

Webinar
Companion

3 D's for Your PPP: Post-Pandemic Playbook

Vanessa Foster Cooksey

*Director of Strategic Communications and Student Engagement
Washington University in St. Louis*

Founder of Vested Urban Farms

WATCH: [The Original "3 D's for Your PPP" Speech](#)

Agenda



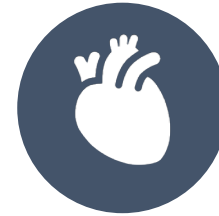
ABOUT TODAY'S
"COACH"



A VISION FOR
VICTORY



PLAY #1
DEBT-FREE



PLAY #2
DISEASE-FREE



PLAY #3
DRAMA-FREE



Q&A



VIRTUAL
HUDDLE





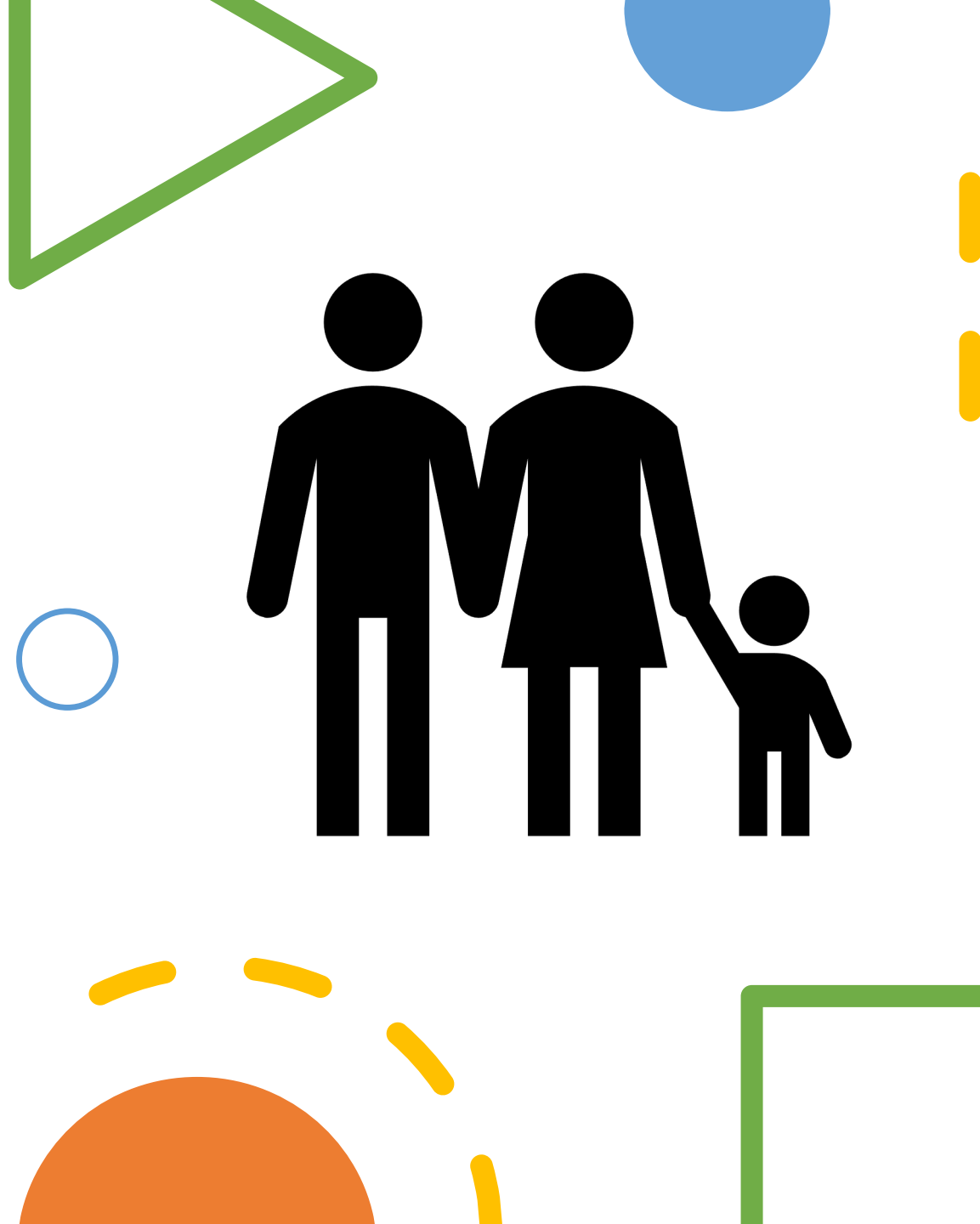
About Today's Coach

6 Fun Facts to Know About Vanessa Foster Cooksey

#1

My family is very important to me! My father died in 1997 from pancreatic cancer and I learned then not to take life for granted. I am very close to my mom.

I married Antonio Cooksey on April 21, 2012 and we have one son together (Andrew, 9). Our union also gifted me with four young adult “bonus” sons and three grandchildren that live in Texas and Louisiana.



#2

I like to move around! I've lived in Denver, DC, Dallas, New Orleans, Atlanta and Minneapolis.

I moved to St. Louis in 2008 and I've lived in St. Peters, Creve Coeur, Brentwood, Fox Park, Shaw and Central West End. I currently live in the Gate District (City of St. Louis).



#3

I have **26 years of communications, marketing and philanthropy experience working with a variety of for-profit, non-profit and government organizations** including: MBNA Bank, EDS, Mary Kay Cosmetics, VHA, Turner Broadcasting, Cartoon Network, Atlanta Public Schools, CNN, City of Atlanta Mayor's Office, Save-A-Lot Food Stores, SUPERVALU, Anheuser-Busch, Wells Fargo and Spire.

I am very happy to now be working at Washington University in St. Louis with University College!

