



ANNUAL REPORT

SUMMARY 2016-2017

MISSION

To change the face and voice of the marketing industry by introducing, guiding and preparing students for careers in marketing.

Every year The BrandLab inches closer to its vision, to make our great state the place where talk about diversity becomes action, and we develop the most inclusive and diverse creative industry in the nation. Inspired by the momentum of this banner year, we are extremely proud to share our annual report with you.

Alfredo Martel
Chair Principal

Ellen Wathour
Executive Director, The BrandLab

CLASSROOM

You can't ask for a job if you don't know it exists.



The BrandLab has taught me to walk. When they connect me to my purpose it was like they showed me I had feet. They held my hand as I navigated through the "real world" of advertising, making me exceptionally confident with every step thereafter.



Ismael Garrido

The BrandLab Intern 2016, Yamamoto
The BrandLab intern 2017, FRDW
The BrandLab InHouse Intern 2017
(hired by Mia, funded by Best Buy, hosted by Clockwork)

BY THE NUMBERS

698
STUDENTS
SERVED

124 volunteers went into classrooms and hosted field trips, dedicating 6,000+ hours of their time, talent and commitment to students, exposing them to the world of marketing



66% Of Students Qualify for Free/reduced Lunch

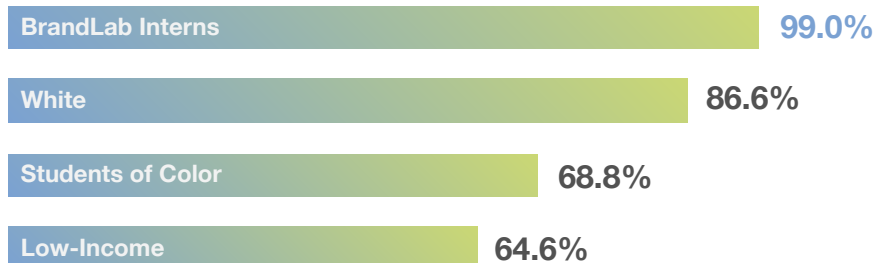


90% of Students are POC



87% Of Classroom Students Can Identify The 5 P's Of Marketing After TBL Class

Twin Cities On Time Graduation Rates



INTERNSHIP

This is a relationship based industry. We help rising stars build their professional networks.

80+

industry volunteers spent over 60 hours with our interns

100%

of students reported that their ideas were heard and valued

60

interns hired

4:1

coach to student ratio

SCHOLARSHIP

Removing barriers and creating pathways for success

\$34,000

total scholarship funds granted in 2015-2016



5

colleges and universities offering The BrandLab specific scholarships.

CONNECT

Building a bridge to creative careers for all.

39

new mentor/mentee matches, for a total of **84 matches** made since summer of '16

25

alumni completing the first year of **DevelopU workshops**

12

official **Connect Interns**, after last summer's pilot program of 4 summer of '16

15

college students invited to the **Connect Program** via the new invite-only pipeline



Our work is bigger than diversifying staff: it's about breaking unintentional barriers and creating positive change in workplace culture.

We must ensure that the talent we discover is not only able to secure their first professional job in the industry, but that they will be able to thrive!

346

participants at the Fearless Conversation 2017

8

agencies/orgs engaged in Fearless Workshops

21

total podcasts published

2,810

plays of Fearless Podcasts

Find the full annual report on thebrandlabannualreport.org

thebrandlab.org