



PMI Keystone Chapter, York Branch – 2020-2021 Program Year

## **PMI Keystone Chapter - York Managed Event**

### **Virtual Live Online Meeting**

### **Thursday - May 27, 2021**

**6:20 - 6:30 PM – Attendee Logon/Zoom Technical Connectivity Assistance**

**6:30 - 6:45 PM - Opening Comments and Chapter Information**

**6:45 - 7:45 PM - Educational Event**

**7:45 - 8:00 PM - Closing Comments and Discussions for Any Tabled Items**

**TOPIC:** Social Justice and The Role of Businesses

**PRESENTATION SUMMARY:** In the last year/plus a lot has happened, both nationally and international to the business world and to our lives. Everything as we know it, has changed. Businesses must navigate the new normal to meet their customers' needs and expectations. Today much more is expected from businesses beyond the delivery of quality goods and services. There is a growing call on businesses to be socially responsible and to make a pledge on social justice.

Execution/Delivery of programs and projects has a new nuance. Today's consumers are more informed and engaged. They research, understand, and know the companies that make the products and services that they want to purchase. This knowledge influences their purchase decision and ultimately where they spend their money. When programs and projects are managed, the focus is shifting to incorporate elements of social justice, rather than just the bottom line.

The focus on social justice, in the last year is significantly changing the business landscape and changing their customers' perspectives of businesses. The focus is on the Role of Businesses to be socially responsible organizations.

This presentation focuses on having the conversation and understanding around social justice and on what potential impact it could have on the way we run programs and projects:

- What is Social Justice?
- History of Social Justice - linking projects to the value they leverage (benefits realization)
- Equity vs. Equality
- Social Justice action taken by best-in-class organizations
- The organizational value impacts of projects and programs gained by organizations with a social justice/socially responsible initiative
- Discussion and Questions

**TALENT TRIANGLE:** 1 PDU – Leadership

**LOCATION:** Virtual Online. See Page 2 for the Zoom Virtual Meeting Logon Instructions. They will also be provided in the automated registration acknowledgement. A reminder, with the logon instruction will be emailed at noon on the day of the event from [York-Manager@PMI-Keystone.org](mailto:York-Manager@PMI-Keystone.org) to those who registered. Please remember to logon with your membership credentials to register.

**PRESENTER:** Geraldine Marks



Geraldine Marks, has a master's degree in Business and PMP as well as Scrum certifications and Agile training (MBA, PMP, CSM, CSPO). She has been a member of PMI-MN Chapter since 2015. In 2020 she finished serving her second term as the Director of Governance/Board Secretary for PMI-MN Chapter. She started out as a volunteer with the IT committee, then went on to take the role of IT Chair, then onto the board. She also served as the Board Liaison for the Volunteer Committee. As the Director of Governance, Geraldine invested a lot of time and effort updating PMI-MN Chapter policies to meet the changing needs of the chapter and to gain back the members' trust.

Professionally, Geraldine had been working as a program/project manager in the Twin Cities for various companies: CPG, Ag, Health, and Insurance companies. She is currently a principal/program manager at Optum supporting the Architecture team's strategic efforts, bringing deep experience in delivering projects and programs at scale. Outside of work, she enjoys mentoring young professionals and volunteering within her community. Geraldine lives in Minnesota with her husband and 4-year-old son.

Geraldine's approach to leadership is to empower her team by:

1. Building a culture of transparency and trust
2. Ensuring their voices are heard and they know that they matter
3. Providing opportunity to grow, building relationships and truly being there for the team

## **Virtual Live Online Meeting Logon Invitation/Instructions**

**Thanks for registering for this live virtual event on Thursday, May 27<sup>th</sup>, 2021 from 6:30-8pm EST. The following are the Zoom logon instructions for this virtual meeting. See you there!**

### **ZOOM**

**Topic:** Social Justice and The Role of Businesses

**Time:** May 27, 2021 06:30 PM Eastern Time (US and Canada)

**Meeting URL:**

<https://us02web.zoom.us/j/84704581272?pwd=TTU0eENnQ0FQTjRCd3NZNEtuQS9Vdz09>

**Meeting ID:** 847 0458 1272

**Passcode:** 419629



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## RECOGNITION:



We appreciate the continued sponsorship by Penn State University – York Campus and York College for our PMI Keystone Chapter Spring and Fall Events – York Managed. We invite all PSU and York College Students and Faculty to attend. Ask us about mentoring.

Normally PMI Keystone Chapter's York Area Monthly Events are held live at PSU in the Spring and YC in the fall. Due to Covid-19 all meetings in 2021 will continue to be held virtually until further notice.

**SPECIAL CHAPTER MEMBER INVITATION REQUEST:** Please, join your professional peers and area college students, and actively participate in the monthly meetings. Proactively contribute your wealth of knowledge, gained through your work challenges, to benefit all in attendance. Our success is because of you and for you. Together we learn, grow, and succeed. Tell us if you want to be a mentor or be mentored.

York Area welcomes all Chapter Members as always! For now, with virtual events, those hours away can more feasibly join our event, please do so. The Chapter is resilient. We became opportunists in these challenging COVID-19 times and area managers deliver virtual networking and educational events. Now members, from all-across our large Chapter's footprint in Pennsylvania, have easier access to all the different area (branch) events.

**COST:** The meeting is free. The capacity is limited, so register now. Bring a co-worker. Help grow the Chapter.

**CREDIT:** PDUs are to be self-reported by attendees. Upon request, a certificate will be emailed to indicate completion of 1 PDU (0.1 CEU).

**REGISTRATION:** All attendees may preregister for this meeting online at the PMI Keystone website: [www.pmi-keystone.org](http://www.pmi-keystone.org)

**CONTACT:** Debra Hanzlik at [york-manager@pmi-keystone.org](mailto:york-manager@pmi-keystone.org)

**URL:** <http://www.pmi-keystone.org>

**We wish you good physical and mental health in these trying times of the pandemic!**

**Check out emotional agility coined by Dr. Susan David Ph.D. – Book: Emotional Agility.**