

AUGUST M. BALL

MILWAUKEE: GREEN + EQUITABLE
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BASED IN MILWAUKEE, WI - WORKING WORLDWIDE

COMMUNITY SERVICE:

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

AWARDS & RECOGNITION:

- 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
- Force for Positive Change - *Finalist* 2018

FEATURED PRESS:

WUWM 89.7 (Milwaukee's NPR) - [A Starting Place to Mutual Understanding](#).

Shepard Express - [Hero of the Week 2020](#)

Wisconsin EYE - [Morning Minute](#)

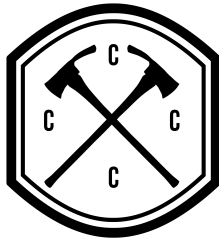
TMJ4 - [Racial Equity in the Environmental Sector](#)

Next City - [Milwaukee Feature](#)

WHO WE'VE HELPED:



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METHODOLOGY

DIVERSITY • EQUITY • INCLUSION

HOW WE WORK & WHY

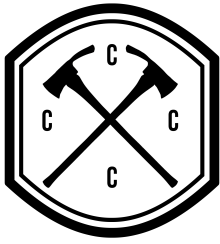
Cream City Conservation utilizes a combination of social science-backed assessments, a suite of interactive workshops that build upon each other to cultivate racial literacy and assist in developing shared language across institutions. These components are critical to not only envisioning an organization's desired future state but also fostering 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. 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 new holistic practices affecting the employee/board member/volunteer life-cycle from attraction to selection to development to off-boarding. They've developed new programs to funnel talent into their succession plan, launched campaigns to build awareness and non-traditional membership engagement. **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 organization.

Individual assessments typically take participants 10-15 minutes to complete. Virtual workshops run from 2- 2.5 hours each. Some of our clients have completed the foundational workshops within a 2-3 day timespan typically during a staff retreat, while others have chosen to spread the learning across 4-6 months, allowing time for reflection, additional readings, and dialogue. We recommend the latter whenever possible. Assessments should be re-administered no sooner than 10 months from the initial evaluation. At this time, due to precautions related to COVID-19 we are only offering virtual workshops. Please stay tuned for when we will return to in-person instruction.

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MEET THE FOUNDER

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)

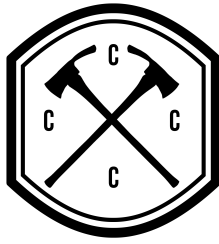
August M. Ball is the founder, CEO and Lead Consultant of **Cream City Conservation**, a two-prong social enterprise. First, Cream City Conservation & Consulting works with environmental, corporate and community based organizations to address internal cultures and practices that contribute to a racial 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.

Second, 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. A self-taught conservationist, she has continued her education informally via organizations such as Center for Diversity in the Environment, Paradigm, Policy Link and the National Outdoor Leadership School (NOLS)

A native of Southeastern Wisconsin but citizen of the world, having lived in Southeast Asia for 15 years, she speaks three languages fluently. When not teaching, August enjoys traveling the globe, cooking, hiking and will shamelessly sing karaoke whenever the opportunity presents itself.

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PROJECT DELIVERABLES

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ASSESSING ORGANIZATIONAL CULTURE

Phase 1: Assessing Organizational Culture

Phase 2: Foundational & Advanced Level Workshops

Phase 3: DEI Strategy Design

Assessing Organizational Culture

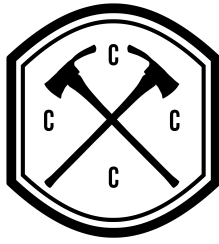
- Equity Audit
- D&I Organizational & Individual Assessment
- Inclusion Survey

This *3-part assessment* helps organizations establish a true benchmark of readiness to engage in racial equity work by evaluating existing organizational structure and culture as well as allowing individual team members to assess their own readiness confidentially. Each assessment tool is based on social science and ensures privacy of each participant while providing a clear overview of the organization and recommendations for next steps.

The **Equity Audit** is completed by organizational leadership at each department/unit. The audit consists of 78 questions that allows the organization to evaluate equity across policies, practices and performance measurement.

