



CONNECTING
Students and Professionals
— **OF COLOR** —

CONNECTING
Students and Professionals
— **OF COLOR** —

CONNECTING
Students and Professionals
— **OF COLOR** —

CONNECTING
Students and Professionals
— **OF COLOR** —

 **CSPC**

 **CSPC**

 **CSPC**

CONNECTING
Students and Professionals
— **OF COLOR** —



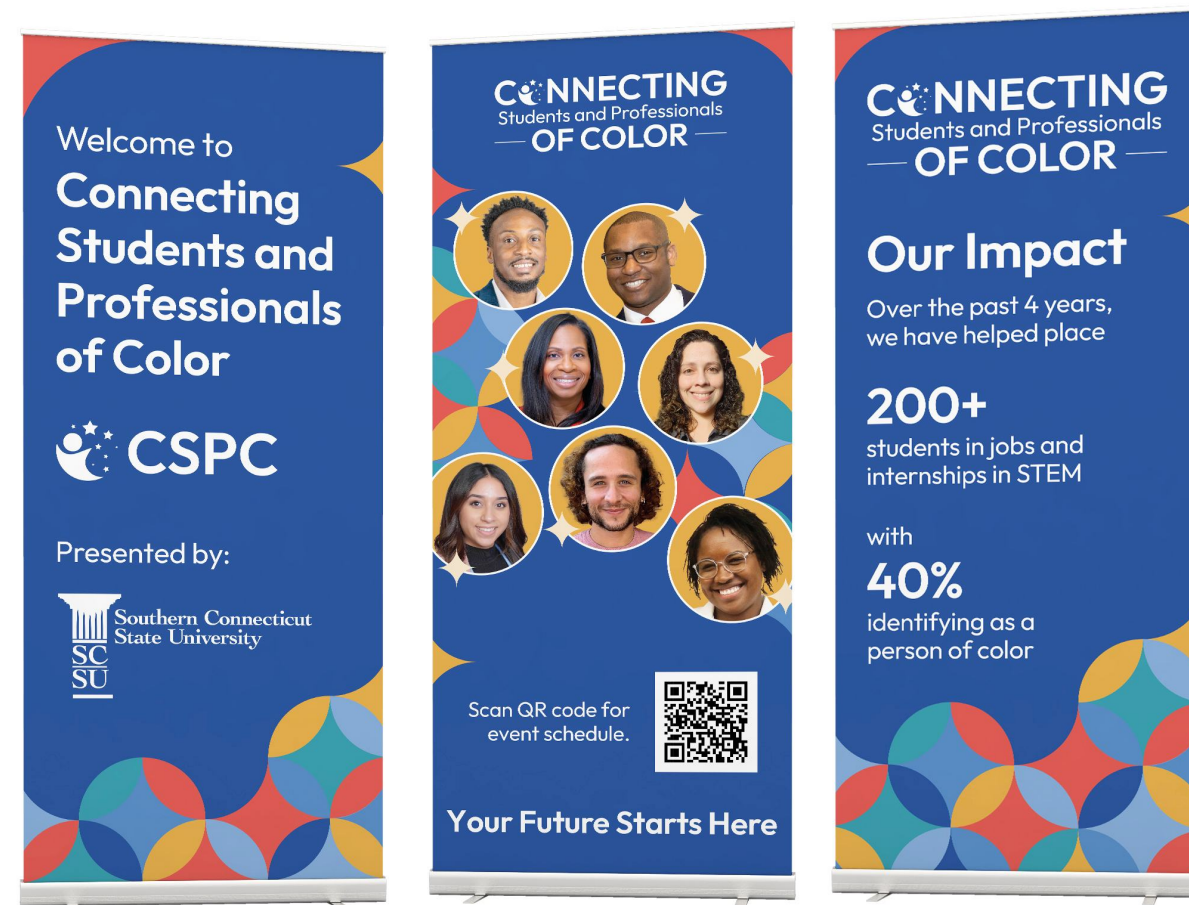
The logo incorporates the SCSU's Innovation Hub branding, while subtly blending STEM-inspired colors to keep the event open to both STEM- and non-STEM students. The logo symbol depicts an aspiration to reach for the stars, achieve success, and aim for a bright future.



