



Pro Bono

# SPRING WORKSHOP WEEK



# Capital One Pro Bono's Commitment to Community

Capital One is on a mission to change banking for good and to help customers succeed by bringing ingenuity, simplicity and humanity to banking as it builds the bank of the future. Through Pro Bono, Capital One associates commit their time and expertise to help organizations serve more beneficiaries, increase efficiency, and fulfill their missions effectively.

Our Pro Bono Workshops are focused, one-to-two-hour virtual engagements that translate our deepest expertise into accessible, high-impact learning sessions. Each curriculum are developed by subject matter experts, targeting recurring and complex challenges identified via our Pro Bono RFP process.



## Spring Workshop Offerings:

- Brand Building
- Building Your Employee Handbook
- Cyber Best Practices
- Finance Basics
- Generative AI: Breaking the Barriers
- Marketing Planning
- Project Management 101
- Talent & Performance Management Best Practices
- The Multilingual Advantage: *The Purpose of Professional Translation and Why AI is Not Enough*

# SPRING WORKSHOP WEEK

23

MARCH

MONDAY

Brand Building

1:00-2:30 PM ET

24

MARCH

TUESDAY

Talent & Performance Management

Best Practices

3:00-4:00 PM ET

25

MARCH

WEDNESDAY

The Multilingual Advantage: *The Purpose of Professional Translation and Why AI is Not Enough*

12:00-1:30 PM ET

Cyber Best Practices

3:00-4:30 PM ET

26

MARCH

THURSDAY

Finance Basics

11:30 AM-1:00 PM ET

Building Your Employee Handbook

2:00-3:00 PM ET

Marketing Planning

3:00-4:30 PM ET

27

MARCH

FRIDAY

Project Management 101

11:30 AM-1:00 PM ET

Generative AI: Breaking the Barriers

2:00-4:00 PM ET

# Brand Building

This workshop is designed to help you master the core pillars of brand development by defining high-impact brand associations and identifying your target audiences. Participants will learn how to articulate compelling Reasons to Believe (RTBs) that build trust and move the needle, ultimately ensuring your brand positioning is seamlessly integrated into a winning marketing strategy.

### Who should attend?

Organizations seeking to strengthen their brand identity, starting with the foundational step of building a brand positioning statement.

## Workshop Logistics

### Workshop Date

Monday, March 23rd -  
1:00 PM - 2:30 PM ET

### Workshop Length

90 Minutes

### Workshop Class Size

25 attendees

### Workshop Format

Meeting - Live Participation

[Register Here](#)

## About This Course's Facilitator



### Kayla Heisey

Kayla, a Richmond, VA native, is a brand strategist on the Brand Tech team at Capital One. She spearheads brand positioning, marketing campaigns, and creative projects that support Capital One's consumer-facing digital tools. Her professional background includes nearly 15 years of experience developing marketing activations and strategies for companies like Oracle, Red Hat, Atlantic Union Bank, Richmond International Airport, and Virginia Commonwealth University. Kayla joined Capital One in 2019. In her free time, she enjoys spending time with her husband, 2 young daughters, and rescue dog.

**Fun Fact:** Kayla love board games! Party games, strategy games, card games... you name it. She's always up to try out new ones. Current favorite: Doomlings.

# Talent & Performance Management Best Practices

In this workshop, Capital One HR Pro Bono will help nonprofit partners to understand the purpose and benefits of talent and performance management. They'll explore the TM/PM handbook and toolkit created by the Pro Bono team, highlight the right people and partners to involve, and share insights on how to introduce and maintain the toolkit.

## Who should attend?

This workshop is designed for nonprofit leaders, HR practitioners, and organizational decision-makers who are looking to implement a structured, scalable approach to talent and performance management within their organizations.

