

Ferris State University Faculty and Staff Diversity Mini-Grant Application

I. Identification

Name of Primary Applicant _____ Susan K. Jones, Professor of Marketing _____
 Members of Team _____ Paul W. Jackson and Thomas Mehl, both Associate Professors of
 Marketing
 College of Business Diversity Committee (Professor Vivian Nazar,
 Chair _____

 Department or Unit _____ Joint Effort of the Advertising/Integrated Marketing
 _____ Communications Program and the COB Diversity Committee _____
 Campus Address _____ Bus 356 (Office of Professor Susan Jones) _____

 Telephone _____ X2468 _____
 E-mail address _____ jones@ferris.edu _____

II. Event Title (25 words or less)

_____ "Making it in the 'Ad Game': How I Built My Successful Career in Advertising and
 E-Commerce Marketing as an African-American Woman" _____

III. Specific core value, strategic initiative, or goal related to diversity that the event will address. (See the University Strategic Plan and the Diversity Plan)

This event focuses on two of the FSU Diversity Plan strategic goals:

1. Create a University that is welcoming to diverse populations.

Our advertising/integrated marketing communications majors have been asking us why so many of the speakers we bring to address them are white males. They want to know, "Aren't there successful women and people of color in our field?" Of course there are – and with this event, we will be able to introduce them to one of our most successful, dynamic, charming and outgoing alumnae, Michelle Phenix Marshall – who is also a proud African-American woman, happily married, with two children.

2. Create environments for student learning that are inclusive of and sensitive to a diverse student population.

We will ask Michelle Phenix Marshall to speak about her choice of advertising and e-commerce marketing as a career, the challenges she has faced both as a woman and a person of color in the advertising world, her career progress over the past 14 years, and how Ferris State University prepared her for those challenges and her resulting success.

We believe that Michelle will serve as an extremely positive role model for all of our advertising/integrated marketing communications majors, and especially for the woman and people of color in our program.

IV. Abstract (150-200 word, use additional paper if necessary). If the application is approved the abstract will be posted on the Diversity and Inclusion Office website.

Ferris State University Advertising Graduate Michelle Phenix Marshall (COB, 1996) will speak at the All-Advertising/Integrated Marketing Communications Majors' Meeting on October 5, 2010 at 11 a.m. in the IRC Auditorium. Michelle's topic will be "Making it in the 'Ad Game': How I Built My Successful Career in Advertising and E-Commerce Marketing as an African-American Woman." This event will be mandatory for Advertising/IMC majors, and it also will be open to the entire campus community.

As strong and successful African-American women, Michelle is an extremely positive role model for any advertising or business student at Ferris State University. She has enjoyed a varied and successful career in advertising and e-commerce marketing. After graduating from Ferris State University in 1996, Michelle went to work for GM Planworks in Detroit, rising to the position of Media Supervisor. At PHDUS in Atlanta, she served as an Associate Media Director. In 2008, she moved to the Winston-Salem area, where she works currently as Vice President, Associate Digital Director Media at Mullen Advertising.

Michelle lives in the Winston-Salem area with her husband, Craig Marshall (a Ferris State Engineering Technology graduate) and her two daughters.

V. Event Narrative (up to 4 pages single-spaced)

- a. The conceptual framework that explains how the event will augment Ferris's long-term commitment to diversity and inclusion.

This event will provide a laser-beam focus on diversity in advertising for our advertising/integrated marketing communications majors – but it will also be open to all students, faculty and staff campus-wide. The speaker, Michelle Phenix Marshall, is a proud Ferris alumna who believes strongly that her professors, fellow students, and other faculty and staff at Ferris prepared her for her successful career path in advertising and e-commerce marketing. Her talk about how she has met the challenges she faced as a woman and an African-American – and how she has developed a successful and responsible career – will be inspiring to advertising/IMC majors and to students, faculty and staff in many disciplines at Ferris State.

- b. The goals and intended outcome(s) of the event.

Goals:

1. To inspire Ferris advertising/IMC majors primarily – and all attending Ferris faculty, staff and students secondarily – with a success story of a Ferris alumna who has enjoyed remarkable career success built upon her experience at Ferris State
2. To open and facilitate a dialogue about the career path of women and people of color in the fields of advertising and e-commerce marketing (primary) and in all career fields (secondary)

Intended Outcomes:

1. Ferris advertising/IMC majors will be inspired by the positive message of Michelle Phenix Marshall
 2. Ferris advertising/IMC majors will become more open to discussion of issues of diversity and inclusion in their field, at their university, and in their communities
 3. A wide range of Ferris faculty, staff and students will take us up on the open invitation to hear Michelle speak, and will enjoy the same type of inspiration and expanded viewpoints regarding diversity and inclusion
- c. A statement on how the event relates to the curriculum or a specific discipline, if appropriate.