A shortened version of the logo can be used throughout promotional and marketing materials.

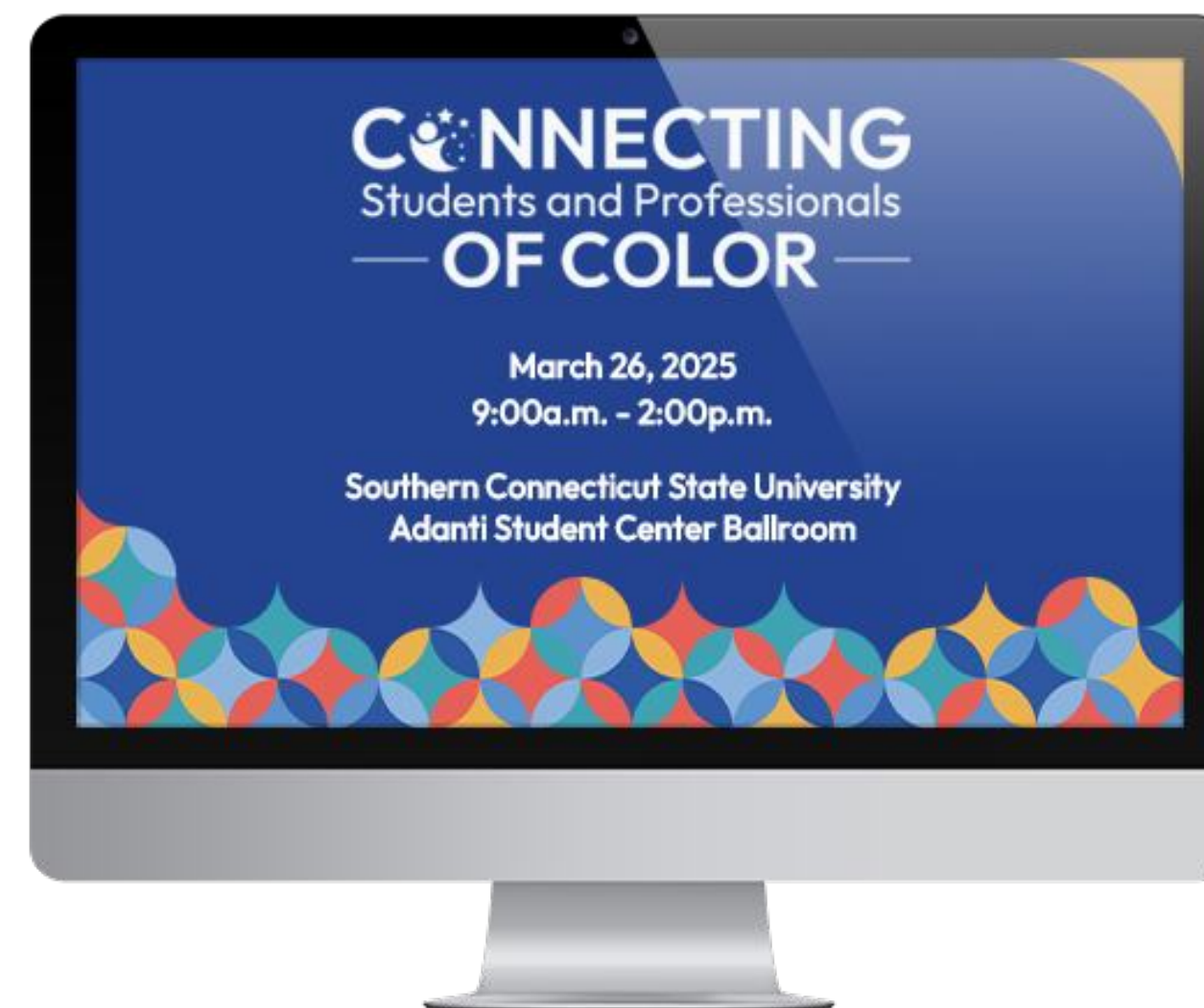
Southern Connecticut State University's (SCSU) Innovation Hub needed a fresh rebrand for their Connecting Students and Professionals of Color event. This annual gathering helps inspire students of color to network, seek mentorship, and find ways to accelerate their careers, with a focus on STEM-inspired industries.