## Workshop Logistics

### Workshop Date

Tuesday, March 24th  
3:00 PM - 4:00 PM ET

### Workshop Length

1 Hour

### Workshop Class Size

Unlimited

### Participation Level

Attendees will have the opportunity to share their experiences live and join small group breakout sessions

[Register Here](#)

## About This Course's Facilitators



### Hunter Peterson

Hunter is an HR Business Partner supporting the integration of Capital One and Discover's Technology organizations. He has an ingrained passion for giving back to non-profit organizations as his mom and grandmother have both worked in the space.

**Fun Fact:** Hunter has visited over 60 countries!



### Shianne Booth

Shianne is an HR professional at Capital One with nearly four years of experience and currently sits on the Talent and Performance Management team. She specializes in analyzing internal associate data and researching external trends to drive continuous improvements to the performance management process. Shianne is a seasoned volunteer, now in her fourth pro bono cycle, and enjoys using her HR expertise to help the community.

**Fun Fact:** Shianne and her youngest brother share the same birthday, born exactly four years apart!



### Eleni Arbuckle

Eleni has worked as an Associate Relations Investigator at Capital One for nearly 5 years. In her role, she investigates employee concerns by gathering evidence to help resolve workplace conflict. Before joining Capital One, she worked in the healthcare industry, where she held HR generalist responsibilities and later transitioned into employee relations.

**Fun Fact:** Eleni takes pride in her Greek heritage by cooking authentic dishes, studying Greek, and translating her yiayia's (grandmother's) recipes her my free time!

# The Multilingual Advantage: *The Purpose of Professional Translation and Why AI is Not Enough*

Are language technologies enough to convey your message? Can AI transfer your message to different audiences accurately and effectively?

This workshop will pull back the curtains on what goes on behind the scenes, focusing on English to Spanish translations in the areas of: marketing, finance, legal, and educational text. We will flow through the translation process from start to finish and explore how Machine Translation (MT) can have a positive effect on the overall process, but how it also thrives with the human touch and expertise. Whether you're a communicator, business owner, project manager, social media strategist, or an advocate, you will learn how high-quality translation can impact non-English speakers.

## Who should attend?

Any organization looking into translating their content or organizations who already have content translated and are looking to learn more about the work that goes on behind the scenes. This could also be helpful for brand or social media small businesses that are looking to understand how their text can influence translation and impact other audiences.

## Workshop Logistics

### Workshop Date

Wednesday, March 25th  
12:00 PM - 1:30 PM ET

### Workshop Length

90 Minutes

### Workshop Class Size

Unlimited

### Workshop Format

Meeting - Live Participation

[Register Here](#)

## About This Course's Facilitator



### Maria Betances Lopez

As a Linguist at Capital One, Maria works with the Enterprise Language Accessibility team to provide accurate and seamless English to Spanish translations to our customers. Immersed in the world of translation since 2015, she has dedicated her career to ensuring that the Hispanic audience has access to the same experiences as English speakers. She believes audiences deserve more than just a literal translation; they deserve an experience tailored to their unique cultural context.

**Fun Fact:** Maria once flew next to Kate Winslet!

## Cyber Best Practices

The Cyber Best Practices workshop provides an overview of key cybersecurity best practices. It will cover how to identify phishing attacks, create strong password policies, and implement secure onboarding and offboarding processes. Attendees will gain a better understanding of how to protect their organization's systems, data, employees, and customers from potential cyber threats.

### Who should attend?

Any organization looking to strengthen their Cyber practices, especially organizations like CDFIs that deal with the transfer of personal information.

## Workshop Logistics

### Workshop Date

Wednesday, March 25th  
3:00 PM - 4:30 PM ET

### Workshop Length

90 Minutes

### Workshop Class Size

Unlimited

### Participation Level

Attendees are invited to ask questions and share their thoughts using the chat function

[Register Here](#)

## About This Course's Facilitators



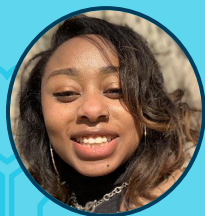
### Julia Pennington

Julia has been with Capital One for 7 years. She has a large breadth of experience in cyber, with roles that range from software development to ethical hacking. She currently works on the Responsible Disclosure and Bug Bounty team and is focused on pursuing remediation for vulnerabilities on Capital One platforms that are identified by internal and external sources.



