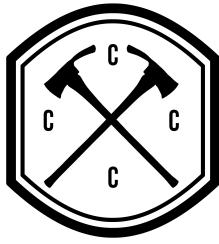
Assessing Organizational Culture

Each client organization conducts an assessment of their organization using Cream City Conservation's **Culture Assessment**. The assessment measures culture, practices, and sense of belonging among staff as well as system structure, procedures, and program delivery of the organization. This assessment provides insights to help companies better understand the differing experiences of employees across social demographics via heatmaps. Clients are able to identify and understand whether underrepresented groups feel that decisions are fair, their voices are heard, whether they see opportunities for themselves, and whether they feel a sense of belonging. The results will highlight areas where your organization is currently thriving and identify areas of opportunity. The assessment will help your organization establish a true benchmark of readiness to engage in racial equity work by evaluating existing organizational structure and culture. The consultant will compile results from the assessment and provide an overview presentation to the leadership team and help craft a presentation for the entire organization.

The assessment will be live for 2 weeks. The consultant will require 2 weeks lead time to compile data into an overview presentation.

To the right is an example of a customized heatmap based on survey responses for each factor. Each factor has an established set of questions. Your workgroup may choose to add 3 custom questions and two open-ended questions. A FAQ page will be provided to address any anonymity concerns of staff. If selected, the consultant will demo this platform.

Custom						
+ Add Column						
	Δ DELTA	% SCORE				
		Baseline: All Results	White Men X	White Women X	Women of Color X	Non-Binary Folks X
NO. OF RESPONSES		3992	1081	810	743	5
Engagement		74%	76%	75%	71%	76%
Decision Making		57%	67%	51%	46%	73%
Fairness		68%	72%	65%	61%	85%
Opportunities & Resources		67%	72%	64%	63%	60%
Voice		72%	81%	66%	63%	93%
Belonging		79%	82%	78%	72%	85%
Diversity		80%	84%	80%	71%	90%
Contribution to Broader Purpo...		95%	96%	95%	93%	90%



METHODOLOGY

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HOW WE WORK & WHY

Phase 2: Foundational & Advanced Level Workshops

Foundational & Advance Level Workshops

Cream City Conservation recognizes that one-off education workshops related to diversity can be helpful in "planting seeds", but without intentionally following up the education with action steps, they can do more harm than good. Because this work is lifelong and establishing shared language within a multi-dimensional organization on a historically layered, complex, and intersectional topic such as equity and anti-oppression, we have crafted a series of workshops that build upon one another.

This levels the playing field for entry into this work while leveraging the existing expertise of your organization's participants (staff, board, etc.) who are further along on their journey.

The next page will outline our standard suite of interactive virtual workshops. Additional custom workshops (virtual or in-person) may be requested for an additional fee. A program timeline will be developed in collaboration with the client.

Participation in some of the workshops will require attendees to complete advance readings that will be provided. These readings will require 15 minutes to 1 hour max of your time.

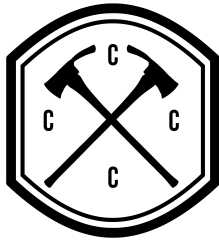
Lastly, we ask participants of virtual trainings to adhere to a "one screen-one person" practice. We realize that in these unprecedented times our hybrid workplaces often have some staff/board members who are in-person while others are "calling-in" from home.

Limiting screens to one-person each allows for each participant to have equal footing and voice in the workshops and breakout groups.

Because the workshops are high content and fairly condensed, we recommend clients host internal reflection spaces for participants who wish to dialogue further about readings and workshop learnings. We provide facilitator guides and prompts.

Additional support is offered via live weekly office hours and scheduled meetings as needed.