Every Fall and Spring (usually the first Tuesday of October and March) the Advertising/Integrated Marketing Communications program holds a mandatory all-majors meeting in the IRC auditorium at 11 a.m. Our majors receive their updated check sheets and sit in groups by advisor. The meeting serves as a kick-off to the advising seasons for spring and summer/fall registration respectively.

In order to encourage enthusiastic participation, the Advertising/IMC faculty invites inspiring and provocative speakers to address the students at these meetings. While we have worked hard to bring women and people of color as speakers, most of those who volunteer to speak are very accomplished white males. Our majors have asked us to bring them more women and more people of color as speakers. Bringing Michelle Phenix Marshall to campus will help fulfill that very reasonable request on the part of our students. What's more, Michelle is so charismatic, enthusiastic and approachable, that our students will be uplifted and inspired by her presentation and her story.

When our faculty first met Michelle Phenix in the early 1990s, she was an average student who "got by" in her studies, but who had not yet caught fire as a student and practitioner of advertising. It was very exciting for us to watch her mature and come into her own during her junior and senior years. I (Susan Jones) will never forget Michelle marching up to me and declaring that she was going to earn an "A" in Advertising Management, one of our most challenging senior classes. She was as

good as her word. She worked extremely hard, dazzled me with her work in the class, and earned one of the few As received by anyone in the class that year.

Michelle told me that she had found her life partner, Craig Marshall, who would graduate from Ferris the same year (1996) in Engineering Technology. She said the two of them would be married and would move to the Detroit area to work in their respective fields. Since then I have proudly followed the career success of Michelle and Craig as they moved from Detroit to Atlanta, and now to the Winston-Salem area. Michelle is a tremendous role model for career success, marriage success, and family success – she and Craig are now the parents of two lovely little girls (see below).



Michelle's family picture and her professional picture

d. A timeline.

When I asked Michelle if she would come to speak if we could get the funding, she said "name the day and I'll be there." The day I would suggest is Tuesday, October 5. To make this happen, here are the applicable timeline dates:

- When mini-grant is approved, I will contact Michelle, confirm the date with her, and arrange for her plane reservations and hotel reservations (one night/Big Rapids Holiday Inn). I will also secure the IRC auditorium for the date of the event, and secure the private dining room at The Rock for a luncheon after Michelle's talk. – May, 2010
- Promotions for the event will begin as soon as school starts in Fall 2010, beginning with ADVG/IMC majors in late August, with bi-weekly reminders and then weekly reminders and updates leading right up to the date of the event.

- One month before the event (early September) I will put out a University-Wide Notice about the event, and send e-mails to all College Deans, the Office of Multicultural Affairs, and all COB program champions about the event. I will also prepare and display posters about the event throughout the College of Business, put the event out on Ferris Connect for the entire COB, and send an e-mail to all COB faculty about the event. These promotions will continue throughout September, right up to the date of the event.

e. Description of the target audience, including the estimated number of participants.

Primary Audience: Advertising/IMC Majors: Approximately 80 students

Secondary Audience: Campus-wide invitation

Estimated Number to Attend: 100-150

f. The expected impact that the event will have on Ferris.

The main impact of this event will be to show Ferris students, faculty and staff how a strong African-American woman, armed with a Ferris degree, can overcome obstacles and achieve success in a field that until recent decades was largely limited to white males – at least at the executive level. This speaker has “smashed the glass ceiling.” This will be an inspiration and revelation to male and female students alike, and also to both white individuals and people of color – but especially to women and people of color.

g. A specific plan to assess the impact of the event on the University.

One important measure of the impact of this event will be the diversity of attendees and number of attendees beyond the ADVG/IMC majors who are required to attend. Our goal will be to attract 30-50 attendees outside of our majors...we will assess ourselves on how close we come to this goal.

Each Advertising/IMC professor (Jones, Mehl, Jackson) will take time to discuss the event with students in their classes and in the Ad Group. Students will be asked for their observations and reactions, which will be reported back as part of the assessment of the event.

All members of the COB diversity committee will also be asked to discuss the event with their students who attend the event, with the same reporting structure.

Attendees will be provided with a short survey to fill out and several ADVG/IMC majors will be charged with collecting the surveys. In order to assess the impact, the survey will include an open-ended question aimed at gaining attendees' candid reactions to the talk and what they have learned.