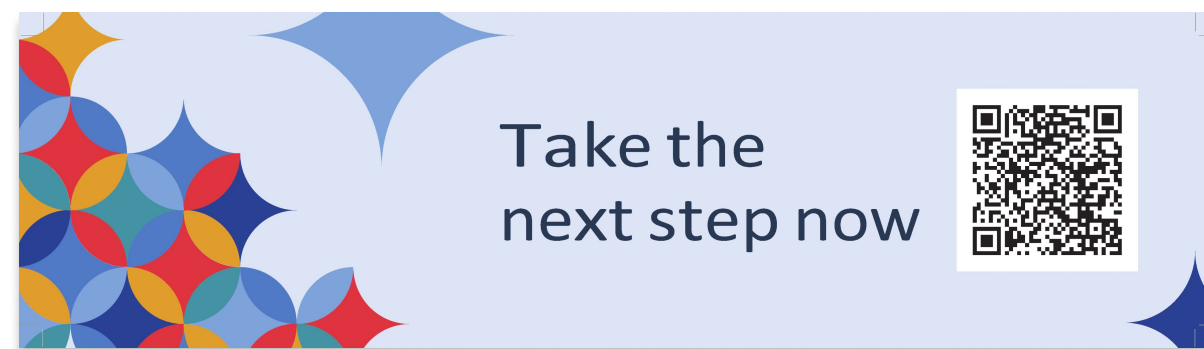
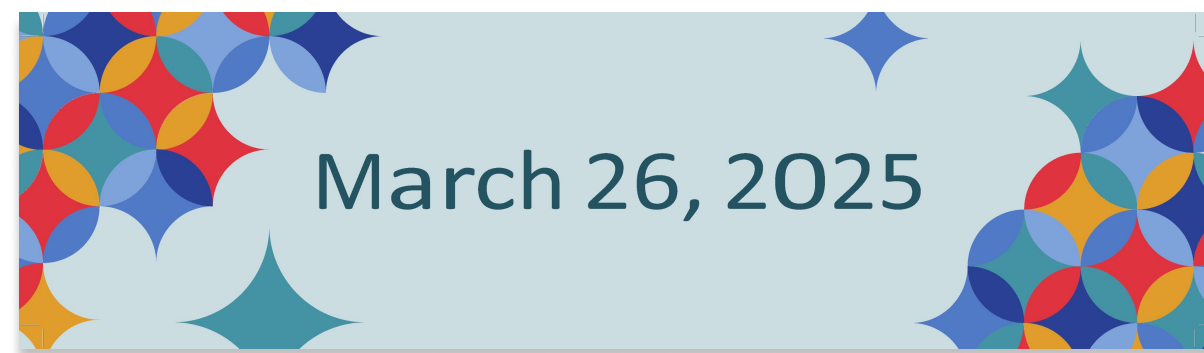
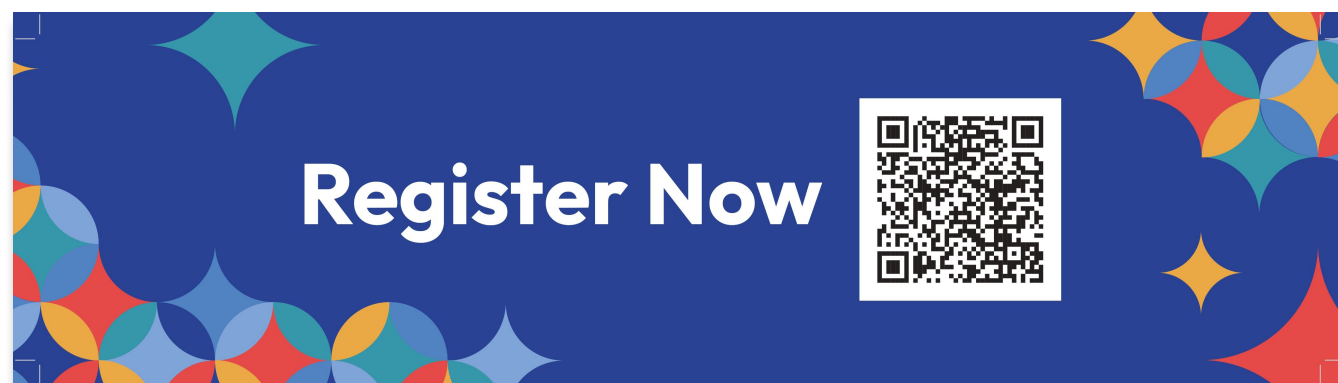
We created a vibrant branding system that combined SCSU's blue palette with the colors of STEM to boost excitement and help elevate the careers of students of color.