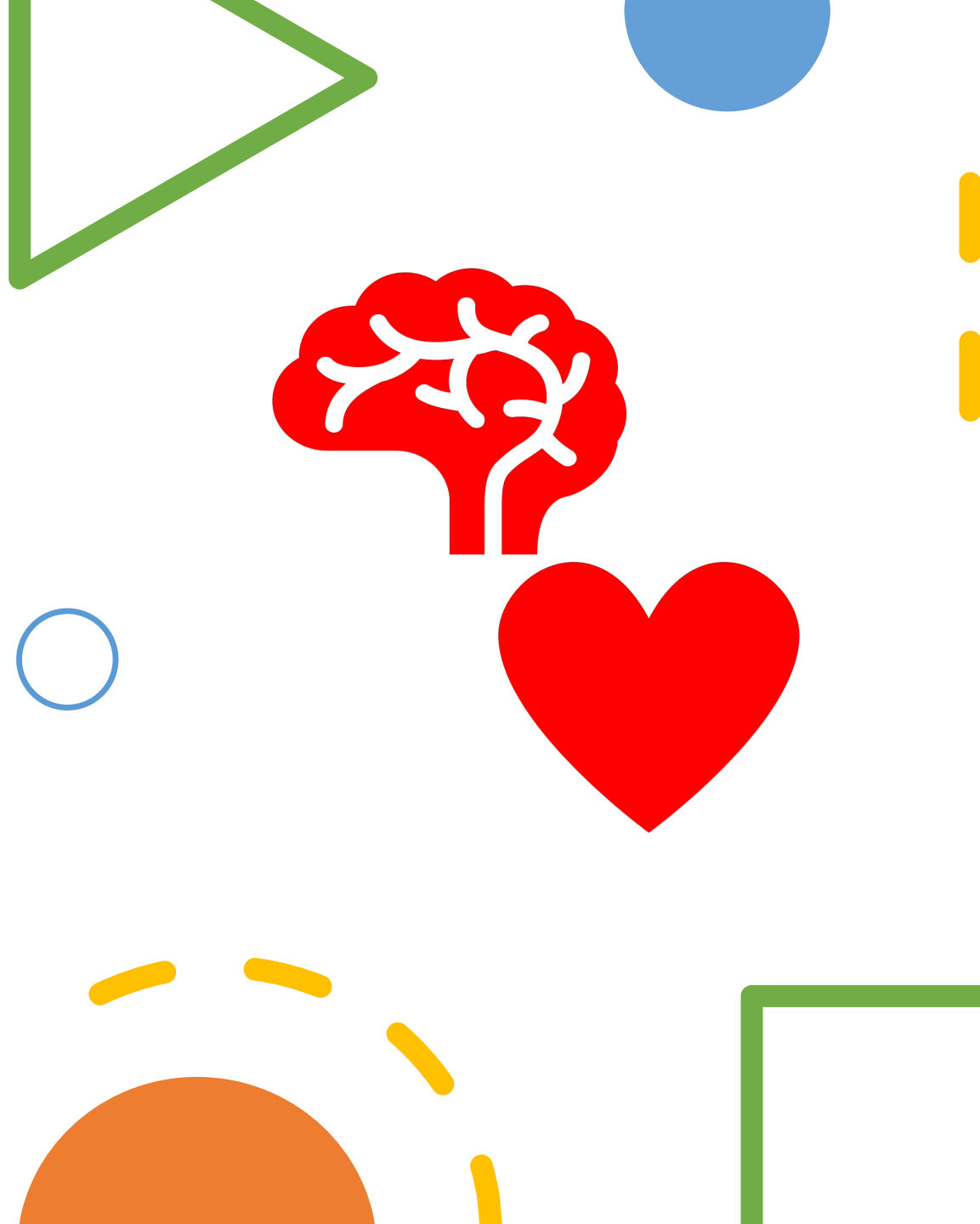


#4

My **Strength Finders Top 5** are Futuristic, Woo, Achiever, Ideation and Learner and my core values are Creativity and Wellbeing.

Just in case you're wondering...I am committed to the Nutritarian lifestyle and I love to grow fruits and veggies on my Tower Garden. My birthday is April 25 and my #1 Love Language is Acts of Service.

Plants and flowers are my favorite gift to give and receive!



#5

Civic leadership is the key to my personal and professional success.

I have served on 48 non-profit boards over the last three decades.

My current board seats: SIFMA Foundation for Investor Education*, VoteRunLead, digitalundivided, Harris-Stowe State University*, Deaconess Foundation*, St. Louis Public Schools Foundation and Mercy Hospitals Co-Worker and Patient Experience Committee.

*=Chair or Vice Chair



#6

I believe in lifelong learning! In addition to 385 hours of professional development credits, I earned my master's degree in Business Administration from Webster University in 2016 (St. Louis, China, Ireland and Cuba). I completed my bachelor's degree in Radio-TV-Film at the University of Texas @ Austin (1999).

I studied Aging & Society and Women's Leadership during my Eisenhower Fellowship (Japan and Rwanda, 2016 and England, 2018). I've also studied in France, the Caribbean and Mexico.




