The PhD Project Partner Toolkit

Building a stronger, more diverse workforce. Together.
The Purpose
Our goal is to give you the tools you need to help promote your affiliation with The PhD Project both internally and externally – from press release templates to customizable social media posts.

Please visit our Partner portal on The PhD Project website to download editable versions of these assets: https://phdproject.org/partner-login/
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Brand Guidelines and Assets
Logo

A key unifying component of the PhD Project identity is the logo. Our logo is comprised of bold logotype and the distinct recognizable stripe motif.

The primary logo is used most commonly and should always appear on a white background. Other logo variations are available for use in special applications, or when color reproduction is not possible.

Always maintain sufficient space around the logo. Avoid crowding it with other text or graphic elements. Clearance is defined by 1/2 the height of the “PhD” logotype. To maintain the legibility of the logotype, always respect the minimum width specification. Our logo should display prominently and clearly.
Color

The PhD Project color palette was specifically chosen to reflect the diversity and community nature of the organization.
Fonts

Proxima Nova was selected as our brand font for its modern, yet friendly appearance. The various weights can be used to create visual interest and establish hierarchy within the content. In applications where Proxima Nova is not available, substitute Arial and Arial Black.

Proxima Nova

Proxima Nova Light
Proxima Nova Regular
Proxima Nova Medium
Proxima Nova Semibold
Proxima Nova Bold
Proxima Nova ExtraBold


Increase workplace diversity by increasing the diversity of business school faculty who encourage, mentor, support and enhance the preparation of tomorrow's leaders.

The PhD Project was founded upon the premise that advancements in workplace diversity could be propelled forward by increasing the diversity of business school faculty. Today, our expansive network of supporters, sponsors and universities helps Black/African Americans, Latinx/Hispanic American and Native Americans attain their business PhD and become the business professors who will mentor the next generation of leaders.
The PhD Project Zoom
Backgrounds
The PhD Project
Background
The PhD Project Key Messages

The PhD Project works to create greater diversity in the business world.

• The PhD Project’s Black/African American, Latinx/Hispanic American and Native American members pursue business PhDs with the intent to become university faculty, teaching and mentoring underrepresented students who aspire to a career in business. It is the only organization in the country focused solely on increasing business school diversity.
• Since its launch, The Project has helped quintuple the number of Black/African American, Latinx/Hispanic American and Native American professors, administrators and academic leaders at an extensive list of colleges and universities, helping more than 1,400 former business professionals, undergraduate and graduate students pursue their doctoral degree. Additionally, 250 members are currently enrolled in business PhD programs and about 50 new student members join The Project each year.
• Upon completing their doctorate, a vast majority of PhD Project members take faculty positions on college campuses.

The PhD Project model helps members succeed.

• Ninety percent of members complete their business PhD, compared to the national average of 70%.
• Most of our members go on to work in higher education upon graduation, with a 96.5% retention rate, compared to the national average of 60%.
• PhD Project members become leaders in their institutions.
  o In 2018, Dr. Miles Davis became the first PhD Project member to become a university president (Linfield College – Oregon).
  o In 2020, Dr. Erika James became both the first African American and first woman to lead the Wharton School of the University of Pennsylvania.
• The PhD Project enables this success through conferences and learning and networking opportunities throughout its members’ PhD journeys – from its November conference, which presents the PhD lifecycle in a very realistic way, to its student and alumni professional peer associations that focus on learning, collaboration and networking.

The PhD Project’s mission is supported by leading businesses, associations and academic institutions.

• The PhD Project’s founding partners include KPMG Foundation, Citi, the Association to Advance Collegiate Schools of Business (AACSB International), and the Graduate Management Admission Council (GMAC).
• The PhD Project partners with more than 300 doctoral and non-doctoral granting universities across the country that are committed to diversifying their own campuses, the academic world as a whole and corporate America.
• Its more than 40 supply alliance partners and dozens of corporate partners represent the top names in accounting, finance and economics, information systems, management and marketing.
The PhD Project Impact

- Since The PhD Project’s inception, the number of Black/African American, Latinx/Hispanic American and Native American scholars earning a business PhD in the United States has quintupled, from 294 to more than 1,400. That’s a 500% increase in less than 30 years.
- More than 250 PhD Project members are currently enrolled in doctoral programs.
- The PhD Project doctoral program completion rate is 90%, compared to the national average completion rate of 70%.
- Most of our members go on to work in higher education upon graduation, with a 96.5% retention rate – significantly outperforming the national average retention rate of 60% for all other professors/faculty.
- In 2010, The PhD Project launched AHEAD - Achieving Higher Education Administration Diversity to encourage tenured faculty to explore careers in administration; there are currently fewer than 70 minority deans at U.S business schools.

