SPECIALTIES:
- Company Culture & Conflict Management
- Organizational Assessment & Capacity Building
- Recruitment, Hiring & Retention for Diversity, Equity & Inclusion
- Employee Engagement & Professional Development
- Environmental Education & Training Program Design
- Public Speaking (Keynotes, Plenary Sessions & Panel Discussions)

August M. Ball is the founder, CEO and Lead Consultant of Cream City Conservation, a two-prong social enterprise. First, Cream City Conservation & Consulting works with environmental, corporate and community based organizations to address internal cultures and practices that contribute to a racial homogeneity. Through equity audits, inclusion surveys, racial literacy building workshops, policy and practice review and coaching, the firm provides insight and recommendations to organizations that help them cultivate inclusive and equitable environments, develop intentional green career pathways, culturally responsive programs and identify and mitigate bias in all aspects of the organization.

Second, the Cream City Conservation Corps provides paid training and work experience to young adults 15-25 years of age, whose social identities are under and inequitably represented in various conservation, agriculture and green infrastructure industries. The model is a closed loop system between the Consulting firm and the Corps program which cultivates the next generation of environmental stewards while preparing organizations to attract, develop and retain a diverse pool of leaders. The Corps program is supported by profits from the consulting firm, fee-for-service contracts and community partnerships.

August received her formal education from UW-Parkside and UW-Milwaukee. She studied Sociology, Community Education and Non-Profit Management. A self-taught conservationist, she has continued her education informally via organizations such as Center for Diversity in the Environment, Paradigm, Policy Link and the National Outdoor Leadership School (NOLS).

A native of Southeastern Wisconsin but citizen of the world, having lived in Southeast Asia for 15 years, she speaks three languages fluently. August enjoys traveling the globe, cooking and avoiding burdock and poison ivy while hiking with her fur-child Marvin, the pit bull.
COMMUNITY SERVICE:
- WI Governor Ever's Climate Action Task Force - Appointee
- Milwaukee City/County Climate & Economic Equity Task Force - Appointee
- US Water Alliance - Milwaukee Water Equity Team Delegate
- Green Leadership Trust - Member

AWARDS & RECOGNITION:
- YWCA - Eliminating Racism Award 2018
- United Way - Philanthropic 5 Award 2018
- Wisconsin Conservation Voters - Green Tie Award 2018
- WI Association of Environmental Educators - Eco-Justice Award 2018
- Force for Positive Change - Finalist 2018

FEATURED PRESS:
Shepard Express - Hero of the Week 2020
Next City - Milwaukee Feature

WHO WE’VE HELPED:

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METHODOLOGY
DIVERSITY • EQUITY • INCLUSION

HOW WE WORK & WHY

Cream City Conservation utilizes a combination of social science backed assessments, a suite of interactive workshops and presentations to build racial literacy and assist in developing shared language. These components are critical to not only envisioning an organization’s desired future state, but in cultivating the internal culture and outward communication necessary to make that vision a reality.

While we are clear that diversity goes beyond color and our workshops/assessments capture a breadth of diversity facets (including socioeconomics, ability, language, gender identity/expression, sexual orientation, neurodiversity, national origin, etc), we intentionally center our teachings around race and anti-racism as it is the foundation of all other forms of oppression. We also center our work around race because people of the global majority continue to be disproportionately impacted by climate change and environmental injustice and therefore should be at the center of key decision making when it comes to sustainability.

We employ interactive techniques not only because they are the most effective for cognitive learning but because we believe the seeds of solutions lay within the problem. Those experiencing the problem hold the knowledge required for resolution. What’s needed is often a skilled facilitator to foster that internal awareness and guide action toward desired future state. Upon completion of our time together, past clients have revamped or created holistic practices affecting the employee/board member/volunteer life-cycle from attraction to selection to development to off-boarding. They’ve developed new programs to funnel talent into their succession plan, launched campaigns to build awareness and non-traditional membership engagement. Diversity is the result of inclusive practices after all and the main marker of an anti-racist organization is whether or not racial justice and equity is embedded within all aspects of the organization.