The image features a white background with several abstract geometric elements. A large orange semi-circle is positioned on the right side. A solid blue circle is located in the upper left quadrant. A yellow circle is partially visible in the top right corner. A green L-shaped line is in the top center, and another green L-shaped line is on the left side. Yellow dashed lines are scattered in the lower left area. The text 'A Vision for Victory' is centered within the orange semi-circle.

A Vision for Victory



Maximizing the Moment

- Our day-to-day routines have been completely disrupted...giving us a unique opportunity to re-think things and re-evaluate our priorities as we begin to establish and live in a new normal.
- 



Team Check-in (Poll)

- My overall life circumstances are
 - better today than in March 2020
 - about the same today as in March 2020
 - worse today than in March 2020



What's in it for You?

Playbook Benefit #1

- Preparedness Limits Suffering
 - If you are upright and **breathing** storms are inevitable. At any given time we are either getting ready to go into a storm, in a storm or just coming out of a storm.
 - Serves as a guide for the things that you **can** control and helps you navigate the things you **can't** control (makes going through crisis more bearable).



Playbook Benefit #2

- Positions us to **win!**
 - Winning sports teams have **amazing** playbooks to help them win championships!
 - Committing to being **debt-free, disease-free** and **drama-free** helps us win in this game of life.





What Do You
Want for You?

