

[RE]DEFINE

2020 B:CIVIC SUMMIT

SUMMIT RECAP

Highlights from the first virtual
B:CIVIC Summit

PRESENTING SPONSORS



[RE] DEFINING THE 2020 SUMMIT

Thank you to all who joined us on Oct. 22 for (Re)Define, B:CIVIC's first virtual Summit. We are still feeling the energy from this year's Summit. Over 300 speakers and attendees from across the country gathered virtually to focus on the business of making a positive impact in our communities. We are in awe of the engaging discussions, thoughtful questions and new ideas shared among this group of CSR leaders. Our hope is that momentum built at this year's Summit will guide and propel us as we (Re)Define the future of corporate social responsibility.



Summit Chair

Sarah Hogan
Principal
Barefoot PR



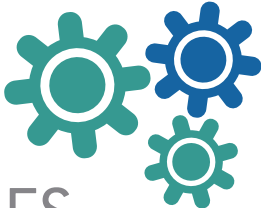
Summit Vice-Chair

Andrea Miller
Corporate Social Responsibility Manager
Delta Dental of Colorado

BY THE NUMBERS

344 
SUMMIT ATTENDEES

293 
ORGANIZATIONS

21 
INDUSTRIES
REPRESENTED

GREECE 
FARTHEST ATTENDEE
VIRTUALLY TRAVELED



WORKSHOPS AND SPEAKERS

KEYNOTE SPEAKERS



Unleashing the Virtuous Cycle Between Social Impact and Business Impact

Erin Reilly

Chief Social Impact Officer of Twilio



The Corporate Social Mind

Derrick Feldmann

Managing Director of INFLUENCE |SG and The Ad Council

SUMMIT SESSIONS

Building the Business Case



Leveraging the Pandemics to Build a Lasting Business Case and Executive Buy-In for CSR
Steve Rochlin, CEO and Founder of Impact ROI



A Multi-Stakeholder Approach to Corporate and Brand Purpose
Anne Erhard, SVP, Business + Social Purpose of Edelman

WORKSHOPS AND SPEAKERS

Community Impact



Creating an Economy that Works for All

Kelly Brough, President and CEO of the Denver Metro Chamber of Commerce
Raju Patel, Market President, Denver Market of Bank of America



Pivot: A Guide to Innovating and Being Nimble in the Wake of COVID-19

Lauren Lambert, Head of Government Affairs and Public Policy of Southwest U.S., Google



Five Steps to Developing a Community Crisis Plan

Adeeb Khan, VP of CSR of Delta Dental of Colorado and Executive Director of Delta Dental of Colorado Foundation
Andrea Miller, CSR Manager of Delta Dental of Colorado



Fresh Ideas on Partnership Activations

Jennifer Bronner, Senior Manager, Community Relations, Corporate Social Responsibility of Cox Enterprises
Michele Egan, Vice President of For Momentum

Employee Experience



The Role of Chaos and Innovation in Diversity and Inclusion (D&I)

Pam Jeffords, Sr. Partner, Diversity and Inclusion of Sapient Insights Group



Eliminating Talent Barriers Through Equity

Demesha Hill, Community Relations Manager of Janus Henderson Investors and Managing Director of Janus Foundation

WORKSHOPS AND SPEAKERS



Re-Defining Pro Bono & Skills-Based Volunteering for Current Needs

Husna Ali-Khan, Associate Director of Pyxera Global

Casey Cortese, Managing Director of Charles Schwab

Veronica Hayden, Corporate Giving Representative of Xcel Energy

Elizabeth Schwan-Rosenwald, Chief Program Officer of Common Impact



A Community Conversation

Sayu Bhojwani, Founder and President of New American Leaders

Savinay Chandrasekhar, CEO of Minds Matter Colorado

Lauren Guthrie, Vice President of Inclusion and Diversity, Americas of VF Corporation

Ramona Houston Ph.D., PMP, Principal of Kalirah Strategies

Derek Hubbard, External Communications of Southwest Airlines

Telling Our Story



How to Strengthen Social Impact Programs and Communications by Addressing Diversity, Equity and Inclusion Issues

Mark Feldmann, Founder, Principal and Managing Director of Cause Consulting

Nikki Korn, Principal and Chief Strategy Officer of Cause Consulting



Social Impact Storytelling

Sarah Hogan, Principal of Barefoot PR

Cori Streetman, Principal of Barefoot PR

SUMMIT HIGHLIGHTS

“This conference gives me hope. There are hundreds of people who have a mindset to incorporate business as a force for good.”

