



Blue Print for Change Recruit to Drive Diversity, Inclusion, & Belonging

Use this link <https://youtu.be/p8-qFogove8>
to access a recording of the presentation.

August 5, 2020

<https://etma.org>
Twitter: JoinETMA

Speakers

1. Natasha Royer Coons; Chief Revenue Officer
Advantix
2. Rachel Fuller Almodovar; Training and
Organizational Development Coordinator
UC San Diego Library
3. Charlie Yielding; Chief Executive Officer
GSquared Wireless
4. Benjamin Jones; Founder / CEO
Mobile reCell

Blue Print for Change

Recruit to Drive Diversity, Inclusion, & Belonging

- What is needed: **Awareness; Access; Action.**
- **Awareness**: 1) that there is a problem; 2) things need to change increasing minority recruitment; 3) build awareness of our industry and career opportunities.
- **Access**: to increase the diversity of the talent pool.
- **Action**: Members need to put programs in place to effect change.



Natasha Royer Coons

Chief Revenue Officer
Advantix

<http://advantixsolutions.com>



Awareness, Access and Action

- What exactly is Diversity, Inclusion and Belonging?
- Culture eats strategy for breakfast
- Go to where your employees “are”
- Put your money where your mouth is – being an ally



Rachel Fuller Almodovar

Training and Organizational
Development Coordinator
UC San Diego Library

<https://library.ucsd.edu>

HR Strategies

- Leadership – Demonstrating our Values during times of Crisis
- Assessment – Strengths and Opportunities in your Organization
- Access – Recruitment Strategies to increase Diversity



Charlie Yielding

Chief Executive Officer
G Squared Wireless

www.gsquaredwireless.com

G Squared Wireless Program

- Philosophy
 - We are a minority owned company
 - Interest in Technology vs. Aptitude for Technology
 - Equality of opportunity not equality of outcome
 - Equality takes effort
 - Nobody is perfect
- Programs for current potential employees
 - Training allows us to hire the best of the best instead of the best of what is available
 - Seeking recruitment firms that focus on diversity in addition to normal recruitment methods. This allows for higher levels of visibility for minorities

Corporate Participation – Day in the Life

- Short, high interest presentations that provide as much time for individual or small-group interaction as possible. Discuss education opportunities, the work & education history of employees, mentor lessons, how teachers can implement technology in a classroom setting, etc.

Nashville Technology Summer Tech Camp

- The NTC brings groups of students to local businesses & college campuses to learn about careers and education in the field of technology.



Benefits

- Offering from scratch training allows motivated employees with no experience to grow their own “value” as an employee. We have experienced a higher level of quality because of this mostly due to employee retention and engagement. That is why we have an average tenure on the helpdesk of 4.5 years and an attrition rate of around 5% year over year.
- Less time/money spend on training employees and a higher degree of expertise. All G2 employees have started at the bottom and worked their way up, so we speak as one voice and work towards goals with the same passion and vigor.



mobile
reCell

POWERING
VALUE
RECOVERY

Ben Jones

Founder & CEO
Mobile reCell

<https://mobilerecell.com/>

Where Does It Start?

- Generating interest at an early age.
- Smartphones, tablets, and laptops play a crucial role.
- By taking action you will drive sustainable change.
- Simple objectives make goals more obtainable.

iPads Donated to Inspire Future Aviators



Mobile reCell is pleased to announce that on April 24, 2020, 300 iPads were donated to the Aerospace Center for Excellence (ACE) courtesy of American Airlines in partnership with Mobile reCell. ACE is a non-profit organization based in Lakeland, Florida that is a leader in STEM-related education. ACE's mission is to engage, educate and accelerate the next generation of aerospace professionals.



On April 24, 2020, Richele Floyd, Scholarship Director of the Aerospace Center for Excellence in Lakeland, FL received 300 iPads donated by American Airlines and Mobile reCell.

While planning to refresh the Electronic Flight Bag program that assigns an iPad to each pilot, American Airlines and Mobile reCell wanted to give back to the community. The Electronic Flight Bag iPads are used by pilots in the cockpit for navigation, flight planning, and pilot handbooks/manuals. American Airlines and Mobile reCell donated iPads to ACE for the annual Sun n Fun Aerospace Expo. The donation also included 100 chargers that were personally donated by Tim Averett from American Airlines.

