

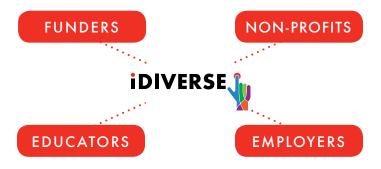




OUR MISSION

To grow the media and marketing capabilities of companies by developing a professional and diverse workforce that reflects the customer through education, training, and certification.

Reach out and train underserved constituencies such as women, minorities, the disabled, and returning veterans, to provide a significant pool of potentially qualified workers.



TWO DISTURBING TRENDS THREATENING OUR INDUSTRY

- Gender and racial imbalance and overall lack of cultural and economic diversity
- Growing talent gap and skilled worker shortage to fulfill needs in digital media, advertising, technology, data, operations, and e-commerce jobs

DIVERSITY & 2020 WORKFORCE GOALS

- Fill 10,000+ digital media, advertising, technology, data, operations, and e-commerce jobs in five years
- Bridge our industry's gender, ethnic, cultural, and economic divides to create a workforce that looks like our customers
- Solve the STEM shortage: help develop skilled workforce in Science, Technology, Engineering, and Mathematics
- Create an online directory of diversity non-profit organizations as a resource for the industry
- · Reduce your recruiting, training, and retention costs

DIVERSITY POOL RECRUITING

TESTING AND TRAINING

JOB RECRUITING & PLACEMENT

Work with Non-Profits: Identify diverse candidates and recruit for training programs

Work with Community Colleges:

Develop curriculum and administer certification exam

Work with Publishers, Agencies, and Ad Tech Companies:

Recruit, vet, and place candidates, then administer on the job training

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