The PhD Project is supported by 300 participating universities and more than 20 top corporations, foundations and academic organizations including co-founders KPMG Foundation, Graduate Management Admission Council (GMAC), and the Association to Advance Collegiate Schools of Business (AACSB International).
Six Reasons Why Supporting The PhD Project is So Valuable

1. *Impact on Campuses:* Direct exposure via events, email and The PhD Project Job Board, to more than 1,600 minority faculty and doctoral students at business schools throughout the United States – those who are influencing the next generation of minority business leaders.

2. *Access to Experienced Professionals:* The opportunity to share information to an exclusive database of more than 7,000 talented minority individuals who attended a PhD Project conference but have not entered a doctoral program.

3. *Visibility:* Opportunity to attend all five annual PhD Project conferences (held in conjunction with AAA, AEA/AFA, AMA, AMCIS & AOM.) In addition to keynote opportunities, these provide a wonderful chance to network with current/future faculty, business school deans, university representatives and others that share a similar commitment to diversity.

4. *Recognition:* Prominent Partners as well as more than 300 Participating Universities are listed in the conference materials at our annual PhD Project Conference for minorities who are considering doctoral studies and at all five PhD Project Minority Doctoral Student and Faculty Alumni Conferences.

5. *Branding:* Listing in promotional materials, ads in diversity-focused publications and banners on diversity sites.

6. *Exposure & Publicity:* The PhD Project website, www.phdproject.org with a direct link to your company site; The PhD Project Job Board, and on social media via our Facebook, LinkedIn and Twitter pages.
Frequently Asked Questions

What is the PhD Project?
The PhD Project is a national nonprofit organization that strives to create greater diversity in the business world. The nonprofit’s Black/African American, Latinx/Hispanic American and Native American members pursue business PhDs with the intent to become university faculty, teaching and mentoring underrepresented students who aspire to a career in business. It is the only program in the country focused on increasing business school diversity.

Why are we doing this?
In 1994, the KPMG Foundation, Citi, the Association to Advance Collegiate Schools of Business (AACSB International), and the Graduate Management Admission Council (GMAC) decided to take a unique approach to enhance diversity for all of corporate America. With a vision of developing a pipeline of Black/African American, Latinx/Hispanic American and Native American professionals for business leadership positions, they created a systemic model to increase workplace diversity by increasing the diversity of business school faculty. Nearly 30 years later, the mission remains the same.

Why is membership eligibility focused on Black/African American, Latinx/Hispanic American and Native American individuals?
We’ve focused our efforts on Black/African American, Latinx/Hispanic American and Native American because we see these communities represented in the smallest numbers among college faculty – even as student demographics have changed significantly over the years.

How do you identify potential PhDs?
The PhD Project identifies prospective members largely through our partners and our existing members. Throughout the year, we run a mix of in-person and virtual programming that provides those potential members with a very real look at the PhD lifecycle from people who’ve been there. The process culminates with our annual invitation-only conference, which is a two-day event that takes place in Chicago. The conference provides a rare networking and information gathering opportunity for those interested in pursuing a business PhD to become a business school professor. On average 10-15% of those attendees are admitted to a business doctoral program the following year.

How do you make sure members are right for a PhD program?
The PhD Project team provides all prospective members with a very real look at The PhD lifecycle – from the opportunities to the challenges – directly from the people who have been there. We want each prospective member to have a full understanding of the pros and cons before they commit to the project and to getting their doctorate.
**What are The Project's results?**

Since its launch, The Project has been responsible for quintupling the number of minority professors, administrators and academic leaders at an extensive list of academic programs, helping more than 1,400 former business professionals and undergraduate students receive their doctoral degree. About 250 members are also currently enrolled in business PhD programs and about 50 new student members join the project each year.

Ninety percent of members complete their business PhD, compared to the national average of 70%. Additionally, most of our members go on to work in higher education upon graduation, with a 96.5% retention rate, compared to the national average of 60%.

PhD Project members also become leaders in their institutions. For example, in 2018, Dr. Miles Davis became the first PhD Project member to become a university president (Linfield University – Oregon). And in 2020, Dr. Erika James became both the first woman and first African American to lead The Wharton School of the University of Pennsylvania.

**How do you support members along their PhD journey?**

The PhD Project enables member success through conferences and learning and networking opportunities throughout its members’ PhD journeys – from its November conference, which presents the PhD lifecycle in a very realistic way, to its student and alumni professional peer associations that focus on learning, collaboration and networking.

**Does The PhD Project help members pay for the cost of their doctorate?**

Unlike undergraduate and graduate schools, most business doctoral programs waive tuition and fees. In addition, almost all doctoral granting institutions offer compensated research and or teaching assistantships. Although The PhD Project does not offer any funding to doctoral students, additional sources of funding can be obtained from private foundations and government agencies. However, The PhD Project does cover expenses for prospective and current doctoral students to attend PhD Project hosted conferences and events.