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HOW WE WORK & WHY

Organizational Workplan Template

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1	Instructions	Identify 2-3 Factors & Program Goals (ex. Recruitment, Decision-Making, Diversity, etc.). Then describe why that factor is important to your organization (pain points, mission alignment, etc.) and what is at stake if you do not solve for said Factor. This will be uploaded to your organization's Online Validation Form which members of your organization will get to weigh in on. Once those factors have been vetted, the workgroup will begin populating this form (The Workplan) with up to 5 SMART activities for each of the Factors/Program Goals that can be achieved within 12 months				
2	Goal:	FACTOR/FOCUS AREA (No more than 3 words):	Explain the desired outcome for the factor/focus area here. What will the activities below produce within 12 months?			
3	Subtitle	Use this space to provide additional context				
4	Subcontext					
5	Strategies (Program/Project Name)	Activities	Timeline	Status	Responsible	Resources Needed
6						

Phase 3: Workplan and Roadmap Process

Upon completion of Phases 1 & 2, your organization's workgroup, that will consist of a maximum of 6 people, will co-create a workplan that will outline how you will implement equitable practices in your organization to reach your desired future state. This plan will be informed by your existing knowledge about your organization, coupled with the results from your Culture Assessment.

C4 will then work with your organization's workgroup to create a public facing Roadmap document that highlights key items from your workplan and Culture Assessment. Consultant will assist you in establishing your workgroup. Please note that representation from multiple levels in the organization, including your organization's executive leader is ideal.

Workforce Diversity

The following results are from those who completed SEDA's Culture Assessment that was conducted in January 2022.

Goals and Strategies

Program Goal 1: Equity

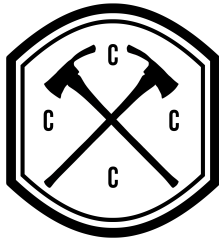
WE SEDA currently define Equity as ensuring everyone has the same starting line, and acknowledging and remedying the institutional and systemic barriers that may be replicated create a need to or the ability to catch up after starting behind as the self-controllable opportunities are equal. Equity is difficult to define as it is often seen as synonymous with "equality."

SEDA's goal is to employ equity through hiring practices based on merit after identifying underserved candidate pools. A diverse mix of candidates from obviously "non-dominant" backgrounds gives the potential range of "talents." Once the range is gathered (and impressions), the merits of the candidates/employees can be considered and edited. This can enable the job positions to be successfully performed with different perspectives leading to perhaps, different methodologies of gaining access to the job role. Managers will be given tools to provide actionable feedback to employees which can be tracked and used to provide accountability.

Incorporate equity into framework into planning process	Update Equity Framework to reflect SEDA language Meet with Chair of Staff to add the results into framework to the document	END OF Q1 2023
	Prepare a training presentation to educate staff about the modified planning process	MID OF Q2 2023
	Host the training at all hands meeting	END OF Q2 2023
	Add the planning presentation to the onboarding process	Q3 2023
Identify ways to incorporate equity into budget	Meet with budget managers and their teams to identify JEDI-related activities that will advance SEDA's JEDI goals	MID OF Q3 2023
	Determine the number of hours that SEDA needs to allocate through these activities	END OF Q2 2023
	Check with budget managers to enter the JEDI hours into Marissa	END OF Q2 2023
	Develop training to inform employees about the JEDI initiatives and how to track their time	END OF Q2 2023

Workgroup Members

ROADMAP TO DIVERSITY, EQUITY, AND INCLUSION



EDUCATION

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VIRTUAL WORKSHOPS - 2.5 HOURS EACH

Reflective Leadership & Effective Communication

In this initial workshop, we will lay the foundation for effective communication by establishing mutual understanding across communication styles and leadership values. Participants from all levels of the organization will get clear on their unique communication style along with that of their peers. Participants will explore skills for communicating across differences, effective problem solving and empathy building.

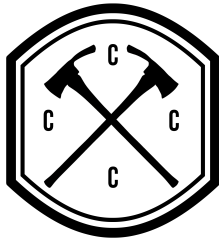
Racial Equity & Environmentalism

Workshop participants will explore how compounded disparities impact communities of color in every corner of society. Be it socio-economic, political, educational, health, etc. In addition, communities of color remain disproportionately impacted by environmental hazards yet grossly under-represented in spaces that hold key decision-making power related to conservation and sustainability. This workshop will provide the history of the construction of race, a key component in driving these inequities, while also evaluating environmental policies that have negatively impacted the environmental movement and produced the racial homogeneity we see today. The goal of this workshop is to help participants understand why these inequities exist, so we can do something about them. Participants will develop shared language for how to discuss these issues and interrogate the intricate relationship between race and institutional outcomes. This workshop will be challenging as participants will be invited to examine the ways in which they have interacted with race on internalized, interpersonal, institutional, and systemic levels.