- Vicki Carey-Davis, Twigg & Co.



“As a nonprofit ED, my wheels are spinning ... thank you for the possibilities.”

- Tyg Taylor, Wholly Kicks

Our Pro Bono pivots

FROM	TO
In person event	All virtual event
Three consulting sessions in a single half-day event	Three consulting sessions across three days
Scaling up number of projects	Scaling down number of projects
Recruiting targeted at more senior level employees	Expanded employee levels for recruitment and participation
Projects targeted on longer-term nonprofit solutions	Projects more responsive to current world events
No issue focus	One challenge with issue-based focus

“Really practical, applicable and informative. Great session even for someone who doesn't work in human resources. Provided very specific, actionable and measurable tools and tactics to share with my colleagues.”

- Micah Gurard-Levin, Liberty Global

Understanding Unconscious Bias

Types of Unconscious Bias

- Availability Bias** - Retrieving memories that come to mind easily are the most representative.
- Confirmation Bias** - Focusing on information that affirms one's views and ignoring contradictory information.
- Halo/Horn Effect Bias** - Assuming someone is generally good or bad based on a single trait.
- Ingroup Bias** - Favoring members of one's own group(s) over groups considered to be outsiders.
- Recency Bias** - Relying on recent events because they are easier to recall.
- Stereotypic Bias** - Relying on oversimplified perceptions because of an individual's membership in a particular group.

Source: Center for Workplace Diversity of International Management
Janus Henderson

SUMMIT HIGHLIGHTS

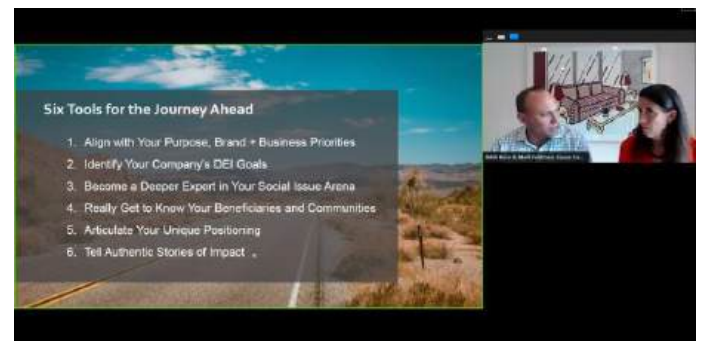


“Great session with wonderful speakers. The moderator did a really adept job navigating through this conversation by pulling on just the right threads and offering his own insights.”

- Mara Holiday, Western Union Foundation

“I really enjoyed the data approach to understanding marketing and communications. I thought Feldmann's emphasis on trust in a stakeholder-corporation relationship was key to developing the most successful brands.”

- Abigail Brown



“The research level of information in this workshop was really helpful. I also enjoyed learning about specific examples of multiple levels of collaboration across sectors.”

- Garrett Braun



SOCIAL MEDIA ENGAGEMENT

B:CIVIC Retweeted
Mara Holiday @holiday_mara · Oct 22
 "The corporate social mindset infuses the social and public outcomes into everything we do." -@derrickfeldmann on how CSR can add value to our communities. Heard during closing session at the #BCVICSummit! Thank you for a great conference @BCVIC1! 🌟🌟