We produced a number of assets to support the 2025 event, including:

- Roll-up banners
- PowerPoint presentation slides
- Printed programs
- One-sheeters
- Event landing page
- Floor stickers (next slide)
- Social media assets (next slide)





*Social media
assets and floor
stickers*



BRAND GUIDELINES

Connecting Students and Professionals of Color

Latest update: January 2025

ABOUT

Mission Statement

Connecting Students and Professionals of Color (CSPC) is a community-building event designed to foster a network of students and professionals from underrepresented backgrounds.

CSPC encourages conversations on diversity, equity, and inclusion, along with strategies for success in STEM and bioscience career and education pathways.

Origins of CSPC series

Connecting Students and Professionals of Color is an annual event hosted by the SCSU Innovation Hub.

The Innovation Hub and Southern Connecticut State University are passionate about using research and innovation to positively impact student outcomes. We focus on helping students gain the awareness, experiences, skills, and access necessary to be successful while in college and beyond, especially those who are traditionally underserved and underrepresented in Life Sciences and STEM more broadly.

Since 2021, we have been working with a group of dedicated professionals at Boehringer Ingelheim and members of the Global Black Community at Pfizer. They initially reached out to us seeking to foster the development of a pipeline between a predominantly minority serving school and their companies. Based on a series of focus groups between students and the industry professionals, we initiated the community-building series which we call, "Connecting Students and Professionals of Color."

Designed for those who identify as a person of color to build a deeper sense of awareness and potential, especially among students, Connecting Students and Professionals of Color reflects the need for ongoing organic community events. We honor the sharing of time and space in service to DEI to help younger students navigate the successful pursuit of promising career paths among STEM and Bioscience companies.

This is not a traditional networking or career fair in the sense of having employers set up tables or booths and students coming to hand their resumes. This is about relationship building as well as building knowledge, awareness and understanding around DEI-related issues. Moreover, during this event, students, educators, industry professionals, and guests from the community are encouraged to participate in discussions around barriers common to those who are underserved and underrepresented, attend thematic and informational break-out sessions, and network.



LOGO OVERVIEW

Logo Variations

Each logo lockup has different color variations to use on different background types, tones, and colors. When in doubt, it's recommended to use the most legible version of the logo for the available background.

For printed materials, special care should be given to ensure logo legibility on the final media or material used.



Black on white background



White on black background

A shorten version of the logo can be used throughout promotional and marketing materials. It is recommended to use the main logo lockup where possible, and the shorten version when space is limited or as needed.