Creating Your Playbook



DETERMINE YOUR
STRATEGY



DEVELOP YOUR PLAN




TAKE ACTION



3 D's for Your PPP

#1: Debt-Free

A solid orange horizontal bar is positioned below the text, extending across most of the width of the white box.



Team Check-In (Poll)

- I feel good about the way I manage my money?
 - Absolutely yes!
 - Kinda, but I could do better.
 - Not at all, I need a lot of help!

For Your Consideration

- According to Experian's 2019 Consumer Debt Study, total consumer debt in the U.S. is at \$14.1 trillion, with [Americans carrying an average personal debt of \\$90,460](#)
- The domestic [unemployment rate is stuck in the double-digits](#) and the gross domestic product was down 5% in Q1'20
- According to estimates released June 26 by the Bureau of Economic Analysis (BEA), personal [income decreased 4.2%](#) and disposable personal income decreased 4.9%
- In 2018 Older millennials (ages 25-34) averaged \$42,000 in personal debt
 - Among older millennials, credit card balances are the leading source of debt (25%), student debt (16%) and mortgages (3%)

READ: Click the highlighted text above to read more about these stats



Play the long game with a clear mission statement



Be diligent about budgeting, savings and investing



Connect with a licensed professional and other like-minded people

Strategy, Plan & Action Recommendations



My Personal Financial Mission Statement

A good person leaves an inheritance for their children's children.

Proverbs 13:22






Your payment would be about
\$2,928 a month
 at full retirement age

Vanessa L. Foster Cooksey

Your Social Security Statement

Your *Social Security Statement* tells you about **how much you or your family would receive** in disability, survivor, or retirement benefits. It also includes our record of your lifetime earnings. Check out your earnings history, and **let us know right away if you find an error**. This is important because we base your benefits on our record of your lifetime earnings.

Social Security benefits are **not intended to be your only source of income when you retire**. On average, Social Security will replace about 40 percent of your annual pre-retirement earnings. You will need other savings, investments, pensions, or retirement accounts to make sure you have enough money to live comfortably when you retire.


 Nancy A. Berryhill
 Acting Commissioner

Your Earnings Record

Years You Worked	Your Taxed Social Security Earnings	Your Taxed Medicare Earnings
1994	1,085	1,085
1995	3,907	3,907
1996	4,206	4,206
1997	4,540	4,540
1998	4,762	4,762
1999	12,491	12,491
2000		
2001	32,117	32,117
2002	25,570	26,382
2003	34,724	34,724
2004	18,943	18,943
2005	0	49,904
2006	48,545	54,506
2007	65,000	60,273
2008	74,358	65,000
2009	102,000	74,358
	106,800	117,042
		120,007



You and your family may be eligible for valuable benefits:
 When you die, your family may be eligible to receive survivors benefits.
 Social Security may help you if you become disabled—even at a young age.
 A young person who has worked and paid Social Security taxes in as few as two years can be eligible for disability benefits.
 Social Security credits you earn move with you from job to job throughout your career.

Total Social Security and Medicare taxes paid over your working career through the last year reported on the chart above:	
Total Social Security and Medicare taxes paid over your working career through the last year reported on the chart above:	
You paid:	
Your employers paid:	
Estimated taxes paid for Medicare:	
You paid:	\$28,864
Your employers paid:	\$28,864

Note: Currently, you and your employer each pay a 6.2 percent Social Security tax on up to \$128,400 of your earnings and a 1.45 percent Medicare tax on all your earnings. If you are self-employed, you pay the combined employee and employer amount, which is a 12.4 percent Social Security tax on up to \$128,400 of your net earnings and a 2.9 percent Medicare tax on your entire net earnings. If you have earned income of more than \$200,000 (\$250,000 for married couples filing jointly), you must pay 0.9 percent more in Medicare taxes.

Help Us Keep Your Earnings Record Accurate

You, your employer and Social Security share responsibility for the accuracy of your earnings record. Since you began working, we recorded your reported earnings under your name and Social Security number. We have updated your record each time your employer (or you, if you're self-employed) reported your earnings. Remember, it's your earnings, not the amount of taxes you paid or the number of credits you've earned, that determine your benefit amount. When we figure that amount, we base it on your average earnings over your lifetime. If our records are wrong, you may not receive all the benefits to which you're entitled.