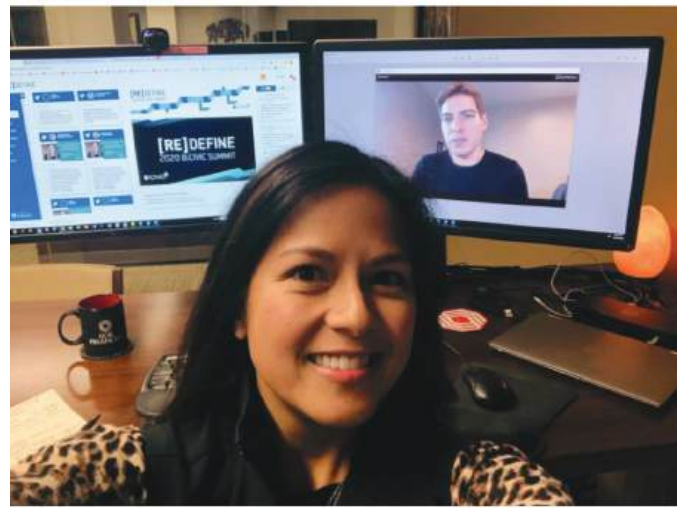


1 retweet 2 likes

Tara Rojas • 2nd
 VP, Senior Regional Community Relations Manager
 2w • Edited • 🌐
 "Chaos is energy." Despite everything going on, B:CIVIC's summit committee found a way to make collaboration and inspiration still happen virtually. Energizing to be a part of a day filled with corporate social responsibility and social impact ideas from great speakers!

Thank you to our committee members Sarah Hogan, Andrea Miller Veronica Hayden (Brana), Carolyn Cavicchio, Laura Reese, Christina Frantz (she/her), Paula McClain, Dennis LaMantia, Kaytia King, Matt Kaspari, Shanda Vangas, John Dowling and Sally Hallingstad — and our sponsors Suncor and VF Corporation!

#bcvicsummit #nailedit #community #buildingbettertogether #corporatesocialmind



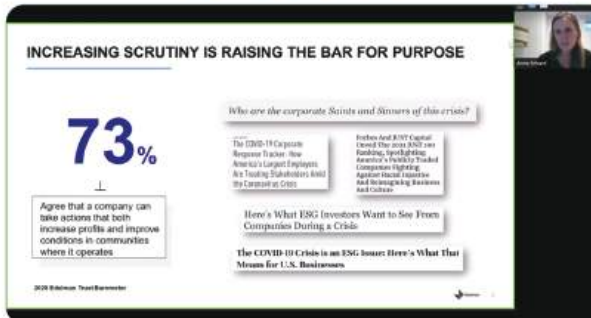
160 - 13 Comments

Barefoot PR @BarefootPRDen · Oct 22
 Today, the Barefoot team virtually attended the @BCVIC1 Summit where we explored all things #CSR. Best of all, @CoriStreetman & @sarahahogan led an amazing session of their own on social impact storytelling! #BCVICSummit #businessforgood



1 comment 1 retweet 4 likes

Lora Ledermann @Lederwoman · Oct 22
 Thanks to @BCVIC1 for bringing together purpose-driven companies for today's summit. We loved hearing from @EdelmanPurpose and we appreciate all of the CSR research and studies that you have completed and shared with us all. #BCVICSummit #Edelman



1 retweet 4 likes

B:CIVIC @BCVIC1 · Oct 22
 Grateful for the #candid conversation moderated by @SouthwestAir's Derek Hubbard w/ @SayuBhojwani of @NewAmericanLd, Savinay Chandrasekhar of Minds Matter Colorado, Lauren Guthrie of @VFCorp & @ramonahouston of Kalirah Strategies on race & how we can support our community.



2 retweets 10 likes

SOCIAL MEDIA ENGAGEMENT

B:CIVIC @BCIVIC1 · Oct 22
"Make social impact a part of your core company to accelerate impact." 2020 #BCIVICSummit keynote @Erin_R_Reilly, Chief Social Impact Officer of @twilio sharing insights on unleashing the virtuous cycle between social impact & #business impact.



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B:CIVIC Retweeted
LeadershipFoundation @DenLeadership · Oct 22
We ❤️ hearing from our alums @BCIVIC1's #virtual summit today. Adeb Khan, Leadership Foundation board member and Andrea Miller, #LeadershipDenver '21, are sharing tips and insights for how @DeltaDentalCO responded to #COVID19. #BCIVICSummit



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Common Impact @CommonImpact · Oct 22
Check out the resources @elizabethroot highlighted in her #BCIVICSummit session!

