diversitas

Expanding Diversity in Wealth Management

VIRTUAL PROGRAM

– Oct. 27, 2020

This symposium will bring together four key groups to explore ways to attract more women and people with diverse backgrounds into the financial planning industry and profession:

- **industry leaders and professionals**
- **thought leaders in the area of diversity**
- **career influencers (e.g., guidance counselors and academic advisors)**
- **students from high schools and universities**

The most recent Diversitas symposiums have each attracted more than 200 attendees from these groups for presentations and lively discussions.

Surveys show that attendees in each group left the symposium with a better perspective of the profession and industry, with students indicating an increased interest in being a part of the industry.

The financial planning profession, and the related financial services industry, is thriving in so many ways, but it lags in the diversity of its professionals.

SPONSORS

— Critical to Program Success

Sponsors are fully funding the cost of the event — no individual tickets will be sold — and are key to the program's success. They provide content for presentations and panels and supply industry professionals who connect with other program participants. Moreover, these professionals:

- Lead the small groups and serve as a personal resource and model for career influencers and students, many of whom have never met a person from the industry;
- Answer questions and relate stories of what it is like to work in the industry, including its benefits and challenges; and
- Can arrange to speak at the career influencers' and students' places of employment or education.

DIVERSITAS 2020

— A Unique Virtual Symposium Experience

With the coronavirus dramatically changing the way we interact, the Diversitas Planning Committee has moved the program to a virtual format for 2020, while retaining its most popular activities and features. Participants will hear great speakers and panel discussions through a private website and virtually interact with others in small-group sessions.

The event website, available only to program registrants (no web conferencing software needed), will feature:

- Livestreams of presentations and panel discussions
- Live feeds from social media posts of participants
- Sponsors' logos, with their commercial video content streamed in a loop before and after the event

The small-group sessions of eight to 10 participants will occur on a conferencing platform (Cisco Webex or Microsoft Teams).

- Groups will be led by industry professionals from among the sponsors, in coordination with partnering universities.
- Group members will be assigned on a local or regional basis to promote local connections among participants.

PARTNER UNIVERSITIES

— Providing a National Reach

We intend to partner with universities and colleges around the U.S. to help attract more students (from universities and high schools) and career influencers.

Our university partners will have financial planning programs that are registered with the Certified Financial Planner (CFP) Board of Standards at the undergraduate and master's level, with either majors or minors/emphases in their programs.

The final list of partners has not yet been determined, but universities expressing interest include: Texas A&M University, University of Illinois, University of Missouri, Winthrop University, Olivet College (Michigan), John Carroll University, The Ohio State University, and Edinboro University, among others.

The University of Akron

TENTATIVE AGENDA:

(Virtual Program is Eastern Time)

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Expanding Diversity in Wealth Management

noon: Symposium Welcome

- **Welcome & Program Overview:** Carina Diamond: Chief Experience Officer, Dakota Wealth Management
- **Welcome & Recognition:** Barry Mulholland, Ph.D: Director, Financial Planning Program, University of Akron
- **President's University Welcome:** President Gary Miller, Ph.D.: The University of Akron

Online Location: DiversitasLive.com

12:30 p.m.

Building a Career in Wealth Management – A Student Interview of an Industry Executive

- Lisa Hunt: EVP, International Services & Business Initiatives, Charles Schwab & Co.

Online Location: DiversitasLive.com

Host: Emily Erhart: UAkron Financial Planning Student & President of FPSA

1:00 p.m.: Panel Discussion

Systemic & Unconscious Bias in Financial Services and Ways to Move Forward

- **Moderator:** Jolene Lane, CDO/VP of Inclusion & Equity, University of Akron
- Panelist: Lazetta Rainey Braxton: Co-CEO, 2050 Wealth Partners
- Panelist: Cynthia Owyoung: VP, Inclusion, Culture & Change
- Panelist: Walter K. Booker: Chief Operating Officer, MarketCounsel

Online Location: DiversitasLive.com

1:50 p.m.: Keynote Panel

Improving Diversity and Inclusion in Financial Planning and Wealth Management

Moderator: Suzanne Siracuse, President, Suzanne Siracuse Consulting Services, and former Publisher of Investment News

- Panelist: Adam Antoniades: CEO, Cetera Financial Group
- Panelist: Amy Webber: CEO, Cambridge Investmtent Research, Inc.
- Panelist: Tonia Bottoms, Managing Director & Sr. Managing Counsel for BNY Mellon | Pershing

Online Location: DiversitasLive.com

2:35 p.m.: Closing remarks

Online Location: DiversitasLive.com

Host: Barry Mulholland, Ph.D: Director, Financial Planning Program, University of Akron

2:40 p.m.: Partner University Roundtable Discussions

Hosted by Partner Universities

Online Location: PartnerU Teleconferencing Systems

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