The survey will ask attendees to identify themselves as students by major, faculty or staff as well as by race.

VI. Budget

a. Anticipated expenses (itemize and briefly explain).

\$750.00 estimated for airfare from Winston-Salem to Grand Rapids and back, ground transportation, one night's lodging at Holiday Inn/Big Rapids, and incidental meal costs for Michelle Phenix Marshall.

\$300.00 for luncheon at The Rock for COB Diversity Committee members, other FSU Diversity/Inclusion officials, Ms. Marshall, Advertising/IMC faculty, COB deans and marketing department head, and selected ADVG/IMC students who sign up in advance to attend (these will be Ad Group members and other available and interested students)

\$50.00 for printed promotional materials and surveys.

b. Funds anticipated from other sources (please list).

None at this time.

c. Total amount requested from Faculty and Staff Diversity Mini-Grant.

\$1100.00

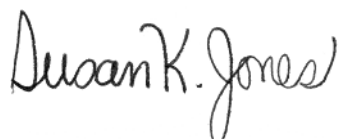
VII. Final Report

A final report is required and it will appear on the Diversity Office's website. That report is due no later than three months after the funded activity. The final report should address:

- a: A self-evaluation
- b: Results of the event assessment
- c: Attendance figures
- d: Final budget

I commit to completing this final report in a timely manner.

Applicants' Signatures:



Submission Date: ___April 1, 2010 (late application approved by Patty Terryn)_____

Submit applications to Patty Terryn, Diversity and Inclusion Office, CSS 312. Review of applications will begin upon receipt and continue contingent on available funds.

Budget Overview			
	Requested Grant Funds	Funding from other sources	TOTAL BUDGET
STIPEND			
HONORARIA			
TRAVEL	\$750.00		\$750.00
FOOD	\$300.00		\$300.00
RENTALS			
PRINTING & DUPLICATING			
PROMOTION	\$50.00		\$50.00
SUPPLIES & POSTAGE			
RESOURCE MATERIALS			
ASSESSMENT TOOLS			
OTHER			
TOTAL	\$0	\$0	\$1100.00

Criteria	Points Possible	Points Received
<p>Need For Project</p> <ul style="list-style-type: none"> ❑ The activity/program/event has a strong conceptual framework that can be identified as strengthening Ferris' long-term commitment to diversity. (5pts) ❑ The activity/program/event reflects the mission and core values of Ferris as expressed in the University's Strategic Plan. (5pts) ❑ The activity/program/event has a direct impact upon a significant portion of the University community or targets an under-represented or under-served group at the University and has broad visibility. (5pts) ❑ The activity/program/event brings clear and valuable benefits to the FSU community (5 points) ❑ The activity/program/event is new and/or innovative to the Ferris community (10pts) <p><u>Comments:</u></p>	30 points	
<p>Quality of Project Design (The activity/program/event is clearly defined with easily identified starting and ending points, specific activities, specific goals, and measurable outcomes, and a plan for assessing learning.)</p> <ul style="list-style-type: none"> ❑ Goals, Objectives, and Outcomes Specified (4 pt) ❑ Goals, Objectives, and Outcomes Measurable (4 pt) ❑ Clear description of activities (3 pt) ❑ Clearly defined project leader and project team with roles specified and information about qualifications. (5 pt) ❑ Clearly specifies the audience and, if different, the beneficiaries of the project (5 pt) ❑ Has a clear project timeline, specifying what events will occur, when, and in what order (3 pt) ❑ The project design makes use of specific and relevant data (1pt) <p><u>Comments:</u></p>	25 points	
<p>Budget</p> <ul style="list-style-type: none"> ❑ Itemized budget indicates all funding required for the project with a clear delineation of what funding is being requested in this application (10 pt) <p><u>Comments:</u></p>	10 points	

<p>Quality of Evaluation Plan (The activity/program/event is clearly defined with easily identified starting and ending points, specific activities, specific goals, and measurable outcomes, and a plan for assessing learning.)</p> <ul style="list-style-type: none"> ❑ Goals, objectives, and outcomes produce quantitative or qualitative data (5 pt) ❑ Assessment has a clear time-frame, with a schedule for completion, and itemized activities that assess the impact of the activity/program/event. (22 pt) ❑ Assesses impact on Ferris and surrounding community (3 pt) ❑ Indicates how assessment results will be used to develop future activities and plans (3 pt) ❑ Indicates how information will be disseminated (2 pt) <p><u>Comments:</u></p>	35 points	
Total	100 points	