



AALI
AFRICAN AMERICAN
LEADERSHIP INSTITUTE

AALI ANNUAL REPORT 2022

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Letter from the Founders



Dear valued members and stakeholders of AALI,

It is with great pleasure that we present to you the 2022 Annual Report of the African American Leadership Institute. 2022 was a year filled with tremendous growth, achievement, and resilience as we continue our mission to cultivate and develop the next generation of African American leaders.

Our biggest win for this year was the successful launch and completion of our second cohort, which also marked our first in-person experience. The program was a resounding success, and we were proud to see our cohort members develop their leadership skills and establish lasting connections with their peers and mentors.

The year also saw the expansion of our core team with the hiring of Nakeenya Wilson and Ify Obiako. Nakeenya and Ify have been instrumental in leading our cohort programming and events and marketing initiatives respectively. With their outstanding expertise and leadership, we were able to execute successful and engaging program topics and events that have impacted the lives of many aspiring leaders.

We accomplished another milestone in June of this year with the successful inaugural launch of the Black X Conference - held in conjunction with the federal Juneteenth holiday.

With over 300+ attendees from across the state, Black X provided a platform for dialogue and collaboration, and we were honored to host esteemed keynote speaker Jonathan Sprinkles who shared his insights and perspectives on leadership, social justice, and equity.

Our success this year would not have been possible without the support of our full slate of partners. In 2022 - we established partnerships with Austin Public Health, Four Seasons, and Deloitte, (along with our continued support from St. David Foundation, Google, Q2, H-E-B, JP Morgan Chase, Texas Mutual, Everly Health, Bank of America and Meta) which helped us expand our reach and impact in the community. Additionally, we received immense support from community organizations such as the African American Youth Harvest Foundation, Austin Justice Coalition, Six Square, and Austin Area Urban League, who all played an essential role in helping us execute our initiatives.

As we reflect on the past year's accomplishments, we are grateful for the unwavering support of our members and stakeholders. We remain committed to our mission and look forward to continued growth and success for generations to come.

Yours in Service,

Heath Creech
Founder

BiNi Coleman
Co-Founder



Occasion: **Why AALI?**

AALI isn't the only game in town - but it is most definitely a game changer!

ISSUES

AALI is a program strategically designed to address the following issues that are unique to Austin:

- 1) Black flight – per U.S. Census data, the Black population in Austin has declined consistently over the past 45 years, distinguishing Austin as the only large urban city where the Black population is decreasing as the overall population increases.
- 2) Employer retention – for years, major Central Texas employers have cited the issue of retention of Black professionals, stating that recruitment is not an issue, yet retaining Black talent continues as an unresolved challenge.
- 3) The Black community in Greater Austin has grown increasingly fragmented and displaced due to gentrification and urban sprawl, causing a lack of connectedness, distancing from access to infrastructure and services. Ultimately, this has led to members of this community to move to other cities to live and thrive where the Black presence is more prominent.

These three issues are symbiotic, and AALI addresses all three by creating a hub for connection of Black professionals and leaders – connecting them to each other and the rest of Greater Austin.

In a community-led survey process to understand the [Drivers Contributing to the decline of the Black Population in Austin, TX](#), conducted in collaboration with Measure, an unprecedented survey of 375 Black community members across the Greater Austin area revealed that employers are the biggest drivers in attracting Black talent to Central Texas; yet lack of belonging is a top reason why Black people leave the region.

This report mirrors the discoveries of the [2005 African American Quality of Life Report](#) and, unfortunately, reflects that the issues still remain, with the data reflecting this undeniable truth.



AALI: A HIGH-IMPACT SOLUTION

As AALI was intentionally designed to address the issues above - and per the input of the AALI Launch Committee in 2020 - connection is our "north star" metric. We are proud to share that the AALI 2021 end-of-course survey results confirmed that AALI helped to increase their sense of connection to the Black community - and 100% felt increased connection to the overall Greater Austin community.

Approximately one-third of the inaugural Fellows stated that they had contemplated leaving Austin, and AALI compelled them to remain in the area - with the remainder stating they consider Austin home and had no intention to leave.

Results were similar for the 2022 cohort, and over 50% of both cohorts have shared that they joined boards, commissions, or advisory councils to lend their leadership voice as a result of their AALI experience.

