



CT Arts Council

**Connecticut Arts Council Meeting**

**Monday July 11, 2022**

**1:00 pm**

**Via Zoom**

Join Zoom Meeting

<https://us02web.zoom.us/j/82858747759>

Meeting ID: 828 5874 7759

**AGENDA**

1. Call to Order
2. Approval of Minutes from May and June meetings
3. Introduction of Floyd Green III as nominee to the Council and to the Foundation (Please see Appendix)
4. Office of the Arts Action Items: NONE
5. Discussion and Feedback on COA Draft Strategic Plan
6. Chairman's Report – Jack Rosenberg  
Update on Demographics Poll: 4 Council Members have responded to Poll:  
(<https://forms.gle/jXgxhrrVskPVgi8a7>)  
  
Update on Doodle Poll for September Meeting: 5 Responses so far.  
(<https://doodle.com/meeting/participate/id/bk58QLre>)  
  
Other items.
7. Director's Report –Liz Shapiro
8. Other Business
9. Adjournment

***The next Connecticut Arts Council regular meeting is on Sept 12 2022 starting at 1 pm.***



### **Floyd W. Green, III**

Floyd W. Green, III recently retired from Aetna, a CVS Health company, as Vice President of Community Affairs.

Since 2004, his teams developed grass roots community-based strategies to assist in new business development, customer retention and strategic partnerships. His organizations managed the implementation of Aetna's urban marketing strategies designed to enhance alternative distribution channels across all market segments, Aetna's multilingual capabilities in voice, data and print and the activation of community-based programs that addressed social determinants of health. His teams were responsible for Aetna's corporate philanthropic investments which included local and national granting, expanded employee volunteerism and employee gift matching programs. Finally, his teams managed and activated all national and local events/trade shows/sponsorships for Aetna and CVS as well as the company's award-winning international briefing center in Hartford. Because of his work, he speaks nationally on *Strategic Philanthropy*, *Cultural Consciousness*, *Localization*, *How to Go to Market and Marketing to Diverse Consumers*. He also spends time advocating nationally the importance of STEAM vs STEM. (Science, Technology, Engineering, the Arts and Math).

During his illustrious 17-year tenure at Aetna, Floyd, a longtime leader and champion of diversity and inclusion in Hartford and beyond, and his team developed a reputation for strengthening the Aetna role in countless communities across the country. Here are a few of Floyd's outstanding achievements:

- Since 2009, Aetna employees volunteered more than 4.5 million hours and grew volunteer councils to 65 across the country.
- Oversaw community investments, sponsorships, etc. totaling more than \$50 million; 2,000 partnerships funded through Community Affairs
- Through Aetna Employee Giving campaigns, thousands of employees donated more than \$100 million in addition to nearly \$50 million in company matching, creating an additional community impact of \$150 million.
- Negotiated Aetna as one of the top contributors for the MLK Memorial in Washington, D.C. and launched Aetna's award-winning Voices of Health Program
- Activated the Aetna Foundation's \$1 million in support of the Smithsonian African American Museum of History and Culture

- Activated a three-year strategic partnership with Aetna and Magic Johnson branded Teaming Up for a Healthy America, which led to recognition from the White House for Aetna's three-point play as a national Let's Move model
- White House recognition of Aetna's commitment to disparities and equity by the Surgeon General of the United States

In January 2013, Floyd was appointed to the national board of the Americans for the Arts. In addition, he serves on the boards of the Hartford Public Library, the 224 Council of Churches, Xavier University's Corporate Advisory Board and Howard University's School of Communications Board of Visitors. Previously, he served on the boards of Theater Forward, Pivot Magazine's Board of Advisors, the Greater Hartford Urban League, Hartford's Performs, Hartford Stage and the Connecticut Forum, the Center for Disease Control (CDC) National Partnership Board for HIV/AIDS and Uptown Professional Board of Advisors. In 2012, he was appointed Commissioner by Mayor Pedro E. Segarra, Mayor of Hartford to the Capital Region Development Authority.

He is a member of the Executive Leadership Council (ELC), the National Association of Health Services Executives (NAHSE), Actor's Equity Association, lifetime members of the National Black MBA's and Alpha Phi Alpha Fraternity Incorporated.

Floyd is the recipient of many professional and civic awards including, 2011, 2012 and 2014 Uptown Professional magazine's top 100 executives in corporate America and Savoy Magazine's 2012 and 2014 100 most influential black executives in corporate America. He was awarded the 2013 Connecticut's 100 Men of Color award, 2014 Black Doctors.org and Johns Hopkins Center for Health Disparities Solutions 45 most influential Blacks in Healthcare, the 2014 Connecticut's George W. Crawford Black Bar Association's Leadership award, STEMconnector's 2014 100 Diverse Corporate Leaders in STEM for STEAM and the 2015 Catalyst Award for Transformational Leadership by The Conference of Churches (The 224). Floyd was presented the 2015 DTC Perspectives' Outstanding Multicultural Health Marketer of the Year award, the 2016 CT Governor's Patron of the Arts award, the 2017 Middlesex County Economic Development Initiative award. He received the 2015 Merit Award during the National Action Network's Martin Luther King Breakfast and the 2017 Martin Luther King National Service Award by the Institute for the Advancement of Multicultural and Minority Medicine (IAMMM) both in Washington, DC, the Charter Oak Health Center's 2018 Community Partner Award and the 2013, 2015 and 2018 Connecticut State Conference of NAACP's 100 Most Influential Blacks in CT. Finally, in April 2021, he received the National Council of Community and Justice's (NCCJ) 2020 Human Relations award and the OnCon Icon 2020, 2021 and 2022 Top Marketer Award recognizing the top 100 marketers in the world.

Floyd graduated with high honors from Lincoln University in Oxford, Pennsylvania with a B.S. degree in History/Public Affairs. He received a MBA in Marketing/Strategy from Pepperdine University's Graziadio School of Business and Management, Malibu, California. Currently, a doctoral student at the University of Hartford, Hartford Connecticut. Born in Newport News, Virginia, Floyd now resides in Hartford, Connecticut.