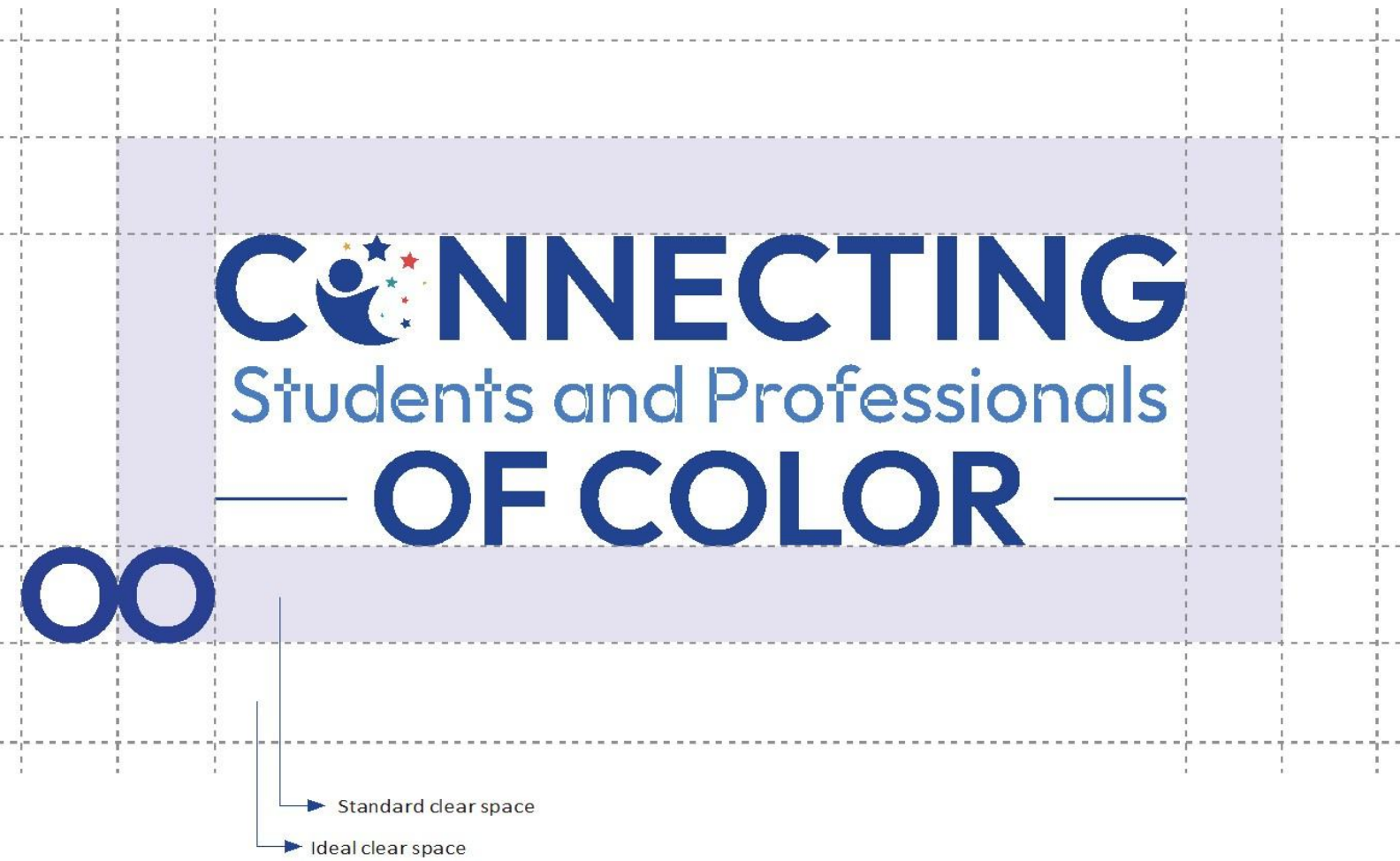
LOGO OVERVIEW

Main Logo

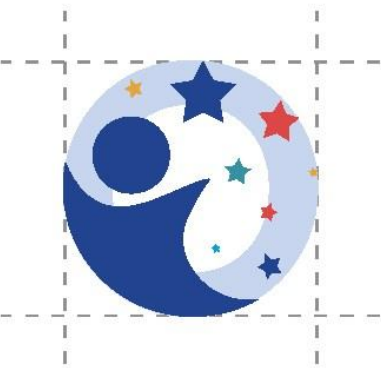
This brand logo is used to identify and promote SCSU's Connecting Students and Professionals of Color.