More positive impact data and testimonials can be found in this report. It is our hope that you will be inspired and moved to join the movement by attending an event, subscribing to the AALI e-newsletter, and/or following us @aaliaustin on all major social media channels.

All ships rise together! #WeRise



Texas unemployment rates are highest for:

African American	11.2%
Hispanics	8.0%
Whites	4.9%

Organization Overview



Black Austinites are often invisible where significant city-wide initiatives are concerned, and the impact of their absence often causes unintended, but consequential, damage to the city's image and the ability of all communities to participate in its forward progress.

AALI is designed to enhance civic awareness and leadership opportunities to affect long-term action required to create equity, opportunity and a higher quality of life for all citizens. Our mission is to build a stronger Black Austin community by equipping leaders to live up to their "...moral responsibility...to seek to make life better for everybody." in our city, state, and the world. We hope that by empowering leaders to affect change through a lens of cultural consideration and responsiveness, we will also help to attract talented African Americans to move to, work and play in our city as full participants in a booming local economy.

“

You have a moral responsibility to seek to make your nation a better nation in which to live. To seek to make life better for everybody

Martin Luther King Jr.

Program Model

AAI's program model is focused on increasing civic awareness, advancement opportunities, and employee retention specifically targeting Austin's Black population and with a deeper dive into issues that specifically impact Greater Austin's Black community.

AAI participants have opportunities to make connections to affect long-term action required to create equity, opportunity and a higher quality of life for all of Austin's citizens. Additionally, AAI engages corporations to explore policy, process, and cultural aspects that can improve their ability to attract, equip, retain, and promote more Black professionals throughout the Greater Austin area.



Annual Leadership Cohort

Curriculum Overview

AALI's annual Leadership Cohort targets established leaders (Fellows) who engage in intensive community building and "deep dives" into multiple issue areas with a lens toward the Black community in Central Texas. It is the flagship program of the African American Leadership Institute, and most directly responsible for cultivating a group of individuals who will propel the city forward. The curriculum was designed with input from the AALI Launch Committee, which was comprised of over 40 leaders from key agencies such as Leadership Austin, UT (DDCE and McComb's), E3 Alliance, Black Leaders Collective, and many others.

Objectives for every cohort session and event are to inform, connect, and activate. Class projects were planned by the inaugural cohort and are intended to be strategic for high impact and sustainable solutions overtime.

We seek to:

INFORM

Engage subject matter experts to inform fellows regarding key issues and highlight key initiatives to address these issues in Central Texas.

CONNECT

Invite groups that are working on the issues to an open networking opportunity embedded into the end of each class session, which can include Black organizations or others that are working to diversify their boards or leadership circle.

ACTIVATE

Create dialogue amongst the fellows to build connections and encourage next steps toward action in areas of interest



2022 Annual Session & Events

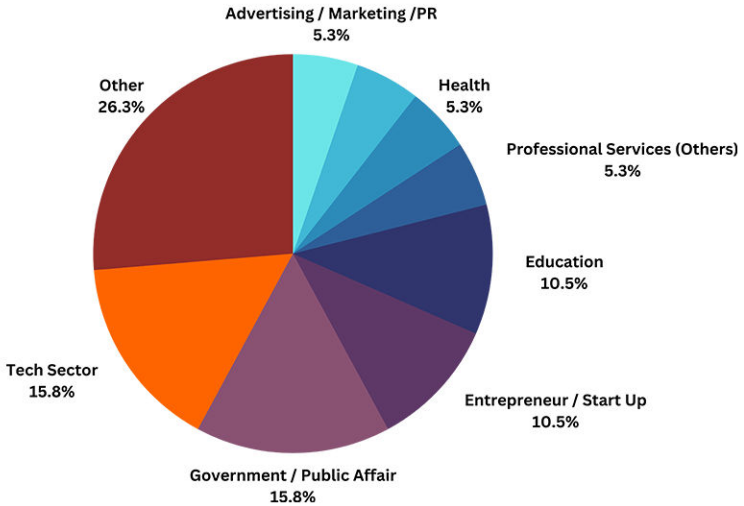
DATES	COHORT SESSIONS
April 15	History & Access
May 6	Health, Wellness & Environment
June 3	Education
June 24	Employment & Workforce DEIB
July 15	Business & Technology
August 5	Arts, Culture & Entertainment
August 26	Public Safety & Community Building
September 16	Government, Law & Policy