Review this chart carefully using your own records to make sure our information is correct and that we've recorded each year you worked. You're the only person who can look at the earnings chart and know whether it is complete and correct.

Some or all of your earnings from **last year** may not be shown on your *Statement*. It could be that we still were processing last

year's earnings reports when your *Statement* was prepared. **Note:** If you worked for more than one employer during any year, or if you had both earnings and self-employment income, we combined your earnings for the year.

There's a limit on the amount of earnings on which you pay Social Security taxes each year. The limit increases yearly. Earnings above the limit will not appear on your earnings chart as Social Security earnings. (For Medicare taxes, the maximum earnings amount began rising in 1991. Since 1994, all of your earnings are taxed for Medicare.)

Call us right away at 1-800-772-1213 (7 a.m.-7 p.m. your local time, TTY 1-800-325-0778) if any earnings for years **before last year** are shown incorrectly. Please have your W-2 or tax return for those years available. (If you live outside the U.S., follow the directions at the bottom of page 4.)

Follow the Social Security Administration at these social media sites.   

GET: [Your Personal Social Security Statement](#)

GIVING CIRCLE MEMBERSHIP: How Collective Giving Impacts Donors

Giving circles in the United States tripled in number from 2007-2017, with women making up the majority of members. How is this women-driven model of giving influencing charitable behavior? And how are the profiles of giving circle participants changing over time?

This study by the Collective Giving Research Group and supported by the Women's Philanthropy Institute explores those questions. Here's what it found:

Established vs. New Members

Newer giving circle members differ from established members in significant ways.

ESTABLISHED MEMBERS (1 year or more)

- **More homogenous:** older, white, higher income, married
- **Motivated by:** ability to leverage gifts and for fun

NEWER MEMBERS (less than 1 year)


- **More diverse:** wider range of age, income, gender and race
- **Motivated by:** opportunity to engage more deeply on a cause or issue



START: [A Giving Circle with Friends](#) • **VOLUNTEER:** [With the Stock Market Game](#)

#2: Disease-Free





Team Check-in (Poll)

- So far, during the pandemic:
 - I am “quaran-lean”
 - My health has not changed much (not good, not bad)
 - I have completely fallen off the wagon

For Your Consideration

- People of any age with certain underlying medical conditions **are at increased** risk for severe illness from COVID-19
 - Cancer
 - Chronic kidney disease
 - COPD (chronic obstructive pulmonary disease)
 - Immunocompromised state (weakened immune system) from solid organ transplant
 - [Obesity \(body mass index \[BMI\] of 30 or higher\)](#)
 - Serious heart conditions, such as heart failure, coronary artery disease, or cardiomyopathies
 - Sickle cell disease
 - [Type 2 diabetes mellitus](#)

READ: Click the highlighted text above to read more about these stats

Strategy, Plan & Action Recommendations



Remember the importance of staying physically active and practicing healthy habits everyday



Walk



Water



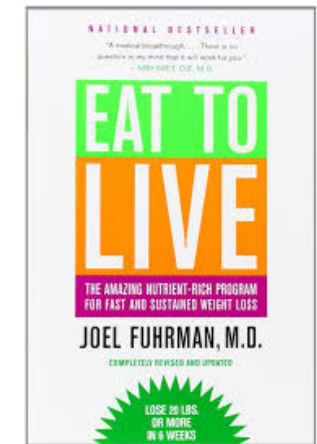
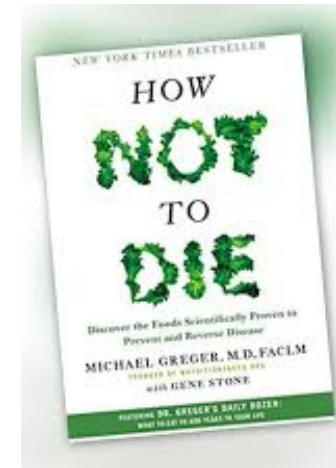
Rest



My Personal Health Mission Statement

I want to live a life that is free from addictions and idols, so that the blood and the organs in my body work **optimally**.

