Please join us for the upcoming Social Equity Leadership Conference (SELC) in downtown Kansas City, Missouri. The theme for this year’s conference builds on what is now over two decades of educational programming and presentation of research, the sharing of best practices, and the development of communities of practice around advancing social equity goals across the broad spectrum of public service, policy and action.

JUNE 12-14, 2023 - WESTIN KANSAS CITY AT CROWN CENTER

22nd Annual Social Equity Leadership Conference

SOCIAL EQUITY IN ACTION

We anticipate 450 practitioners and researchers from across the world in person and online for 2 1/2 days of focused attention on some of the most pressing challenges and opportunities facing our communities.

PROGRAM HIGHLIGHTS

1. Noted columnist and Pulitzer Prize Winner, Leonard Pitts, will present the inaugural George Frederickson Lecture.

   Plenary topics:
   • “One Nation, Many Publics and the Challenges of Governability” will show how the influence of national politics and polarization has affected regional and local government.
   • “Crossing the Red Line: Infusing Social Equity into Local Housing Initiatives”

2. The conference includes more than 24 panels and features at least 80 presentations on timely important topics such as:
   • “Racial Equity, COVID-19, and Public Policy: The Triple Pandemic.”
   • “Collaborating for All: Identifying Collaborative Activities that Promote Health Equity.”
   • “Globally Linking Diversity, Equity, and Inclusion in Public Affairs Education.”
   • “We Vote with Our Feet: Voices and Choices of Underrepresented Minority Students.”
   • “Racial Hiring Discrimination in City Government? Evidence from a Survey Experiment.”
   • “Collaborating for All: Identifying Collaborative Activities that Promote Health Equity.”
   • “Equity in Digital Services: a comparative analysis across US local governments.”
   • “Equity helping drive funding of capital needs.”

https://lpe.ku.edu/selc-conference

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Sainci Anderson Equitable Poverty Reduction & Prevention Plan City of Dubuque

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You are invited by the University of Kansas, the Mid-America Regional Council, the National Academy of Public Administration, and the members of the Academy’s Standing Panel on Social Equity to join us as a partner and sponsor of the 22nd annual Social Equity Leadership Conference. This leading national curation of best practices in social equity is occurring between June 12 – 14, 2023, in Kansas City, Missouri. This year’s focus is advancing the social equity work of practitioners in both policy and practice. Our educational sessions are an annual opportunity for professionals and practitioners to exchange best practices and demonstrate social equity in action!

The 2022 Social Equity Leadership Conference was a phenomenal success, with over 1,500 practitioners, collegiate educators, and university students virtually participating.

The metrics from the 2022 SELC demonstrate the relevance and impact of the educational and informative sessions:

- 96% of attendees stated that they would recommend the conference to others
- 85% of the attendees rated the conference as “Excellent” to “Very Good”
- 77% of the attendees expressed a plan to attend the 2023 conference

The feedback and comments from the 2022 SELC conference provide greater insight to its impact:

- “I really enjoyed the COVID-19, the LGBTQIA+ Community and Public Policy presentation. All the speakers did a great job... I would like to share some of the data highlighted... Everything is well organized, has good flow, and the topics are very relevant and interesting. Wonderful job to all the planners!”

- “I really loved [the] academic research session especially due to the fact that... useful information was shared which was not only relevant to graduate students but also to the incoming freshmen like me who really want to enter [the] field...and have a genuine impact on the world.”

- “The sessions were timely and had a mix of practitioner and expert presenters.”

Your philanthropic support of a sponsorship level for the 2023 SELC gives you access as a strategic partner in the efforts to advance the best social equity practices both nationally and within your community. The 2023 SELC will be held on-site at the Westin at Crown Center in Kansas City, Missouri.

You can join us by completing the sponsorship form on page 7 and returning it as instructed. If you are also interested in additional opportunities to engage further the SELC participants that are not detailed within this package, please contact Mr. Alex Terwilliger, KU Public Management Center Associate Director, at alex.terwilliger@ku.edu or Mr. Tony Spearman-Leach, Academy Director of Business Development and Philanthropy at tspearman-leach@napawash.org.

Thank you for joining us!

Teresa W. Gerton  
President and CEO  
National Academy of Public Administration

Marilyn Goodyear, Ph.D.  
Director, Associate Professor  
KU School of Public Affairs and Administration

David A. Warm  
Executive Director  
Mid-America Regional Council
This gathering is designed to bring together experts, including practitioners, academics, and others, to think constructively and craft new solutions to these deeply rooted problems and to help public administrators and policymakers develop a broader understanding of the elements and implications of social equity.

Deeply rooted systemic racism in the design and delivery of government services;
Income and wealth inequality exacerbated by a lack of access to quality education, health, and other critical infrastructure;
A growing disparity between social and economic fortunes of urban and rural areas negatively impacting formerly vibrant communities;
A digital divide that severely limits opportunities for success and growth; and,
Hurdles to full participation of all Americans in the political process.