DATES	COMMUNITY EVENTS
January 5	Virtual Happy Hour
January 16	Brunch & Dream: MLK Celebration
March 25	Cohort Opening Ceremony
April 6	Policy Summit
May 13	AALI Sponsor Circle Luncheon
June 17	Black X Conference
October 7	Cohort Closing Ceremony
October 13	Delloite: Business Chemistry Workshop

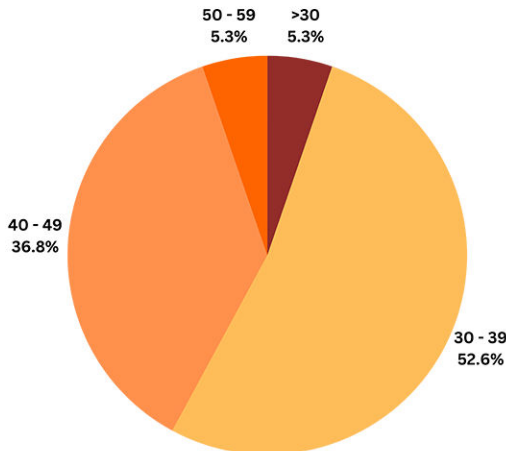


Demographics

DEMOGRAPH BY INDUSTRY

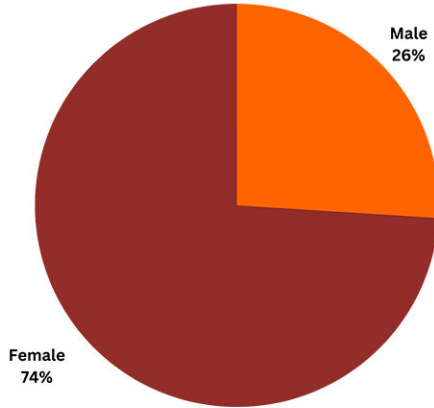


DEMOGRAPH BY AGE

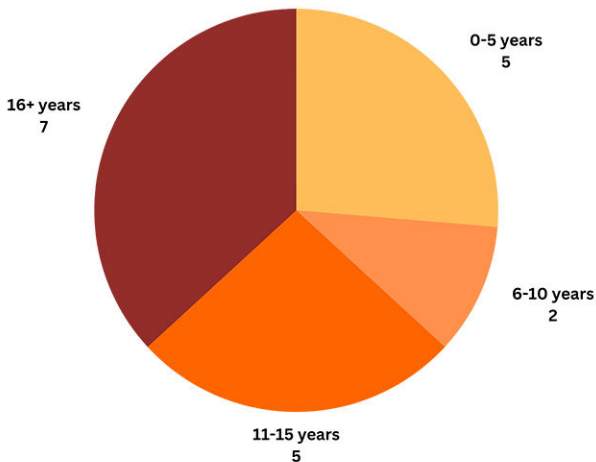


Demographics (Cont'd)

DEMOGRAPH BY GENDER IDENTITY










DEMOGRAPH BY LENGTH OF STAY IN TEXAS



Outcomes

2022 Class of Fellows

- 94%** of participants said AALI increased their sense of connection to the black community in Central Texas. 
- 100%** of participants said AALI increased their sense of connection to the overall community in central texas. 
- 82%** of participants said AALI increased their sense of connections to their workplace or business industry community 
- 24%** joined boards, advisory councils, or other types of decision-making groups. 
- 41%** became more civically engaged. 
- 35%** said they were considering moving away from greater Austin, and AALI has increased their resolve to stay in the area. 
- 41%** advanced to a new position or a new employer. 

Source: AALI - 2022 End of Course Survey



Testimonials



I now belong to one of the most life changing initiatives known to Austin.

ANDREW WARD

2022 AALI Fellow



My experience surpassed any and all expectations!

JODYANN MCINTOSH

2022 AALI Fellow

Testimonials



This experience has been nothing short of amazing!

JENELL MOFFETT

2022 AALI Fellow



AALI facilitated a fantastic learning experience.

CHANTA WILLIAMS

2022 AALI Fellow

Testimonials



Thank you to the entire team for making this the experience of a lifetime.

ERIC BRYD

2022 AALI Fellow



Thank you for bringing us unforgettable sessions EVERY SINGLE TIME.