"These iPads will remain a reference and a guide for young minds getting introduced to careers in aviation. Soon, they may help students realize their dreams, like us when we were young."

- Tim Averett, American Airlines, Captain

ACE serves approximately 50,000 students annually through aviation programs, summer camps, and scholarships aimed at preparing the youth for tomorrow's aerospace challenges. These iPads will help enhance ACE's curriculum as well as provide students with the practical tools they need to enrich their educational experience. The goal is to inspire a new generation of aviation experts that will aspire to a future career in aviation.

To prepare these devices for donation, American Airlines needed to retrieve devices from the field with help from Mobile reCell. Mobile reCell orchestrated the recovery of the entire fleet of pilot iPads individually. Once received, Mobile reCell inventoried all devices, then began the procedures for data destruction. After removing all corporate data according to Department of Defense standards, they securely packaged the devices for shipment and delivery to ACE.

Mobile reCell is the integrated solution for mobile device recovery for corporations such as American Airlines that maximizes device recuperation and minimizes the risk of data loss. Mobile reCell's expertise in the mobile device industry allows them to create and implement device recovery programs customized to the needs of their customers. Mobile reCell's services are centered around a software platform that provides complete visibility to device tracking, processing, value recovery, employee buyback, and a secure chain of logistics.

Press release issued on May 11, 2020

Recruiting Ideas

- Local nonprofits that support veterans, minorities and/or women
- Junior Colleges, Community colleges, technical/vocational schools and high schools
- Professional organizations that focus on underrepresented groups (National Black MBA Association, National Society of Black Engineers <https://www.nsbe.org/Home.aspx>)
- Junior Achievement <https://jausa.ja.org/>

Recruiting Ideas 2

- The Urban League <https://nul.org/>
- African American Sororities and Fraternities (Alpha Phi Alpha, Delta Sigma Theta etc.)
- Organizations that support refugees and recent immigrants
- Job Corps <https://www.jobcorps.gov/>.
- Services for youth exiting foster care.
- Local Employment Development Offices.

The Case for Diversity and Inclusion

- Scientific American - [How Diversity Makes Us Smarter](#)
- Forbes - [George Floyd and Racism: 5 conversations credible leaders must have in this moment](#)
- Forbes - [5 Ways to bring more diversity into your organization](#)

Anti Racism Guides

- [Anti-Racism Guide UC San Diego Library](#)
- Resources for Education and Action
<https://ucsd.libguides.com/antiracism/getstarted>
- [Anti-Racism Guide UC San Diego Women's Center](#)
- [Harvard Countway Library Anti Racism Guide](#)

Telecom Industry Diversity and Inclusion Program Examples

- [Verizon Diversity & Inclusion in our Workplace](#)
- [Verizon Business Launches Women in Business Program](#)
- [Wall Street Journal - Verizon Expands Diversity and Inclusion Push with new focus on Retention](#)
- [AT&T Employee Group Conference 2019](#)
- [AT&T Diversity and Inclusion - Unwritten Rules](#)
- [AT&T Diversity and Inclusion Annual Report 2020](#)

**Let's Work to Bring
Positive Change**

What is ETMA?

- ETMA, the Enterprise Technology Management Association, is an independent non-profit association established by Solutions Providers for Solutions Providers.
- Purpose: elevate the industry, help members develop standards, best practices, and network.
- Core Values
 - Sharing/Networking / Neutral Ethical / Openness Adaptability
 - Engagement/ Participation / Idea Exchange / Peer Learning
- All actions are designed to serve member companies, not to profit from them.

- **Help members grow through a network of ecosystem partners, sales channel expansion, and alliance partnerships.**
- **Grow the size of the Enterprise Technology Management market.**
- **Promote the industry to enterprises, carriers and analysts.**
- **Foster ongoing performance improvement through open industry standards and best practices.**
- **Promote fair, ethical business practices to ensure a positive industry image, and take action on ethics complaints.**
- **Influence and educate enterprises of the value proposition and to reduce the time it takes to close deals and avoid “no decision” situations.**

Opportunities for: C-Level networking, business development and collaboration to....