All of these disparities not only harm the individuals and families who directly experience them, but also impose substantial and increasing costs on the overall economy and society. Public agencies and administrators have a critical role to play in addressing the Grand Challenge of Fostering Social Equity. Public Administrators need a new charter to work in partnership with elected officials and to seek innovations that result in substantive change.
CONFERENCE PARTNERS - WHO WE ARE

The Mid-America Regional Council (MARC) is a nonprofit association of city and county governments and the metropolitan planning organization for the bistate Kansas City region. Governed by a Board of Directors made up of local elected officials, we serve nine counties and 119 cities. We provide a forum for the region to work together to advance social, economic and environmental progress. MARC also serves as both the federally designated Metropolitan Planning Organization for the bistate Kansas City region and as the Council of Governments for the region.

MARC is funded by federal, state and private grants, local contributions and earned income. A major portion of our budget is passed through to local governments and other agencies for programs and services.

Learn more at marc.org.

ADVANCING PROGRESS TOWARD
A stronger Kansas City region through leadership, planning and action

The KU School of Public Affairs and Administration (SPAA) educates exceptional leaders for public service who provide solutions to the most pressing community challenges at all levels of governance. With roots in local government and urban policy, we advance the public good, democratic values, and ethical public management practices. Students study cutting-edge social science research combined with practical experience culminating in close working relationships between students, alumni, practitioners, and faculty.

The National Academy of Public Administration is an independent, nonprofit, and non-partisan organization. The Academy was chartered by the U.S. Congress in 1984 to assist agencies with significant public management challenges and recommend timely actions. The Academy strives to create a just, fair, and inclusive government that strengthens communities and protects democracy. The Academy embodies its mission through thought leadership, strategic initiatives, and work assisting clients in addressing their most critical governance and management challenges. Learn more about the Academy’s work, including funded studies, the Grand Challenges in Public Administration, the Center for Intergovernmental Partnerships, and the Agile Government Center at NAPAWash.org.
The 2023 Social Equity Leadership Conference, Social Equity in Action, will focus on helping public administration practitioners advance social equity in policy and practice.

Conference Themes:
- Urgent Equity Challenges
- Working Best Practices
- Generational Shifts
- Leveraging Technology
- Political Context
- Tools and Techniques for Sustained, Intentional Organizational Action
2023 SPONSORSHIP PACKAGES

**Social Equity Champions**
- Inclusion within conference opening 3 min video highlighting Social Equity in Action
- Logo featured on registration table welcome banner
- Logo featured on conference event signage
- Included in sponsor slide show displayed during conference session transitions
- Banner advertisement on conference homepage
- Clickable advertisement on the conference website
- Name and logo listed on the conference website
- Electronic materials included within participant packets
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy’s daily electronic newsletter
- Includes 10 conference registrations

$10,000 +

**Social Equity Protectors**
- Included in sponsor slide show displayed during conference session transitions
- Banner advertisement on conference homepage
- Clickable advertisement on the conference website
- Name and logo listed on conference website
- Electronic materials included within participant packets
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy’s daily electronic newsletter
- Includes 5 conference registrations

$5,000

**Social Equity Promoters**
- Clickable advertisement on the conference website
- Name and logo listed on conference website
- Electronic materials included within participant packets
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy’s daily electronic newsletter
- Includes 2 conference registrations

$2,500

**Social Equity Advocates**
- Name and logo listed on conference website
- Electronic materials included within participant packets
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy’s daily electronic newsletter
- Includes 1 conference registration

$1,000

**Social Equity Supporters (Individual Contribution)**
- Contribution acknowledged on social media
- Contribution acknowledged in the Academy’s daily electronic newsletter

$250
TWO WAYS TO MAKE YOUR SPONSORSHIP CONTRIBUTION

By Credit Card - Scan the QR code or click the "Explore Options" link below:

1

By Mailed Check - Complete the form below and include it with your check:

2

First Name________________ Last Name____________________

Name of Organization _________________________________________

City____________________ State__________ Zip_______________

Phone________________ Email______________________________________________

Indicate the name of the individual / company / organization as you would like it to appear on the conference materials:_____________________________________________________

Please email your organization’s logo to kupmcreg@ku.edu (JPEG, PNG, TIFF, TIF, ICO, BMP).

Choose Your Sponsorship Level
- Social Equity Champions - $10,000
- Social Equity Protectors - $5,000
- Social Equity Promoters - $2,500
- Social Equity Advocates - $1,000
- Social Equity Supporters - $250
- Other Amount:________________________

Make Checks Payable To:
- KU Public Management Center
- 1445 Jayhawk Boulevard
- Wescoe Hall, Suite 4060
- Lawrence, KS 66045

Agreement and Signature:
Forms must be signed to reserve and confirm the sponsorship package. I understand all sponsorship fees are to be paid in full with the application:

Signature______________________________ Date____________________