CHERELLE VANBRAKLE

2022 AALI Fellow

Testimonials



Hands down, this was the most engaging, empowering, and enlightening experience of my professional career!

DEMETRIA GEORGE CASTON

2022 AALI Fellow



The AALI Grand Finale weekend was nothing short of AMAZING!

DR. SHETAY ASHFORD-HANSERD, PHD

2022 AALI Fellow



What a life! The African American Leadership Institute Austin's 2022 cohort closing ceremony was just as amazing as this entire experience has been.

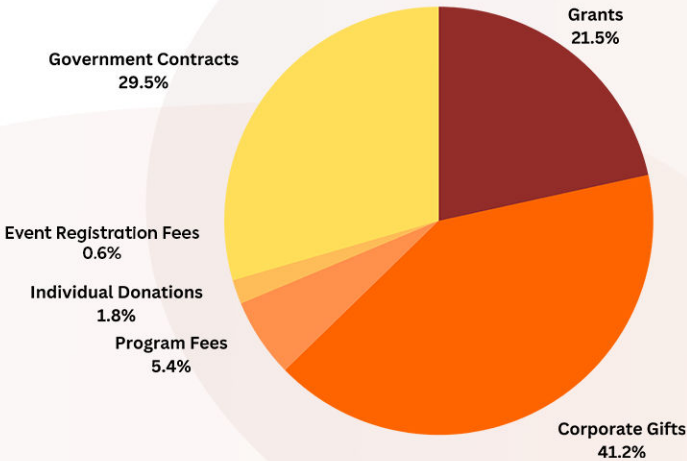
JESSICA VAN KLINE

2022 AALI Fellow

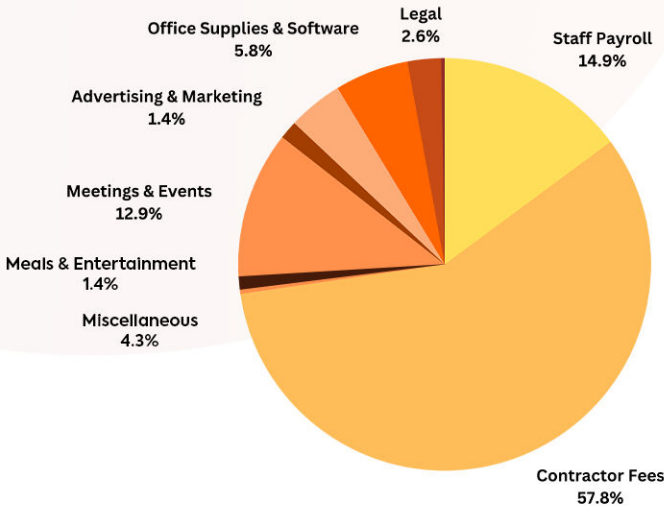


Program Budget

Total Revenue: \$340,893.55



Total Expenses: \$334,823.10



Policy Summit

WEDNESDAY, APRIL 6TH 2022 AT THE CAPITOL BUILDING

The Policy Summit was an enriching 1 day initiative that was centered on the concept of systemic alignment between early childcare, K-12, out-of-school time, and workforce systems to maximize workforce attainment and productivity for parents and caretakers of children.

Favorite quotes from the Policy Summit:

“Let’s go upstream” (get to root cause)

Choquette Hamilton, Ph.D

“Get to know your people...and community”

Rose Smith

“We can become an example for the nation”

LeShawn Arbuckle

Other distinguished speakers included Aaron Demerson, Texas Workforce Commissioner, Chastity Lord, CEO, Jeremiah Program and Rudy Metayer, Pflugerville Councilmember. We had some incredible conversations and gained tremendous insight into the need and opportunities for alignment between employers, childcare, and K-12 systems to maximize workforce productivity for un- or under-employed parents. We appreciate the involvement of:

PARTICIPANTS

- **AALI Fellows and Alumni**
- **Major corporations:** JPMorgan Chase & Co., Texas Mutual Insurance Company, Samsung Austin Semiconductor, Applied Materials, Reltio, Dell Technologies, Austin PBS, H-E-B, Austin American-Statesman
- **Representatives from the offices of:** Governor Greg Abbott, Congressman Lloyd Doggett, Sen. Royce West, Sen. Charles Perry, Sen. Sarah Eckhardt, Texas Senate, Rep. Angie Chen Button (Early Childhood Caucus), Rep. Gina Hinojosa, Rep. Julie Johnson, Rep. Carl O. Sherman Sr., Rep. Chris Turner, Rep. Celia Israel, Rep. Toni Rose
- **Associations:** Workforce Solutions Capital Area and Rural Capital Area, Austin Regional Manufacturers Association (ARMA), Greater Austin Chamber of Commerce, Greater Austin Hispanic Chamber of Commerce (GAHCC), Learning