### Jane Noh

Jane has been with Capital One for 4 years. She started through the Cyber Security Development Program (CSDP). As her interest grew in ethical hacking and vulnerability remediation, she decided to pursue her career on the Responsible Disclosure and Bug Bounty team, continuing to support remediation efforts for vulnerabilities on Capital One Assets that are identified by internal and external resources.



### Aurielle Catron

Aurielle is a security engineer at Capital One working in Responsible Disclosure and Bug Bounty. She started her journey with Capital One 6 years ago in the Security Operations Center, specializing in perimeter defense. She is interested in security testing, application security, and following security trails wherever they may lead her.

## Finance Basics

The Finance Basics Workshop will provide a foundational understanding and best practices for being financially well-managed. It will cover financial statements, funding considerations, how to identify your key expense and revenue drivers, and how to create your own financial forecast.

### Who should attend?

Any organization looking to gain a foundational understanding, especially small business owners working towards sustainable growth and long-term profitability.

## Workshop Logistics

### Workshop Date

Thursday, March 26th  
11:30 AM - 1:00 PM ET

### Workshop Length

90 Minutes

### Workshop Class Size

Unlimited

### Workshop Format

Meeting format - feel free to ask questions live!

[Register Here](#)

## About This Course's Facilitators



### Nick Weedon

Nick lives in Virginia and has been in Finance at Capital One for seven years. He started working in Capital One's Treasury and currently supports its Tech FP&A organization. Prior to Capital One, he spent two years consulting.

**Fun Fact:** Nick is a foodie and loves to search for unique cuisines. Let him know if you have any great recommendations he should try!



### Evan Christian

Evan lives in Arlington, Virginia and has been at Capital One for 8 years. He currently works within FP&A on the Card Finance team, supporting Premium Products & Experience.

**Fun Fact:** Evan is an avid reader, yoga practitioner, and foodie.

# Employee Handbook Workshop

Join Capital One HR Pro Bono for an interactive workshop on how to create and implement an employee handbook. Our team will take you through best practices for standing up and socializing HR policies, including a toolkit walkthrough to help you customize a version that fits your workplace.

Through this session, you'll master the purpose of a handbook and identify the right partners for success while gaining actionable strategies to introduce and maintain your policies.

## Who should attend?

Nonprofit organizations who are eager to establish clear workplace guidelines and build a culture of transparency that protects their mission.

## Workshop Logistics

### Workshop Date

Thursday, March 26th  
2:00 PM - 3:00 PM ET

### Workshop Length

1 Hour

### Workshop Class Size

Unlimited

### Participation Level

Attendees will have the opportunity to share their experiences live and join small group breakout sessions

[Register Here](#)

## About This Course's Facilitators



### Jessica Dodson

Jessica is a Change Strategist supporting change management, communications and training within Talent Acquisition. She thrives in an environment where she can be a strategic thought-partner to deeply understand problem statements and thoughtfully curate solutions that optimize efficiencies while minimizing risk.

# Marketing Planning

The Marketing Planning Workshop turns high-level vision into an actionable roadmap by teaching you how to compose measurable marketing objectives that align with your business goals. You'll walk away with a tactical marketing channel plan and a messaging strategy precision-engineered to resonate with your target audiences and drive results.

## Who should attend?

Any organization looking to learn more about how to create a marketing plan on a page.

