



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.

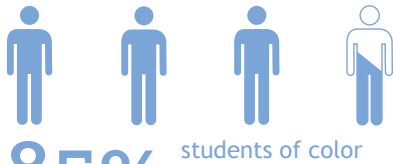
CHRISTINE FRUECHTE
Board Chair

ELLEN WALTHOUR
Executive Director



CLASSROOM

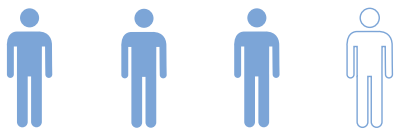
You can't ask for a job if you don't know it exists.
BY THE NUMBERS:



85% students of color

720 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

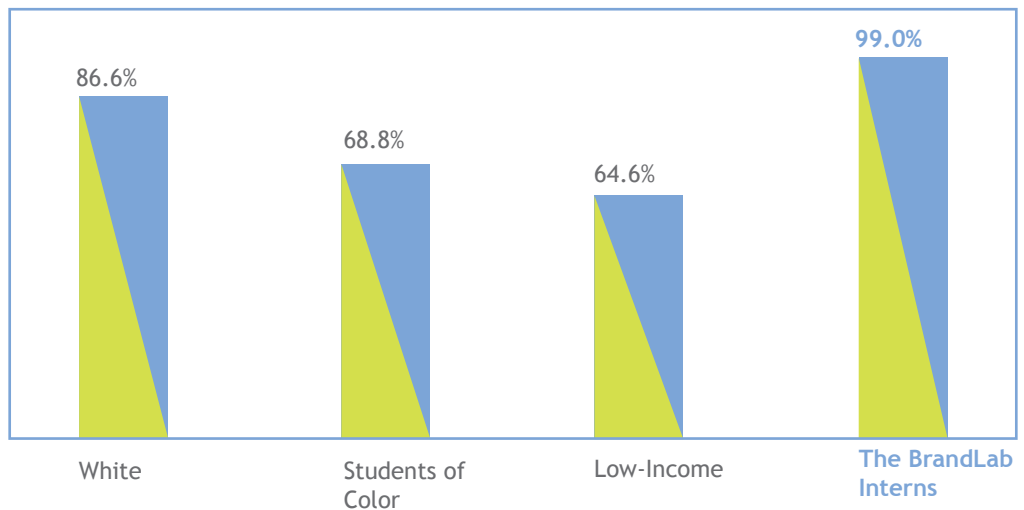


75% receive free/reduced price lunch

27 classrooms served

100% of teachers say that The BrandLab is a positive program and plan to partner again next year

Twin Cities On Time Graduation Rates



The BrandLab creates equity within the marketing industry, giving minorities from diverse backgrounds the opportunities that they are not aware of or do not have the tools to acquire. In addition, they develop talent within young people so that it can be harnessed to create something great.

LYDIA XIONG
The BrandLab Intern 2015,
Colle+McVoy
The BrandLab Intern 2016,
Land O'Lakes, Inc.



INTERNSHIP

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

49

host sites

67

interns

100

percent of students reported that their ideas were heard and valued

3:1

coach to student ratio

SCHOLARSHIP

Removing barriers and creating pathways for success.

\$50,000

total scholarship funds granted in 2015-2016



five colleges and universities offering The BrandLab specific scholarships

CONNECT

Building a bridge to creative careers for all.

Hired a Youth Fellow to lead and improve alumni communications and programs.



Formed ConnectU – a network for The BrandLab alumni, led by their peers



Launched a mentorship program to provide long-term support for students from industry professionals



Tested a Connect Internship model which will become a new program opportunity for students in the future

50

50 initial matches of alumni with industry professionals in our new mentorship program

FEARLESS



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!

225 attendees at the 2016 Fearless Conversation

6% current Twin Cities industry diversity rate

1,435 plays of 3 Fearless Questions

93% of attendees of Fearless Conversation intended to change a work related action based on the learning from the event

Find the full annual report on

thebrandlab.org/annualreport.org

thebrandlab.org