The logo incorporates the SCSU's Innovation Hub branding, while subtly blending STEM-inspired colors to keep the event open to both STEM- and non-STEM students. The logo symbol depicts an aspiration to reach for the stars, achieve success, and aim for a bright future.

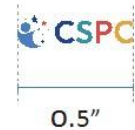
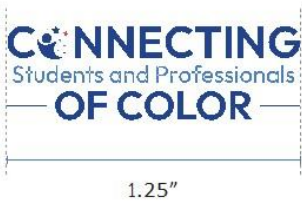
To look its best, the logo needs some clear space. This clear space parameter is defined by the size of the capital letter O in the logo.



The logo symbol should always be shaped with the stars arranged to create a perfect capital letter O.



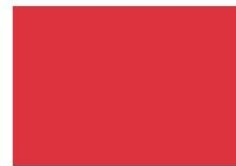
To ensure legibility, the main logo should not be smaller than 1.25" in width. In the rare case that the logo needs to go as small as 0.5" in width, please use the shorten version of the logo.



COLOR PALETTE

The following color palette is a key factor in brand recognition and communications. It is important that these colors are used correctly to create consistency and brand awareness among our audience. Any color outside of those outlined within this section will be considered unauthorized.

PRIMARY COLORS

					
Hex #234391 R: 35 G: 67 B: 145 C: 99 M: 87 Y: 9 K: 1	Hex #4b7fc1 R: 75 G: 127 B: 193 C: 73 M: 45 Y: 0 K: 0	Hex #7aa3d6 R: 122 G: 163 B: 214 C: 52 M: 27 Y: 0 K: 0	Hex #3592a3 R: 53 G: 146 B: 163 C: 77 M: 27 Y: 31 K: 1	Hex #de4846 R: 222 G: 72 B: 70 C: 8 M: 87 Y: 75 K: 1	Hex #e4a53f R: 228 G: 165 B: 63 C: 10 M: 37 Y: 87 K: 0

TINTS

100%	75%	50%	25%	5%
#234391	#5864a3	#878abb	#bcbdd9	#eedf5
#4b7fc1	#7697ce	#9fb4dd	#cbd5ed	#f2f3fa
#7aa3d6	#98b6df	#b8cbe9	#d9e2f3	#f5f7fc
#3592a3	#6ea7b6	#9cbeca	#cadae1	#f2f5f6
#de4846	#e37667	#eb9f8f	#f4ccc0	#fcf2ee
#e4a53f	#eaba6f	#f1ce99	#f7e4c8	#fdf7f0

SHADES

75%	50%	25%	0%
#000038	#0b1f57	#1b3375	#234391
#112c4e	#284a75	#3b669b	#4b7fc1
#2a3e57	#476181	#6183ac	#7aa3d6
#003841	#145864	# 277785	#3592a3
#570a05	#822422	#af3735	#de4846
#573e04	#84611e	#b38330	#e4a53f

TYPOGRAPHY

The brand typography, Outfit, is a beautiful geometric sans that allows a balance between legibility and interest. It is used throughout all promotional and marketing materials.

Any typeface not referenced in this section will be considered unauthorized for use.

The Outfit font family can be downloaded for free at [google.com/fonts](https://www.google.com/fonts).

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Style: Light Weight: 300
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Style: Regular Weight: 400
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Style: Medium Weight: 500
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Style: Semibold Weight: 600
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Style: Bold Weight: 700

Connecting Students and Professionals of Color

A Community Event for Students and Industry Professionals





Scan QR code for the mobile version

Date: Wednesday, March 26, 2025
Time: 9:00 a.m. – 2:00 p.m.
Networking from 1:00 p.m. – 2:00 p.m.