Policy Summit Cont'd

Care Group, Black Women In Business, Texas Black Caucus Foundation, Ben Barnes Grp., Saffron Trust Women's Foundation and various other non-profit organizations and community leaders working on this topic

EVENT SPONSORS

- Texas Early Care & Education Consortium
- Texas Association for the Education of Young Children (TXAEYC)
- African American Youth Harvest Foundation
- **Planning committee:** AALI, Davis Kaufman PLLC, Texas Black Caucus Foundation, Capitol Staff, United Way for Greater Austin, TXAEYC, LifeWorks, and Workforce Solutions Capital Area and Rural Capital Area Workforce Boards

To get involved, email info@aaliaustin.org



Black X Conference

MONDAY, JUNE 9TH | THE LONG CENTER, AUSTIN, TX

BLACK X
CONFERENCE

Austin offers numerous economic, educational, and social opportunities just waiting to be discovered. **Black leaders, wealth builders, entrepreneurs and professionals** from all across the state and beyond gathered, on the week of Juneteenth, for an inspiring day of uniquely curated professional and personal development and networking opportunities designed to refresh, restore, educate, and maximize connections.

Deeply rooted in and designed to enhance the Black experience, the Black X Conference serves as a tremendous asset for employer recruitment and relationship-building efforts.

Additionally - BXC is an excellent entryway for talented individuals to plug in to Austin's booming ecosystem and the AALI network.



Education



Employment



Networking



Black X Conference Cont'd

The Black X Conference brought together more than 250+ industry professionals, corporate partners, students, and entrepreneurs for learning, and networking with executives and peers while building long-lasting relationships.

ATTENDEES FROM THE FOLLOWING ENTITIES



2022 SPEAKERS

Names
Jonathan Sprinkles - Author, Speaker
Joya Hayes - City of Austin [Human Resources]
Joah Spearman - Lacaleur
Pamela Owens - Six Square
Dr. Chris Harvey - City of Manor
Nefertitti Jackmon - City of Austin Community Displacement Prevention
Jerold McDonald - Omaiven
Terry P. Mitchell - Black Leaders Collective
Chris Isom - Austin Achieve

Names
LeTecia Johnson - Royal.ia
Steven Hatchett - OFCOLOR, Black Art Weekend
Dr.Chinwe Efuribe - Centered Youth Clinic & Consulting
Brandon Thornton - Encore
Jodi Beaubien - The Beckage Firm
Andrew Ward - J.P Morgan Chase
Tiffanie Harrison - Round Rock ISD
Shauntavia Ward - eleMINT Skin
Michael Lofton - African American Youth Harvest Foundation

Black X Conference Cont'd

REVIEWS

"Today, I got a chance to attend the African American Leadership Institute, Black Conference. I heard the last ten minutes of the keynote speaker, now I'm supercharged! It was nice being around so many professionals!"

SHAY HOPSON

"Such an inspirational panel discussion at the Black X Conference on Entrepreneurship x Opportunity! Thank you again Ify Obiako for the invite to hear everyone speak about their businesses and ways they were able to grow their companies during the pandemic"

TAMMY BOWSER

"The AALI Black X Conference was phenomenal. Thank you Sabine (BINI) Coleman with 212 Catalysts for having the vision to incorporate the youth summit as part of the conference"

DINITA CALDWELL





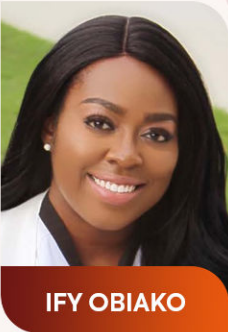
AALI Team

We are excited by the growth we saw in our first year and thankful for the team that keeps things running smoothly. In year two, we added two new faces,



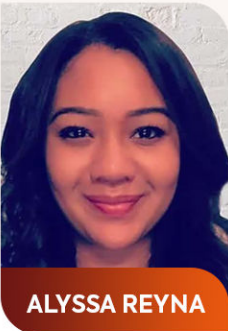
NAKEENYA WILSON

Nakeenya joined the AALI team as the Director of Programming after participating as a fellow in the inaugural cohort. In her role, she served as the face of AALI, and worked behind the scenes to ensure the quality and effectiveness of AALI Cohort programming.