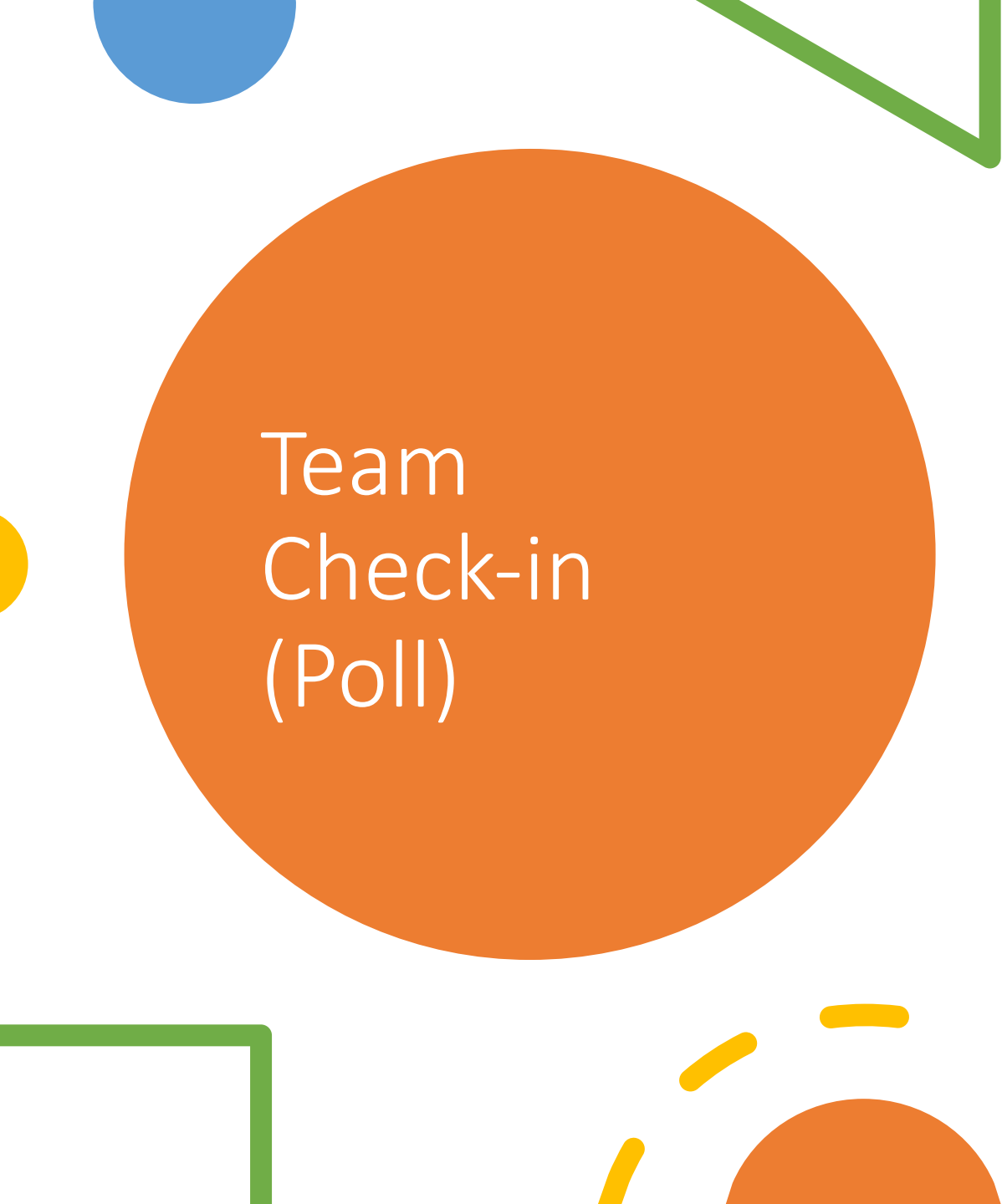





GROW: You Own Food @ Home • **CONNECT:** With a Certified Health Coach • **LEARN:** New Life-Saving Information

#3: Drama-Free





Team Check-in (Poll)

- My stress levels during the pandemic are:
 - lower
 - the same
 - higher
- 

For Your Consideration

- According to the Centers for Disease Control, Black women have a life expectancy that's 3 years shorter on average than white women, and some of the root causes may be related to stress
- The stress that causes the most negative effect on Black women is chronic stress, which means it's ongoing.