1. Help members grow through a network of ecosystem partners, sales channel expansion, and alliance partnerships to extend their capabilities through partnerships or sell capabilities to business partners.
2. Gain knowledge and innovative ways to increase their firms' profits.
3. Increase market intelligence, learn new trends.
4. Buy a competitor, sell their firm or raise capital to expand.
5. Shape the industry's future, with a seat at the table .
6. Raise their industry profile through ethics and industry standards.
7. Support ETMA's mission of advocating for the industry.
8. Show internally and externally attainment of an important milestone and maturation of their company through membership in the industry association.
9. Raise their stature in the industry through ETMA membership.
10. Partner with ETMA's PR social media activities to help grow your brand awareness and SEO.

1. Members are featured in press releases and other items, subject to editorial review.
2. The ETMA website features members' logos, blogs, and case studies with links to their website driving traffic and leads.
3. Members can use the ETMA logo on their website and include membership in marketing and sales materials.
4. ETMA's website accepts members' RSS feeds to news automatically posting summaries and links.
5. ETMA's members may participate in its LinkedIn group open to members and enterprises.

1. ETMA will promote members' perspective & develop thought-leadership material.
2. Help members with SEO, increased website traffic, and raise your profile.
3. Promote on social media 200,000 + viewers on Twitter and LinkedIn.
4. ETMA will interview or simply record and post the podcast. You provide the SME.
5. Members will receive a link that can be posted on their website for the podcast.
6. No cost for ETMA members to participate.
7. Sign-up "first come first served."

FIND YOUR NEXT STRATEGIC PARTNER/ETMA Market Place for members to find partners and identify capabilities that firms want to sell, buy or license.

ETMA Market Place established so members can load Offers and buyers search for them. Transformation: members can make Requests for any capability and receive responses from all interested registered participants. Creating new class General Capability product offers.

Create profile of categories you are interested in receiving emails.

When a General Capability Request or Bill Reader Request is entered into the system, ALL registered users receive an email from the system (based on their user profile selections).

ETMA EXECUTIVE BOARD



Natasha Royer Coons
ETMA President
CRO Advantix



Joe Basili
ETMA Managing
Director



Jim Holt
ETMA Treasurer
Sales VP Mobile reCell



David Sonenstein,
ETMA Secretary
Founder, Blueprint
Technology



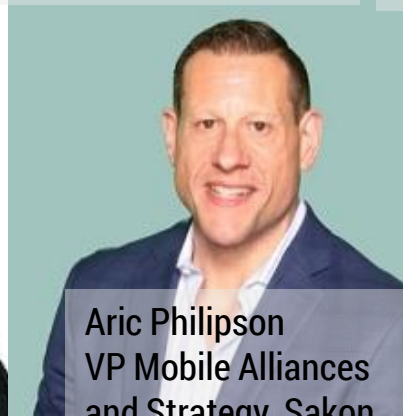
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Aric Philipson
VP Mobile Alliances
and Strategy, Sakon



Christian COR
CEO, Saaswedo



Denise Booms-Pepin
CEO, CBI

WHAT OUR MEMBERS SAY



“We are ETMA members now in our 8th year. We held out on joining for three years. ETMA membership and meetings are valuable to our firm. Also, we can track many more new dollars to our top line thanks to ETMA.”

“We came to the meeting with a set of expectations about ETMA benefits and found a new set of reasons why membership was worthwhile.”

“The industry is marked by constant change. New challenges and opportunities are always emerging. Active participation with ETMA allows us to consistently build value for clients through key relationships and industry best practices.”

“Great conference... Myself, my CIO, and VP of strategy all got a ton out of it. We will definitely catch future ones... Thank you and great job...!”

“Gathering the “critical mass” of 50 + competitors together to discuss this industry is unique. It was surprising to learn about opportunities to network and partner. It turns out there are many areas where we don’t compete and will seek to partner.”

1. Why Attend <https://youtu.be/7Q9Eg6TJMRk>
2. Membership Benefits <https://youtu.be/Tmsl3lPn1KA>
3. ETMA Ethics Code <https://youtu.be/BLOcNk00lgQ>
4. Reasons to Join <https://youtu.be/J1jzRNiyQtQ>
5. Conference Highlights <https://youtu.be/hZhL8RoBvME>

ANNUAL DUES

\$6,000 for firms with \$5M+ annual revenue

\$3,500 for firms up to \$5M annual revenue

DUES INCLUDE ETMA Conferences **MEMBERS CAN SEND UP TO FOUR PEOPLE....**

ADDITIONAL COLLEAGUES can attend the meetings for approximately \$850/each

APPLY TO BECOME AN ETMA MEMBER <https://etma.org/etma-member-application/>