The **D&I Assessment** is completed by all board members and staff regardless of role/rank within the organization. Individual results from this assessment are only sent to the individual assessment takers, while the sum of all responses inform the *Organizational Assessment* that is shared with the company.

The **Inclusion Survey** measures culture, practices and sense of belonging among staff. This survey provides insights to help companies better understand the differing experiences of employees across demographics via heatmaps. You'll be 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 that need attention and surface research-driven inspirations from leading companies and research institutions.



PROJECT DELIVERABLES

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FOUNDATIONAL WORKSHOPS

Reflective Leadership

Leadership is not just for those with a fancy title and direct reports. Awareness of one's strengths and areas of opportunity are critical to the success of any given group. This fun, interactive workshop will uncover each team member's leadership compass, mindset communication, and leadership style. Participants will gain an understanding of the unique strengths and challenges of various leadership and communication styles and learn how to leverage them for maximum impact. This module will push individuals to consider how their individual leadership style and mindset plays out in team settings and everyday communication. Participants will learn how to leverage their authentic style and contribute to a thriving work environment.

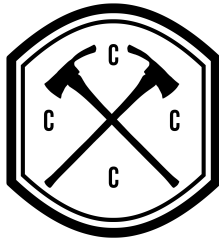
Racial Equity

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 examine 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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PROJECT DELIVERABLES

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ADVANCED WORKSHOPS

Disrupting White Dominant Culture

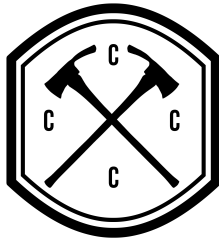
Participants will practice identifying the various attributes of white dominant culture in both the working environment and in personal behaviors. Participants will leave with an understanding of how white dominant culture harms us as individuals and our colleagues.

- 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.

Power, Equity & Allyship

This workshop will help set the foundation for shared language around diversity, equity and belonging. Participants will explore various forms of bias as it relates to social and institutional power and effective tools for the practice of allyship to cultivate an inclusive organizational environment. As a result of this session, participants will be able to:

- Articulate the basic definitions of diversity, inclusion, equity, and unconscious bias;
- Begin to identify ways in which bias impacts leadership and team experiences;
- Understand the relationship between bias and diversity, equity, and inclusion;
- Articulate the relationship between bias and the Power House;
- Articulate examples and impact of institutional and systemic discrimination;
- Obtain tools for effective allyship; understand the journey toward co-conspirator
- Gain and practice using tools for grappling with and interrupting unconscious bias



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ADVANCED WORKSHOPS

Social Identities & Intersectionality

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

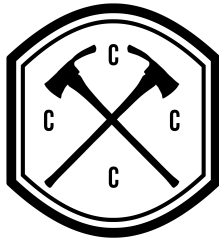
- Articulate the definition of intersectionality
- Understand there is an aggregate impact when different identities are combined
- Understand how socio-economics impacts the culture of work in America and how to identify and eliminate inequitable practices.

Recruitment, Hiring & Retention for Inclusion & Diversity

This workshop is ideal for individuals who wish to attract a diverse candidate pool and cultivate a dynamic team. Participants must be ready to objectively evaluate current hiring, recruitment, evaluation and staff development practices and strategies. Session can be modified to include focus on Volunteer Recruitment & Management.

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 areas of opportunity



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DEI STRATEGY DESIGN

Upon the completion of the Foundational and Advanced Level Workshops, your organization will be ready to utilize results of the Phase 1 *three-part assessment*. Together with the workgroup, we will outline recommendations for your organization to achieve its desired future state.

In collaboration with the workgroup, we will help you outline specific tasks and timelines for implementation. It is critical to note that the impact of the intensive work we will do together hinges on the ability of the organization to hold itself accountable for implementation of our recommendations.

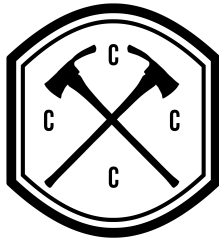
We cannot transform your organization for you.

It is common for priorities to be in constant evolution. This however cannot equate to equity, anti-oppression, and inclusivity becoming negotiable items. What we work to impart upon you and your team is that the values of diversity, equity, and justice must be intrinsically ingrained in the very nature of how your organization operates. We will collaboratively customize a plan for your organization/company based upon your unique areas of opportunity and leverage the thriving components of your existing culture.