READ: Click the highlighted text above to read more about these stats

COMPARED TO BEFORE THE OUTBREAK, HAS IT
BECOME EASIER OR HARDER TO DO YOUR JOB?

JOB DIFFICULTY	TOTAL	INDIVIDUAL CONTRIBUTOR	SENIOR MANAGER	C-SUITE LEVEL/PRESIDENT
GOTTEN MUCH EASIER	6%	6%	5%	5%
GOTTEN SOMEWHAT EASIER	8%	9%	6%	5%
IT'S ABOUT THE SAME	31%	32%	33%	22%
GOTTEN HARDER	34%	34%	38%	37%
GOTTEN MUCH HARDER	20%	19%	17%	17%

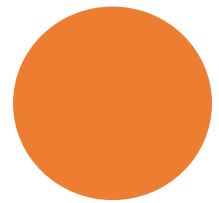


Photo Courtesy of [Dionna Dorsey](#) Founder and Designer of District of Clothing

How Executive Leaders Ensure Black Lives Matter by Retaining Black Women in the Workplace

 Vanessa Foster Cooksey
Jul 8 · 5 min read



Co-Authored by [Vanessa Foster Cooksey](#) and [Candace M. Stanciel](#)

In the last few weeks, articles like [Black Women Have Been Traumatized in the Workplace](#) by Ella T. Gorgla and [How Corporate America's diversity initiatives continue to fail Black women](#) by Courtney Connley have been showcasing that just as a record number of organizations and CEOs issue

Strategy, Plan & Action
Recommendations



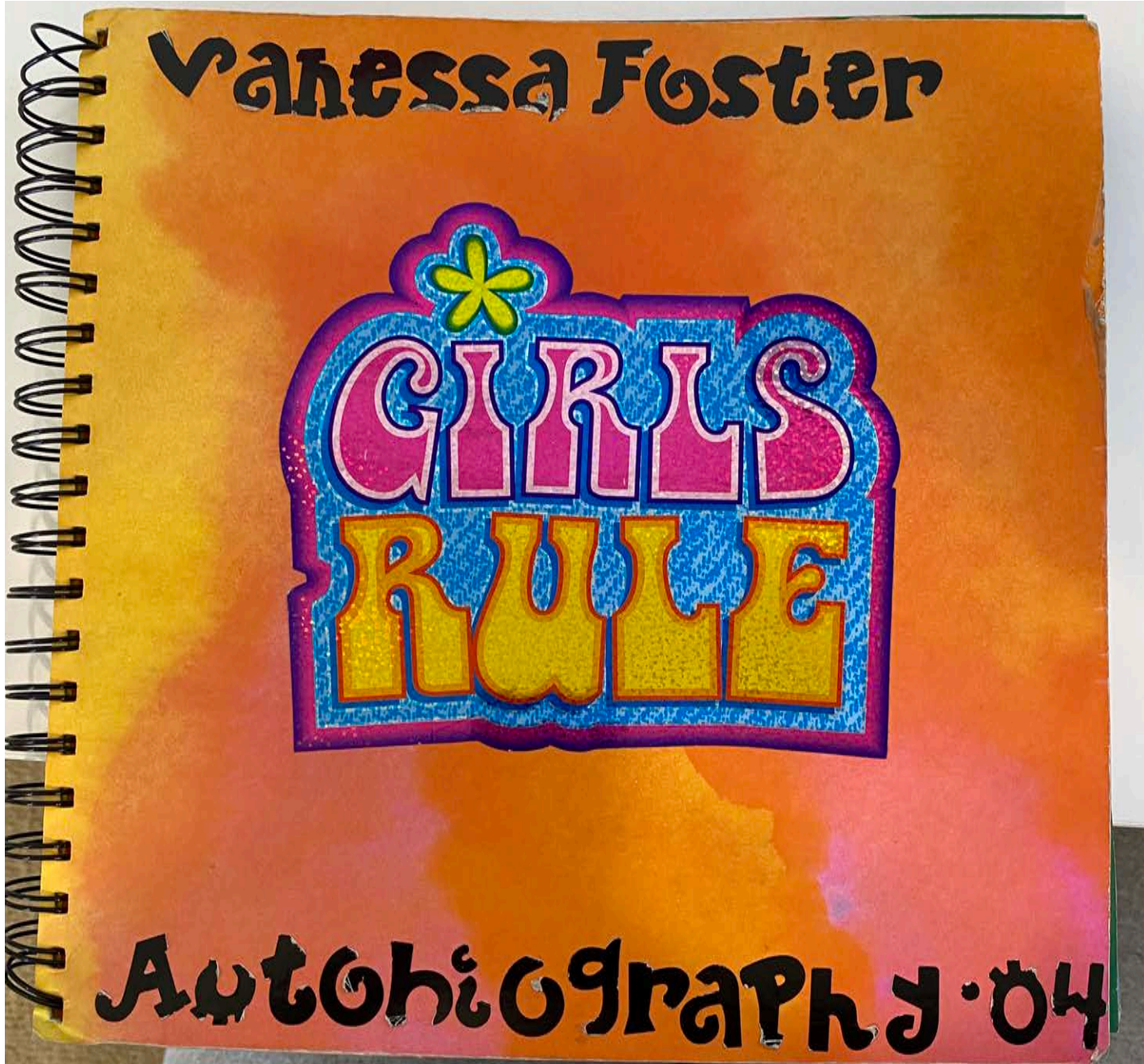
Ask and answer, “What do I want?
What makes me happy?”