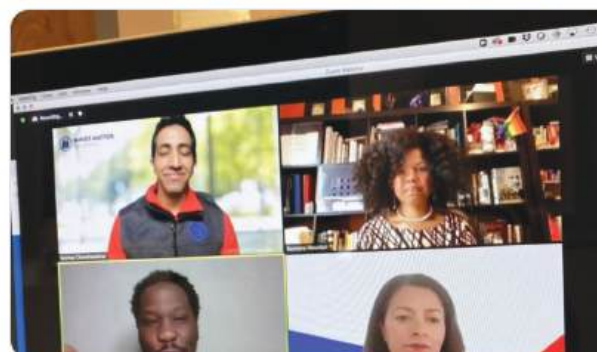
Insights & Impact 2020: Measuring the Social Impact of Volunteerism: bit.ly/3knGKkk

COVID-19 Nonprofit Impact Report: bit.ly/31x3G2Y

Capacity Commons: bit.ly/35rwXNa



Sarah Hogan @sarahehogan · Oct 22
Totally having a moment. Thank you for teaching, leading, correcting, pushing. @derekhubbard @SayuBhojwani @ramonahouston #savinaychandrashkar #laurenguthrie #bcivicsummit @BCIVIC1

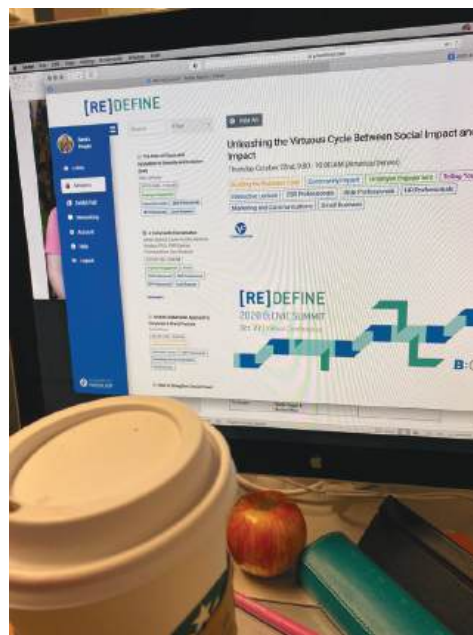
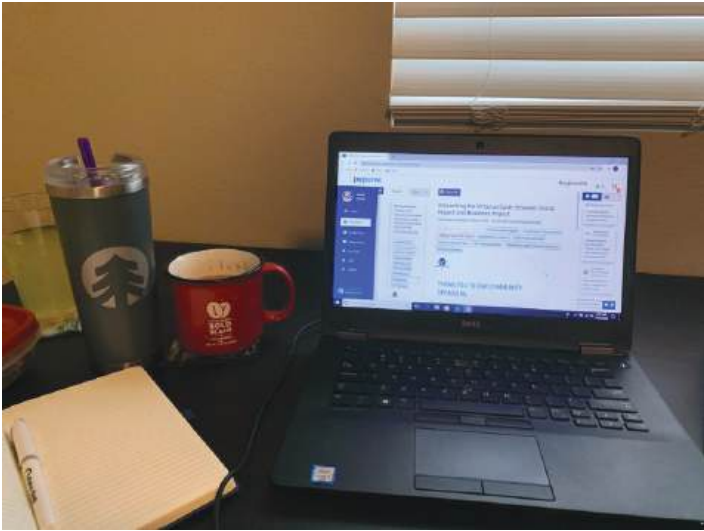


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Follow B:CIVIC and the 2020 Summit coverage with #BCIVICSummit.



THE SUMMIT IN YOUR HOME



THANK YOU TO THE SUMMIT COMMITTEE

Summit Chair: Sarah Hogan of Barefoot PR

Vice-Chair: Andrea Miller of Delta Dental of Colorado

Summit Committee Members

Carolyn Cavicchio of S&P Global

John Dowling of Ballast Group

Christina Frantz of Twilio

Ted Gerbick of First Western Trust

Sally Hallingstad

Veronica Hayden of Xcel Energy

Matt Kaspari of Kaspo Inc.

Kaytia King of FWD.us

Dennis LaMantia of Experient

Paula McClain of Black Pearl Marketing

Laura Roese

Shanda Vangas of Fourth Wave Strategies

B:CIVIC Staff

Kirsten Vermulen, Executive Director for B:CIVIC

Jess Welser, Senior Membership Specialist for B:CIVIC

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