

THE COLLECTIVE CO-OP PLAYBOOK

A GUIDE FOR COMPANIES &
INDIVIDUALS LOOKING TO
PARTICIPATE IN THE IXPC
CREATIVE WORKFORCE PIPELINE



THE
INDIGO & PYRITE
COLLECTIVE

www.ixpc.org

INTRODUCTION

Across the nation, there's an astounding amount of college graduates who majored in advertising-related fields and mid-level professionals of color who are unemployed and underemployed within the advertising industry. Some have participated in Diversity & Inclusion programs that provide exposure to the industry and training through internships and fellowships, but they still face barriers when pursuing entry level and advanced opportunities. The biggest hurdle that leaves talent of color underutilized is relevant experience.

The Collective Co-op was created to provide people of color with dynamic opportunities to gain the key experiences and soft skills that are required to thrive within the advertising workforce, while having social impact.

DEVELOP A DIVERSE CREATIVE WORKFORCE FOR SOCIAL IMPACT

Under the guidance of Mid-level professionals of color seeking management experience, Entry-level teams of color will develop creative marketing solutions for challenged minority- and women-owned businesses.

WHY WE WORK WITH M/WBs

Minority and women-owned businesses are notoriously underfunded due to implicit bias. On average, the two groups receive 33% less in funding and 10% higher interest rates than white males. The lack of capital often prohibits them from investing in key business elements, like advertising; causing many to fall into the 80% of businesses that fail every year. In gentrified areas, failure for these underfunded businesses is accelerated as incoming businesses with more capital to invest lead many M/WBs to be displaced when they lack the funds and resources to compete.



Instead of being intimidated by these major problems, we were inspired to create a new model to solve for them simultaneously. We hire and train qualified people of color to develop creative marketing solutions for minority- and women-owned businesses at a subsidized rate. This approach ensures these challenged groups get the opportunities and resources they need to thrive.

Our goal is to level the playing field.

HOW IT WORKS

The Collective Co-op is a robust program that works to accelerate the endeavors of the following three groups:

FELLOWS-- Entry-level candidates of color who can showcase the hard skills their advertising discipline requires.

MANAGING RESIDENTS-- Mid-level professionals of color with 5+ years of experience who desire to be managers.

MWBs-- Challenged minority- and women-owned businesses that have a great product/service.

FELLOWS

0- 4 Years Industry Experience

Potential Fellows will be identified through legacy D&I programs. They will compete for Co-op positions during 48-hour Create-athons, where teams will answer a brief and present their creative solutions to a panel of industry professionals. The best participants, across disciplines, will be chosen to be Fellows in the Co-op. For four months, Fellows will be paid to develop creative marketing solutions for small M/W businesses, under the guidance of Managing Residents, while receiving training on the job.

MANAGING RESIDENTS

5+ Years Industry Experience

Potential Managing Residents will apply to participate in the Co-op. Applicants will be invited to be team mentors for a Create-athon. Managing Residents will be chosen based on their team's performance, then onboarded with their managers and HR representatives to collaborate on their professional goals. For four months, Managing Residents will coach and manage Fellows [In-person 2x a week from 6:30p -9p / Remotely 3x a week], while receiving leadership training.

M/WBs

Operating Small Minority- and Women-owned Businesses with a viable product /service

M/WBs will apply to participate in the program. They will be chosen based upon their ability to showcase the viability of their business and their profit & loss statements. Chosen businesses will be assigned a dedicated team who will develop creative marketing solutions for them at a subsidized rate.

THE COLLECTIVE CO-OP CURRICULUM

Learning and Development is the cornerstone to our program, but since our participants will be hands-on the majority of the time, we are taking a different approach to how we develop. Each participant will be given a curriculum delivered via audio, video, and written materials customized for their goals. Fellows, Residents, and M/WBs will also participate in a series of intimate fireside chats with professionals who can deliver in-depth insight into their roles and answer nuanced questions.

FELLOWS CURRICULUM

- Interpreting and responding to a brief
- Project Management
- Addressing Client Feedback
- Taking Control of Personal Development
- Working as a Contractor
- Assessing Client Needs
- Negotiating & Budgeting
- Optimizing Solutions with Limited Resources
- Developing Client Relationships
- Strategic Planning
- Developing Case Studies

MANAGING RESIDENTS CURRICULUM

- Managing and Developing Talent
- Allocating Talent & Delegating
- Project Management & Budgeting
- Leading without Bias
- Conducting Difficult Conversations
- Motivating Subordinates
- Applying Emotional Intelligence
- Leading Teams
- Managing Up & Managing Down
- How to Review Subordinates

M/WB CURRICULUM

- Strategic Planning
- Budgeting & Creative Investments
- Brand Management & Development
- Product & Service Development
- Critiquing & Responding to Creative Work



MEASURING IMPACT

The Collective Co-op measures success using quantitative and qualitative metrics for each group that the pipeline serves. While the program operates in 4-month stints, measurement will be ongoing to ensure the program continues to evolve based on best practices, opportunities to scale and industry needs. At the end of the four months, participants will develop case studies for each campaign to showcase their abilities and business impact.