Individual assessments typically take participants 15-20 minutes to complete. Workshops vary from 90 mins to 4 hours each. Some of our clients have completed the foundational workshops within a 2-3 day timespan typically during a staff retreat, while others have chosen to spread the learning across 4-6 months, allowing time for reflection, additional readings and dialogue. We recommend the later whenever possible. Assessments should be re-administered no sooner than 10 months from initial evaluation. Some workshops may be administered via webinar but most require in-person participation and facilitation due to the interactive nature.
ASSESSING ORGANIZATIONAL CULTURE

Phase 1: Assessing Organizational Culture
Phase 2: Foundational & Advanced Level Workshops
Phase 3: DEI Strategy Design

Assessing Organizational Culture
- Equity Audit
- D&I Organizational & Individual Assessment
- Inclusion Survey

This 3-part assessment helps organizations establish a true benchmark of readiness to engage in racial equity work by evaluating existing organizational structure and culture as well as allowing individual team members to assess their own readiness confidentially. Each assessment tool is based on social science and ensures privacy of each participant while providing a clear overview of the organization and recommendations for next steps.

The Equity Audit is completed by organizational leadership at each department/unit. The audit consists of 78 questions that allows the organization to evaluate equity across policies, practices and performance measurement.

The D&I Assessment is completed by all board members and staff regardless of role/rank within the organization. Individual results from this assessment are only sent to the individual assessment takers, while the sum of all responses inform the Organizational Assessment that is shared with the company.

The Inclusion Survey measures culture, practices and sense of belonging among staff. This survey provides insights to help companies better understand the differing experiences of employees across demographics via heatmaps. You’ll be able to identify and understand whether underrepresented groups feel that decisions are fair, their voices are heard, whether they see opportunities for themselves and whether they feel a sense of belonging. The results will highlight areas that need attention and surface research-driven inspirations from leading companies and research institutions.

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Business is not just for those with a fancy title and direct reports. Awareness of one's strengths and areas of opportunity are critical to the success of any given group. This fun, interactive workshop will engage each team member's leadership compass, mindset communication and leadership style. Participants will gain understanding of the unique strengths and challenges of various leadership and communication styles and learn how to leverage them for maximum impact. This module will push individuals to consider how their individual leadership style and mindset plays out in a team setting and how to leverage each team member's authentic style to create a thriving work environment.

DEI 101 Introduction to Diversity, Equity & Inclusion (3 hours)

This workshop will help set the foundation for shared language around diversity and inclusion and empower your team to cultivate an inclusive organizational environment. As a result of this session, participants will be able to:

- Articulate the basic definitions of diversity, inclusion, equity, and unconscious bias;
- Begin to identify ways in which bias impacts leadership and team experiences;
- Understand the relationship between bias and diversity, equity, and inclusion;

DEI 102 Power, Privilege & Allyship (3 hours)

Using base knowledge from the pre-requisite DEI 101 training, participants will be able to apply their understanding of bias to concepts related to power, privilege, and allyship. As a result of this session, participants will be able to:

- Articulate the relationship between bias and the Power House;
- Articulate examples and impact of institutional and systemic discrimination;
- Obtain tools and effectively facilitate a conversation about allyship;
- Gain and practice using tools for grappling with and interrupting bias;
- More confidently interrupt bias within others and oneself.
**DEI 201 Social Identities & Intersectionality (90 mins)**

Workshop participants will explore their unique identities and identify areas that intersect. This workshop will highlight the business case for prioritizing socio-economics mindfully in organizational culture. Session participants will be able to:

- Articulate the definition of intersectionality
- Understand there is an aggregate impact when different identities are combined
- Understand how socio-economics impacts the culture of work in America and how to identify and eliminate inequitable practices.

**DEI 401 Recruitment & Hiring for Inclusion & Diversity (3 hours)**

This workshop is ideal for hiring managers, review panelists and leadership team members who wish to attract a diverse candidate pool and cultivate a dynamic team. Participants must be ready to objectively evaluate current hiring, recruitment, evaluation and staff development practices and strategies. Session can be modified to DEI 301 to include focus on Volunteer Recruitment & Management. Session participants will be able to:

- Debunk commonly held myths regarding talent acquisition
- Evaluate sample job/volunteer descriptions with an inclusive, equity lens
- Identify existing practices that contribute to a homogeneous work teams
- Gain tips for tackling bias, identify areas for growth
PROJECT DELIVERABLES
DIVERSITY • EQUITY • INCLUSION

ADVANCED LEVEL WORKSHOPS

DEI 501 Understanding Systemic Whiteness & White Fragility (varies)