Location: Adanti Student Center Ballroom,
Southern Connecticut State University



Welcome Message

The SCSU Innovation Hub and Southern Connecticut State University are committed to the mission of providing experiential learning, using research and fostering innovation to positively impact student outcomes. We focus on helping students gain the awareness, skills and experiences, and access necessary to be successful while in college and beyond, especially those who are traditionally underserved and underrepresented in STEM.

Since 2021, we have worked with a group of dedicated professionals at Boehringer Ingelheim and members of the Global Black Community at Pfizer to develop the talent pipeline between SCSU, a majority-minority university, and their companies. Based on a series of focus groups between our students and the industry professionals, we initiated the innovative community-building series, Connecting Students and Professionals of Color.

Connecting Students and Professionals of Color is responsive to the need for ongoing organic community engagement. We honor the sharing of time and space in service of inclusion to help students maximize their potential and navigate their pursuit of promising career pathways. This is not a traditional networking or career fair in the sense of having employers set up tables or booths and students come to exchange resumes. Our conference features relationship building, knowledge exchange, and mentoring among students, educators, industry professionals, and community guests. We encourage your participation in safe spaces for those who encounter barriers common to underserved and underrepresented populations. Additionally, we offer thematic and informational break-out sessions, meaningful networking and, above all, our commitment to change.

On behalf of the planning team, we ask that you follow 4 basic norms: listen to others to understand their experiences and perspectives, speak your truth and from your heart, share the microphone or the airtime, and accept nonclosure. These simple but very important guidelines will help ensure that everyone's voice is heard and respected.

Finally, thank you for joining us today and for your partnership in building an inclusive community.

Dr. Christine Broadbridge
Executive Director of Research & Innovation and Professor of Physics

Peter Dimoulas
Grant Program Administrator
Research & Innovation



Agenda

Time	Topic	Location
9:00 - 9:45am	Networking & Registration	Ballroom
9:45am	Welcome Remarks Dr. Dwayne Smith, Interim President of Southern Connecticut State University	Ballroom
	Masters of Ceremony - Dr. Chaka Felder-McEntire, Executive Director, Higher Heights - Legairre Radden, Research Scientist III, Boehringer Ingelheim	
10:00am	Panel Discussion - Dr. Angelique Khalifa, Principal Scientist at Boehringer Ingelheim - Miraj Jara, Computer Science student at SCSU - Colette Ruden, Senior Engineer, Tech and Innovation, Office of the CTO at CCAT - Sarai Lara-Boykin, Associate Scientist at Pfizer	Ballroom
10:30am	Live Q&A	Ballroom
	TRANSITION TO BREAKOUTS	
10:55am	Breakout Sessions (see page 5 for locations)	Breakout Rooms
	TRANSITION TO LUNCH AND NETWORKING	
11:50am	Lunch with Facilitated Networking	Ballroom
	TRANSITION TO CLOSING REMARKS	
12:45pm	Closing Remarks Dr. Kelvin Rutledge, Interim Vice President for Diversity, Equity, & Inclusion at Southern Connecticut State University	Ballroom
1:00pm	Open Networking	Ballroom

2025 Program • 3

Special Guests

♦ OPENING REMARKS

Dr. Dwayne Smith
Interim President of Southern Connecticut State University



MASTERS OF CEREMONIES



Dr. Chaka Felder-McEntire
Executive Director, Higher Heights



Legairre Radden
Research Scientist III, Boehringer Ingelheim

♦ PANELISTS



Dr. Angelique Khalifa
Principal Scientist at Boehringer Ingelheim



Miraj Jara
Computer Science student at SCSU



Colette Ruden
Senior Engineer, Tech and Innovation, Office of the CTO at CCAT



Sarai Lara-Boykin
Associate Scientist at Pfizer

♦ CLOSING REMARKS

Dr. Kelvin Rutledge
Interim Vice President for Diversity, Equity, & Inclusion at Southern Connecticut State University