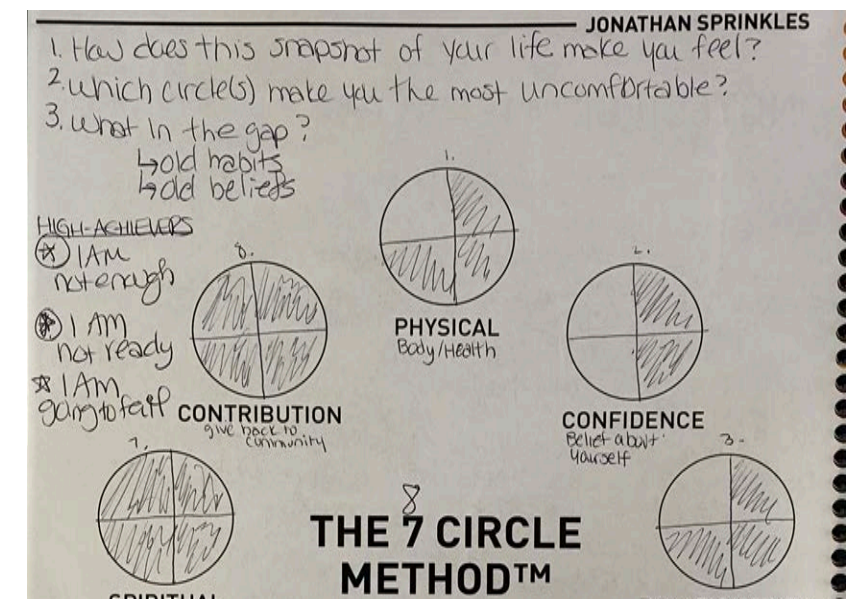
Invest in coaching, therapy AND
continuing education for support,
education and accountability



Own your story (Know Thyself)



REGISTER: For [Serve Your Way to Success Webinar](#)




WRITE: Your Story • EXPLORE: Different [Continuing Education](#) courses

LEARN: [The 7 Circle Method](#)

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Q&A



VIRTUAL HUDDLE

“We Will Win” on 3!



THANK YOU

God Bless You and Stay Safe and Well

Email: 1vlafc@gmail.com

Text/Call: 314-202-4055

LinkedIn: www.linkedin.com/in/vlafc