Coined by Dr. Robin Diangelo, "White Fragility" is a state in which even minimal challenge to the white position becomes intolerable, triggering a range of defensive responses. This workshop will provide an overview of the socialization that instills white fragility, sustains systemic whiteness and provides perspectives and skills needed to build racial stamina and develop more equitable racial practices. Session participants will be able to:
• Define and identify and interrupt White Racial Comfort
• Identify practices that build personal racial stamina
• Identify key concepts of Socialization, Individualism and Objectivity as it relates to Whiteness

DEI 502 Managing & Mitigating Racial Battle Fatigue (varies)

Racial battle fatigue, a psychological concept coined in 2003 by Professor William Smith of the University of Utah, is a theoretical framework that explains the social and psychological stress responses commonly experienced by People of Color who live and work in predominantly/historically White spaces. This workshop engages individuals in their emotional relationship with race through oppressive-sensitive and culturally responsive methods. Session participants will:
• Explore concepts of Emotional Labor, Grit & Self-Care
• Define and identify symptoms of Racial Battle Fatigue
• Identify and mitigate common causes of Racial Battle Fatigue imposed by historically white institutions.

The above topics are also available as a webinar or keynote presentation without an audience cap at a flat fee.

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Upon the completion of the Foundational and Advanced Level Workshops, your organization will be ready to utilize results of the Phase 1 three-part assessment. Together with the workgroup, we will outline recommendations for your organization to achieve its desired future state.

In collaboration with the workgroup, we will help you outline specific tasks and timelines for implementation. It is critical to note that the impact of the intensive work we will do together hinges on the ability of the organization to hold itself accountable for implementation of our recommendations.

It is common for priorities to be in constant evolution. What we work to impart upon you and your team is that the values of diversity, equity and inclusion must be intrinsically ingrained in the very nature of how your organization operates. This means that decisions, programs and policies are created or (if already in existence, evaluated) with an equity lens.

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**Did You Know?**

Cream City Conservation is a social enterprise. This means that we are a for-profit entity who’s proceeds support a social good. For us, this means up to 60% of the profits from our workshops and hourly consulting help employ youth and young adults in hands on service to public land via our Cream City Conservation Corps program. This model reduces dependency on grants while allowing us to share our best practices with you! We specifically focus our recruitment on individuals who are traditionally underrepresented in the environmental sector. Our crews consist of teens and young adults ages 15-25. The projects the crews work on include green infrastructure, urban agriculture, trail work, invasive species removal, native planting, wetland monitoring and habitat restoration. With your help, we are improving workforce culture across industries and cultivating the next generation of environmental stewards!
**PROJECT DELIVERABLES**

**DIVERSITY • EQUITY • INCLUSION**

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**PROJECT PRICING**

**Phase 1:** Assessing Organizational Culture  
$2000 + $75 per person (25% discount for 250+)

**Phase 2:** Foundational Level Workshops (5)  
$6,500 per 40 people  
* A la cart foundational level workshops are $1550 each.

**Phase 2.a:** Advanced Level Workshop Versions (2)  
$5,000 per 40 people, or  
**Phase 2.b:** Keynote Version  
$5,000 flat rate, no audience cap.

**Phase 3:** DEI Strategy Design  
$1,500

Prices include all travel and workshop materials for clients within Southeastern Wisconsin and Greater Chicagoland area. For clients outside of Southeastern Wisconsin/Chicagoland, travel is typically billed at cost or negotiated flat rate. Please email august@creamcityconservation.org for details.

We recognize that this work is non-linear and lifelong. Should your leadership team or workgroup be in need of additional coaching or private consultation, our founder and lead consultant is available for additional support ($130/hour for 501c3, Certified B Corps and public entities, $150/hour for private entities.)

*Leadership requires two things: a vision of the world that does not yet exist and the ability to communicate it.*  
  - Simon Sinek

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REFERENCES

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REFERENCES & TESTIMONIALS

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"In every context, August is a dream to work with! She brings such a wealth of knowledge, expertise, tools, and strategies and shares them generously. August is masterful at the art of balancing support and accountability--she deftly calls people in to learning and to looking at things differently, without calling them "out" and without letting them off the hook. She is kind, empathetic, charismatic, and equally talented in front of a group and working one-on-one."

GLENNA HOLSTEIN - URBAN ECOLOGY CENTER

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