Along with the case studies, the following metrics will be used to assess the success of the program:

FELLOWS

- *Soft skills learned and honed*
- *Salary pre and post participation*
- *Employment [Full-time / Freelance]*
- *Portfolio Development*

MANAGING RESIDENTS

- *Management skills learned*
- *Leadership abilities*
- *Advanced Opportunities Secured*
- *Salary pre and post participation*
- *Agency Retention*

M/WBs

- *Consumer engagement pre and post engagement*
- *Profits and losses pre and post engagement*
- *Ability to recruit and retain employees*
- *Impact on workers, community, and environment, and customers*
- *Quality of creative marketing pre and post engagement*



While these are our foundational metrics, as more participants complete the program and we receive partner feedback, we anticipate how we measure success and impact will evolve.

PARTNERSHIP OPPORTUNITIES

To ensure success, The Indigo & Pyrite Collective will need key partners who have a desire to see the advertising industry be diverse, inclusive and equitable for all. Your sponsorship makes the following possible:

Affordability & Accessibility: While some programs may be cost-prohibitive, we designed our model to ensure everyone can participate. Entry-level Fellows receive a living wage stipend during their tenure, Mid-level Resident training and development is free for participants, and the M/WB services are subsidized.

360° Mentoring: All participants are cultivated through a holistic system of mentorship and coaching that ensures their success during and after participation. Entry-level Fellows are coached by Mid-level Residents, Mid-level Residents are coached by Senior Leaders, and M/WBs are coached by client-side marketing professionals.

Work-based Learning: While school teaches them the hard skills and internships get a foot in the door, work-based learning ensures they're able to apply their skills and develop them in the real-world for the long-term. Creating opportunities for participants to work on consumer-facing campaigns that can be measured, guarantees they will have a robust portfolio that will increase their employability.

SPONSORSHIP TIERS

	Platinum \$500k	Gold \$250k	Silver \$100k	Bronze \$50k	Copper \$25k
Naming Rights [i.e. IxPC Collective Co-op Powered by (your company)]	16 Months	8 Months	4 Months		
Fellow Participation in a Client Assignment [i.e. focus group participation, freelance help, etc.]	16 Months	8 Months	4 Months	1 Assignment	1 Assignment
Exclusive Access to Entry-Level Talent	18 Months	9 Months	4 Months	Early-Access	
Enrollment for Mid-Level Employees	16 Employees	8 Employees	4 Employees	2 Employees	1 Employee
IxPC Network Access [Job Blasts & Targeted Recruitment]	Yes	Yes	Yes	Limited	Limited
Use of IxPC in Internal and External PR	Yes	Yes	Yes	Yes	Yes
IxPC Logo use on website and Collateral Material	Yes	Yes	Yes	Yes	Yes
Customized Event or Activation in Collaboration with the Mixed Company Podcast	4 Events	2 Events	1 Event		

ADDITIONAL PARTICIPATION

Agencies also have the option to have their Mid-level employees to go through the Managing Resident track without sponsorship. The Managing Resident track was developed to help agencies retain their talent of color and assess their viability for advanced opportunities, raises, and promotions, when opportunities for development and to manage/ lead are limited internally. During the onboarding, Mid-level employees sign a retention agreement and develop a plan of action with their managers and HR to ensure success for all parties.

The cost for the Managing Resident Track is **\$15,000**

VOLUNTEERS & IN-KIND DONATIONS

The Indigo & Pyrite Collective is a 501(c)3 non-profit and that operates with the support of individuals, foundations, and corporations. We are always looking for volunteers who can mentor or provide various types of capacity building support, when monetary support is not possible.

We are also open to in-kind donations, which includes space for events and lightly-used equipment, like audio/video equipment and laptops.

ABOUT US

The Indigo & Pyrite Collective [IxPC] is a 501(c)3 non-profit that operates at the intersection of Creativity, Community Development, and Socio-Economic activism. Our mission is to foster career and economic mobility for people of color and women within creative industries and entrepreneurship.

We believe that everyone within creative spaces should have access to equitable opportunities and the necessary resources to thrive. While we are a non-profit, we see our initiatives as more than just philanthropy, but social impact investments with a return that ensures the creative industries we love look more like the world we want to live in.

For More Information Contact Simeon Coker | simeon@ixpc.org | 516.526.6094

OWN YOUR NARRATIVE



THE
INDIGO & PYRITE
COLLECTIVE

www.ixpc.org