When DigitasLBi decided to partner with Urban Alliance in 2012, it wanted to drive the company’s passion for supporting the growth and community in which their Chicago office was located in. However, it quickly realized that partnering with Urban Alliance also fostered an internal culture of inclusion, and helped DigitasLBi hire a diverse workforce that brought in new, fresh perspectives allowing them to better serve their clients. It proved to be a solution that allowed DigitasLBi to continue to disrupt the landscape of the industry by building its culture of risk, fearlessness, and innovation.

**Partnership Fruition**

In order to be a successful global marketing and technology agency that helps brands get fit for the future, DigitasLBi is focused on attracting, retaining, and growing a diverse workforce. DigitasLBi refers to fostering this unique culture that supports diverse talent as blending. Blending is central to everything DigitasLBi does because it allows them to case the right people for the challenge, creating more powerful results that lead their clients towards success. That is why in 2012, DigitasLBi decided to partner with Urban Alliance. Urban Alliance provided DigitasLBi the opportunity to build a diverse workforce and add new perspectives to both their inclusive culture and client work.

**A Direct Impact on Someone’s Life and Career**

Partnering with Urban Alliance allowed DigitasLBi to directly contribute to the growth of its community by helping local youth gain access to professional growth and experiences to achieve a life of work and self-sufficiency. This is a responsibility and honor DigitasLBi does not take lightly. DigitasLBi believes in not just saying they’re helping – they actually do.

To date, DigitasLBi has hosted three full-year interns and one summer intern who have worked in their Finance, HR, and Design departments. Program Coordinators (PC’s) are assigned an intern and work directly with the mentor to make sure accurate training is given. This, combined with the fact that Urban Alliance interns are quick and eager to learn, is why Urban Alliance interns have become as valuable as any freelancer at DigitasLBi. In fact, all of DigitasLBi’s Urban Alliance interns enrolled and stayed in college.

“Mentoring and managing someone through Urban Alliance has been an incredible experience. For me personally, I’ve learned just as much from my interns as they’ve learned from me. I’ve become a better manager, a better partner, and even think differently because of the perspectives I get from them.”

— Angela Ingrassia Arwady, Sr. Associate, Human Resources and Company Life
Workforce Development Benefits

One key learning is to ensure that their interns participate in hands-on learning projects at their worksites and through Urban Alliance training programs. This has worked so well for DigitasLBi that they are able to confidently assign interns internal-only projects that full-time, experienced staff members were previously responsible for. Urban Alliance Interns are assisting with projects ranging from filing to hand designing brand new logos to use on company emails.

As an employer, DigitasLBi also has team members that bring new points of view reflective of their target audience. As a company whose success is dependent on understanding different points of view to enhance their campaigns and brands, understanding young adults is critical. That is also why DigitasLBi views young adults as the future of our business and the drivers of the future of advertising. Viewpoints like those of their Urban Alliance team members provides DigitasLBi with the new insights they need to stay ahead of the game. Furthermore, partnering with Urban Alliance promotes forward thinking for the company’s future and allows DigitasLBi to execute their commitment to education.

ABOUT URBAN ALLIANCE

Urban Alliance empowers under-resourced youth to aspire, work, and succeed through paid internships, formal training, and mentorship. Its goal is to give youth access to professional growth and experiences. Through the course of the year, students participate in the High School Internship Program that prepares them for a life of work and self-sufficiency. All students start the program with 6-weeks of job readiness training so they are equipped to succeed in their internships and are supported throughout the program year by Urban Alliance staff, job site mentors, and continued professional development training.

Since its founding in 1996, Urban Alliance has partnered with more than 200 corporations, connected more than 2,000 young people with internships, and reached an additional 15,000 youth through job skills training and workshops. The results are impressive:

- 100% of Alumni graduate high school on time
- Over 90% of Alumni are accepted into college
- 80% of Alumni enroll in a 2- or 4-year college
- 80% of those who enroll in college persist to their second year
- More than 90% of Alumni report feeling comfortable in a professional office environment
- 84% of Alumni remain “connected” to a pathway—including college, employment, or a career training program—one year after completing Urban Alliance.

Urban Alliance is the only year-long employment program for under-resourced high school seniors in Washington, DC; Baltimore, MD; Chicago, IL; and Northern Virginia. For more information, please visit: theurbanalliance.org