Did You Know?

Cream City Conservation is a social enterprise. This means that we are a for-profit entity who's proceeds support a social good. For us, this means up to 60% of the profits from our workshops and hourly consulting help employ youth and young adults in hands on service to public land via our Cream City Conservation Corps program. This model reduces dependency on grants while allowing us to share our best practices with you! We specifically focus our recruitment on individuals who are traditionally underrepresented in the environmental sector. Our crews consist of teens and young adults ages 15-25. The projects the crews work on include green infrastructure, urban agriculture, trail work, invasive species removal, native planting, wetland monitoring and habitat restoration. With your help, we are improving workforce culture across industries and cultivating the next generation of environmental stewards!

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PROJECT PRICING

Phase 1: Assessing Organizational Culture

\$2000 + \$75 per person (25% discount for 250+)

Phase 2: Foundational and Advanced Level Interactive Workshops (7)

\$11,500 (per 40 people in-person, 100 people virtual)

A la cart & custom workshops are \$1700 each.

Phase 3: DEI Strategy Design

\$2000

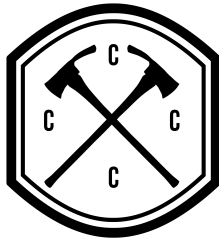
Prices include all travel and workshop materials for clients within Southeastern Wisconsin and Greater Chicagoland area. For clients outside of Southeastern Wisconsin/Chicagoland, travel may be billed at cost or a negotiated flat rate. Please email august@creamcityconservation.org for details.

We recognize that this work is non-linear and lifelong. Should your leadership team or workgroup be in need of additional coaching or private consultation, our founder and lead consultant is available for additional support (\$130/hour for 501c3, Certified B Corps and public entities, \$150/hour for private entities.)

"Leadership requires two things: a vision of the world that does not yet exist and the ability to communicate it."

- Simon Sinek

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REFERENCES

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REFERENCES & TESTIMONIALS

Niel Thoreson
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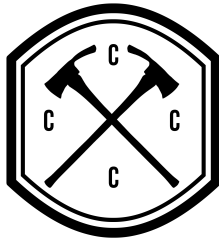
Joey Zocher, Ph.D.
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414-988-7960



"In every context, August is a dream to work with! She brings such a wealth of knowledge, expertise, tools, and strategies and shares them generously. August is masterful at the art of balancing support and accountability--she deftly calls people in to learning and to looking at things differently, without calling them "out" and without letting them off the hook. She is kind, empathetic, charismatic, and equally talented in front of a group and working one-on-one."

GLENNА HOLSTEIN - URBAN ECOLOGY CENTER
GHOLSTEIN@URBANECOLOGYCENTER.ORG

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PRICE LIST

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A LA CARTE

Please see pages 5-7 for details of our various workshops.

Virtual Workshops

These workshops range from 2 hours to 2.5 hours
\$1700

Customized Workshops

Starting at \$1700

Keynotes/Plenary Presentations

\$800 per 100 attendees

Panel Discussions/Presentations

\$500 per 100 attendees

Hourly Consulting

\$130/hr

"Anti-oppression work requires we stop asking Black, Indigenous and People of Color (BIPOC) for Free Labor. Preparing a solid presentation for a public audience takes hours of research, preparation, and rehearsal (not to mention the content presented often represents a career's worth of work). You wouldn't expect a caterer to provide refreshments for free or the sound and lighting engineers to do their work uncompensated. Expecting BIPOC to provide uncompensated labor (to what is often an already predominantly white audience) is extractive at best. Some of the biggest inequities are created when speakers are expected to speak for free exposure. Speaking for free isn't a realistic option for many people, especially people of color who are most disadvantaged by a large racial wealth gap. When we take on pro bono work we are reducing our capacity to provide paid employment and training opportunities for our conservation programs which help diversify the industry by cultivating the next generation of environmental leaders. Thank you for supporting our work and for taking action in advancing your organization's journey toward becoming an anti-oppressive institution."

AUGUST & THE CREAM CITY CONSERVATION CORPS



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