

# BUILDING MOMENTUM

OUR RESULTS SINCE JULY 2020



In mid-June 2020, a member of our Executive Board approached us to say, "**We must act now.**"

Backed by the University's new strategic plan and its commitment to making the Villanova community more diverse and equitable, we heeded the call and quickly ramped up our efforts to enable students of diverse background to explore and pursue successful marketing careers.



## LEADERSHIP

We activated a task force with a dozen marketing leaders, faculty and students to guide the development and execution of our action plan.



## COMMUNITY

Engaging with 3 campus affinity groups resulted in direct contact with >25 students of color interested in marketing (and counting). Topics include job search, industry networking, experiences, and more.



## EXPERIENCES

- 30% of those attending our industry programs are students of color.
- In March, our "Inclusion in Marketing" program featured 5 marketers of color sharing their stories to help students pursue their goals.



## RESOURCES

Building an online library with >30 industry experiences and corporate communities for diverse students and professionals.

## GROWING OUR IMPACT

With a strong foundation in place, we want to add **larger, more ambitious programs** that combine scholarship, industry learning and mentoring for students of color. We are looking to create partnerships with corporations and individuals to support these initiatives as:

**Founding Corporate Allies** – These firms will be highlighted prominently on our website and receive a seat on our Diversity, Equity and Inclusion Task Force. Additionally we could create a custom program to support a firm's hiring objectives.

**Leadership Allies** – These individuals will be recognized on our website and invited to join our Diversity, Equity and Inclusion Task Force.

## LEARN MORE

### Jeremy Kees, PhD

Faculty Director

Center for Marketing and Consumer Insights

[jeremy.kees@villanova.edu](mailto:jeremy.kees@villanova.edu)

### Lauren Higgins

Associate Director

Center for Marketing and Consumer Insights

[lauren.higgins@villanova.edu](mailto:lauren.higgins@villanova.edu)