Foundations of Internalized Racism

This session helps participants understand why power dynamics exist among racial identities. As a follow-up to the historical context set in Racial Equity, this session will guide participants in assessing the impact of race on individual socialization and exam one's role and agency. This workshop fosters collective understanding of the implications of race and assesses the ways we unintentionally uphold these dynamics in our policies, practices, organizational culture, partnerships, funding, decision-making, etc.

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EDUCATION

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VIRTUAL WORKSHOPS - 2.5 HOURS EACH

Decentering White Dominant Culture

Participants will practice identifying the various attributes of white dominant culture in both the working environment and in personal behaviors and mindsets. Participants will leave with an understanding of how white dominant culture harms us as individuals and our colleagues across all racial identities.

- Understand the definition and components of White Dominant Culture;
- Recognize and evaluate harm done to self and others;
- Examine characteristics of white fragility and racial battle fatigue
- Articulate alternative practices/cultures that mitigate trauma and foster a thriving environment.

Social Identities & Intersectionality

Workshop participants will explore their unique identities and identify areas that intersect. This workshop will highlight the business case for prioritizing socioeconomics mindfully in organizational culture. Session participants will be able to:

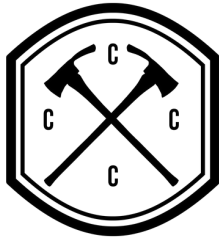
- Articulate the definition of intersectionality, Chronemics and High vs Low Context Culture
- Understand there is an aggregate impact when different identities are combined
- Understand how socio-economics impacts the culture of work in America and how to identify and eliminate inequitable practices.

Recruitment & Retention for the 21st Century

In this workshop, participants will learn how to attract a diverse candidate pool and cultivate the culture necessary to foster a diverse and dynamic team. Participants must be ready to objectively evaluate current hiring, recruitment, evaluation, and staff development practices and strategies. Session participants will be able to:

- Debunk commonly held myths regarding talent acquisition
- Evaluate sample job/volunteer descriptions with an inclusive, equity lens
- Identify existing practices that contribute to homogeneous work teams
- Gain tips for cultivating equitable workforce practices, identify other areas of opportunity

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PROJECT COST

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PROJECT PRICING

Project Deliverables & Cost

Total Investment \$25,000

1. Pre-program Planning Sessions
2. Onboarding to Learning Platform
3. 12 Month Access to Digital J.E.D.I. Learning Platform
4. Director and Executive Check-Ins
5. Organization-wide Culture Assessment and analysis
6. Coaching Sessions with Workgroup
7. Office Hours
8. Recommendations & Roadmap Creation

Add Ons

Additional custom virtual workshops (self-paced or live) are \$2,000
Live in-person workshops start at \$5,000 (all inclusive within North America)

REFERENCES

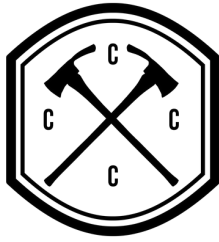


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PROJECT TIMELINE

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SAMPLE TIMELINE

Please note these dates are examples. Final timeline will be determined with client.

October 2024

1.5 hours

Onboarding Call with Leadership & Key Decision Makers

November 2024

40 Minutes

All Participants: Introductory Presentation / Meet & Greet

November 2024

Customization of Phase 1 Assessment (if applicable)

December - January 2025

Launch Assessments

(2 weeks): Consultant compiles assessment results

February 2025

1-1.5 hours

Consultant presents Phase 1 results

January - March 2025

(Staff complete one workshop session bi-weekly, 2.5 hours, 9:30am-12pm CST)

March 2025

Roadmap Design Process (If applicable)

(5 Meetings with consultant)

(5 Meetings Internally at the discretion of organization workgroup)

May 2025

Celebration and Recap Session

June 2025

2-Month Check Up

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