Breakout Sessions

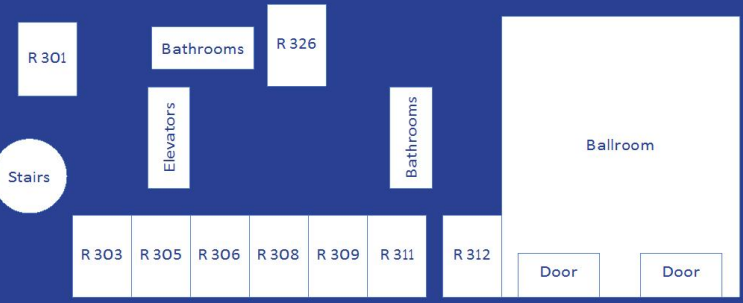
Opportunities Awaiting You at SCSU	First Year Admissions Team at Southern Connecticut State University	ROOM 301
From High School Graduate to Cybersecurity at Assa Abloy	Mike Olivares, IT TechOps Analyst at Assa Abloy Opening Solutions	ROOM 303
The Importance of a Mentoring Network	Dr. Karina Gonzalez, Associate Dean of Diversity & Inclusion Programs in the Office of Diversity, Equity & Inclusion at Yale School of Medicine	ROOM 305
Imposter Phenomenon	Dr. Anuli Njoku, Professor of Public Health at Southern Connecticut State University	ROOM 306
Navigating Emotions in the Job Search Process	Rachel Cunningham-Exavier, Assistant Director in the Office of Career and Professional Development Dr. Allyson Regis, Coordinator of the Wellbeing Center at Southern Connecticut State University	ROOM 308
Advocating and Caring for Yourself	Shenira Billups, Behavioral Health Consultant and Adjunct Faculty in Psychology at Southern Connecticut State University	ROOM 309
Networking Best Practices	Jonell Bailey, Graduate Intern in the Office of Career and Professionals Development at Southern Connecticut State University	ROOM 311
My Journey from El Salvador to Boehringer Ingelheim	Rocio Perez, Scientist in Immun and Inflamm Group at Boehringer Ingelheim	ROOM 312
Student Voices: Supports and Services for You at SCSU	SCSU University Access Programs Team	ROOM 326
Fostering DEI within your Company	Global Black Community at Pfizer	BALLROOM

See page 6 for event map

2025 Program • 5

EVENT MAP

3rd Floor of the SCSU Adanti Student Center



6 • Connecting Students and Professionals of Color

Thank You

Thank you to the many individuals at Southern Connecticut State University and beyond who have put their time and passion towards building a thoughtful and impactful program that affords students, community members, and industry professionals the opportunity to meaningfully build mutual understanding, respect for all, and relationships among each other.

Thank you to all of the planning team members including Adedayo Hanidu, Lionel Meda, Na'imah Majeed, Dr. Theirry Thesatus, Rachel Cunningham-Exavier, Dr. Kelvin Rutledge, James Henderson, Teisha King, Dr. Karina Gonzalez, and Joann Petrini.

Thank you to the SCSU Innovation Hub team: Derek Faulkner, Allison Kross, Imani Smith, Sana Muneer, Dana Cote, Nina Musco, Rick Mingione, Heather Stearns, and Helen Keegan.

Special thanks to Legairre Radden and Dr. Chaka Felder-McEntire, our long-time partners and Masters of Ceremonies.

Thank you to all of the students, educators, and guests who have come to be part of Connecting Students and Professionals of Color.

Finally, thank you to Boehringer Ingelheim Cares, the City of New Haven as well as Southern Connecticut State University and the Division of Diversity, Equity, and Inclusion at Southern Connecticut State University for funding that has made Connecting Students and Professionals of Color 2025 possible!





Printed program