## Workshop Logistics

### Workshop Date

Thursday, March 26th  
3:00 PM - 4:30 PM ET

### Workshop Length

90 Minutes

### Workshop Class Size

25 attendees

### Workshop Format

Meeting - Live Participation

[Register Here](#)

## About This Course's Facilitator



### Kayla Heisey

Kayla, a Richmond, VA native, is a brand strategist on the Brand Tech team at Capital One. She spearheads brand positioning, marketing campaigns, and creative projects that support Capital One's consumer-facing digital tools. Her professional background includes nearly 15 years of experience developing marketing activations and strategies for companies like Oracle, Red Hat, Atlantic Union Bank, Richmond International Airport, and Virginia Commonwealth University. Kayla joined Capital One in 2019. In her free time, she enjoys spending time with her husband, 2 young daughters, and rescue dog.

**Fun Fact:** Kayla love board games! Party games, strategy games, card games... you name it. She's always up to try out new ones. Current favorite: Doomlings.

# Project Management 101

This course provides introductory tips, tricks, and resources to help individuals strengthen project management execution and boost efficiency. The instructions will provide insights into project management fundamentals and foundational approaches for introducing well managed processes into projects. This workshop ends with a live Q&A session where participants can gain insight into project management approaches specific to their unique challenges, priorities and opportunities.

## Who should attend?

Any organization that wants to introduce efficiency into their workflows and streamline project plans through project management principles.

## Workshop Logistics

### Workshop Date

Friday, March 27th  
11:30 AM - 1:00 PM ET

### Workshop Length

90 Minutes

### Workshop Class Size

75 attendees

### Workshop Format

Meeting - Live Participation

[Register Here](#)

## About This Course's Facilitator



### Dorothy Hill

Dorothy joined Capital One in 2000. She is a project manager leading the GWS PMO. Her biggest strength is partnering with customers to manage through the five phases of a project management lifecycle (initiation, planning, execution, management and review).

**Fun Fact:** Dorothy is a fitness instructor teaching everything from strength training to advanced step and kickboxing.

# Generative AI: Breaking the Barriers

Ready to work smarter, not harder? This hands-on workshop serves as the ultimate jump-start for AI newcomers, pulling back the curtain on how easily these tools can supercharge your workflow. From automating the mundane to sparking creative breakthroughs, we'll demonstrate practical ways to use AI to reclaim your time and elevate your effectiveness..

## Who should attend?

Any organization looking to learn about using AI to increase productivity in the workplace and everyday life.

## Workshop Logistics

### Workshop Date

Friday, March 27  
2:00 PM - 4:00 PM ET

### Workshop Length

2 Hours

### Workshop Class Size

Unlimited

### Participation Level

Attendees will have the opportunity to share their experiences live and join small group breakout sessions

[Register Here](#)

## About This Course's Facilitators



### Caglar Ergun

Caglar Ergun is with Capital One since 2011, started in Home Loans business and worked in Originations, Capital Markets, Marketing & Analytics, Audit, Servicing later on moved to Enterprise People Analytics worked on Talent data and Analytics and with Dealer Business under Auto Finance since 2023. Has led teams that build, infrastructure, Data Products and Data solutions, Mainframe to Cloud Transitions with a passion in Automation.

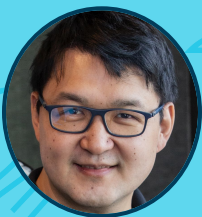
**Fun Fact:** Caglar fixed a non-running project car with the help of AI (Notebook LM)



### Tolga Tuncoglu

Tolga has been with Capital One for 4 years working as Machine Learning Engineer. Tolga started his career as a Statistician and worked in various industries with a Data Scientist title. For the last 4 years Tolga was leading Document Intelligence Platform and now leading Machine Learning Training Platform in Capital One.

**Fun Fact:** Tolga is growing his own avocado plants, grown from the seed, with the help of AI.



### Bensong Chen

Ben has been with Capital One as a Data Scientist since 2015, and has worked in Data Labs, Tech College and Credit Card Data teams before joining the Machine Learning Experience - Emerging AI Patterns team last year, working on leveraging AI Agents for machine learning processes.

**Fun Fact:** Ben's childhood dream was to be a robot-building scientist, not so far away from what he's doing now!