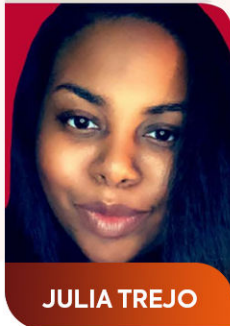


IFY OBIAKO

Ify oversaw the strategy & implementation of AALI's brand development, event marketing, digital outreach as well as collaborations with key stakeholders. In her role, she continued to identify opportunities to curate high-level and culturally relevant engagement opportunities for the larger AALI network. She is the co-founder of Dyme Agency, a 360° creative agency.



ALYSSA REYNA



JULIA TREJO

Nakeenya and Ify rounded a team that included Business Development Manager Alyssa Reyna with Cohort Operations Support led by Julia Trejo.

Ways to Support AALI

Share your time.

AALI needs volunteers to help power our events and make sure things run smoothly. In addition, the strength of our public-facing events depends on the attendance of those in our community who can enhance the conversations with their knowledge and experiences and help provide more well-rounded discussions for our fellows to engage in. In other words, we need you in the room! For a full list of events, visit aaliaustin.org or email info@aaliaustin.org

Share your talents.

We are always looking for workshop speakers who are willing to share their expertise and help lay a blueprint for Austin's African American leaders to make a change in the city. The right person could be in your network - or it could be you! Like and share our posts on Facebook, Instagram, and LinkedIn to help spread the word about the work we're doing and help us attract the best talent to enhance our program offerings.

Share your treasure.

AALI runs entirely on the generosity of corporate and individual philanthropy. We would love your financial support. We offer a multitude of opportunities to sponsor programs or sessions.

Visit aaliaustin.org/sponsorship to start a conversation



AAI 2022 Sponsors



JPMORGAN CHASE & CO.



CINDY WORK ABELL

Powered by 212 Catalysts



AAALI 2022 ALLIES

AAALI IS SUPPORTED BY A DIVERSE ARRAY OF CENTRAL TEXAS LEADERS

This growing, diverse group of Allies has committed to making moves like never before in support of communities of color by making connections with leaders and decision-makers who can help support AAALI's goals and mission. Each of our Allies believes this program is a significant strategy to structurally impact Greater Austin and systematically improve the economic and opportunity disparities Black professionals face in this region.

Bob Campbell | CEO, Campbell Global Services LLC

Chas Moore | Co-Founder, Austin Justice Coalition

Christopher Kennedy | CEO, Leadership Austin

Daryl Kunik | CEO, Central Austin Management Group

Dennis Cavner | President, Cavner Social Enterprises, LLC

Dr. Edward Burger | CEO, St. David's Foundation

Dr. Larry Wallace Jr. | Mayor, Manor, Texas

Dr. Melva K. Williams | President & CEO | Huston Tillotson University

Eugene Sepulveda | CEO, Entrepreneurs Foundation

Gregory Smith | CEO, Austin Revitalization Authority

Mike Geeslin | President & CEO, Central Health

Jeffrey Travillion | Travis County Commissioner, Precinct 1

Jennifer Stevens | CEO, JHL Company

Joel Baker | Chief, Austin Fire Dept

Laura Huffman | CEO, Austin Chamber

Lisa Hooker | Managing Director, ZRG Partners

Marissa Vogel | Executive Director, Social Venture Partners

Michael Brown | Senior Director, Global Sales Dev., Relt.io

Mike Nellis | CEO, Austin Community Foundation

Natasha Harper-Madison | District 1 Council Member, Austin

Virginia Potter | Portfolio Director, Pathways to Prosperity at Michael & Susan Dell Foundation

Stephen Straus | Managing Director at KUNGFU.AI

Susan Dawson | President, E3 Alliance

Shuronda Robinson | CEO, Austin Women's Magazine

Tam Hawkins | President/CEO, Greater Austin Black Chamber of Commerce

Terry P. Mitchell | Black Leaders Collective



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