**Who provides funding and why?**

The PhD Project receives funding from corporations, foundations, associations, universities and individuals. All who provide funding receive visibility on our website and at events, but above all sponsorship of The PhD Project demonstrates a true commitment to diversity. Sponsoring organizations can also post an unlimited number of corporate and academic positions on our PhD Project Job Board and have direct access to our members.
Building a stronger, more diverse workforce. Together.
We create the future

For nearly 30 years, The PhD Project has helped change the future workforce by providing diverse students a model of achievement and businesses a powerful way to enrich the talent pipeline. With our partners, we support the creation of business PhDs from historically underrepresented groups – transforming business education and business.

The PhD Project was founded in 1991 on the idea that advancements in workplace diversity could be enhanced by increasing the diversity of business school faculty. Today, our expansive network of partners, professionals and universities continues to help Black/African Americans, Latinx/Hispanic Americans, and Native American students and business professionals earn their PhDs so they can teach and inspire the next generation of business leaders.

Our Mission
To increase workplace diversity by increasing the diversity of business school faculty who encourage, mentor, support and enhance the preparation of tomorrow's leaders.

Our Vision
A significantly larger talent pipeline of Black/ African Americans, Latinx/Hispanic Americans, and Native Americans for business leadership positions.

We empower our community

Through partnerships, networking, mentoring and unique events, The PhD Project empowers our community to help business professionals and students from diverse backgrounds earn PhDs so they can inspire and educate the next generation of business leaders.

Milestones

1991
The PhD Project is formed.

1993
The first Annual Conference is held in Chicago.

1997
The PhD Project becomes the leading Doctoral Student Association.

1998
The PhD Project has first PhD recipient, Dr. Atika Amini, becomes the first PhD from the University of Southern California.

2002
Historically underrepresented faculty arrive on campus.

2007
The PhD Project has first PhD recipient, Dr. Erroll Brown, becomes the first PhD from the University of California, Los Angeles.

2009
The PhD Project has first PhD recipient, Dr. Allen Taylor, becomes the first PhD from the University of Southern California.

2013
Historically underrepresented faculty arrive on campus.

2016
Dr. Alvin Tillery of the University of Chicago is the first PhD recipient to become a college president.

2018
The PhD Project celebrates its 25th anniversary.

2021
The PhD Project pledges to extend innovative initiatives and efforts, "Building partnerships, more diversified, more together."
We believe diversity is crucial

In the 21st century, diversity is crucial. That's because business needs the talents of many more outstanding professionals, students deserve to be confident that their unique viewpoints are valued, and everyone should have the opportunity to succeed.

The PhD Project by the numbers

Historically underrepresented business school professors
1994: 294 | 2022: 1400+
500% increase in 27 years
97% of PhD Project faculty remain in academia

Historically underrepresented doctoral students
2022: 265+
90% of PhD Project doctoral students defend dissertations

5 networking conferences for doctoral students and faculty encompassing 6 disciplines
Accounting | Management | Marketing
Information Systems | Finance & Economics

97% of The PhD Project faculty remain in academia
90% of The PhD Project doctoral students complete their degrees

Why pursue a business PhD?

- To mentor the next generation of business leaders.
- To prepare students from all backgrounds to enter the business world.
- To create a foundation for ongoing student success—both in work and life.
- To give back to the community through knowledge and education.

Did you know?
- Master's Degree is not required; just GMAT/GRE test score.
- Universities generally provide stipends and don't typically charge tuition.
- Business experience is highly valued.
- Faculty and administrator compensation packages are attractive.

Here's how easy we make success.

Prospective doctoral students start by applying to The PhD Project's invitation-only annual conference for historically underrepresented students and professionals considering business doctoral studies. To learn more, visit phdproject.org.

The PhD Project covers travel, hotel, and conference expenses for those invited to attend. There is a nominal registration fee (waived for full-time students).

Once enrolled in a business doctoral program, eligible students become members of a Doctoral Student Association (DSA) in accounting, finance & economics, information systems, management, or marketing. Upon completion of the doctoral program, they then join the Alumni Association; and attend programming that prepares them to develop their careers.

For information about the Annual Conference, or eligibility requirements, email info@phdproject.org.
Our partners reap many rewards

**Talent Acquisition**
- Access to diverse academic and business professionals, including:
  - On Campus: More than 1,600 faculty and doctoral students teaching undergraduate and graduate students at 548 universities in North America.
  - In the Workplace: More than 7,000 professionals who have attended one of our annual conferences.

**Research Resources**
- Access to 1,400+ PhDs who are experts in their respective fields.
- Technical experts across all disciplines for OS/Resource Group events & training.
- Speakers for external, client and target meetings.
- Exceptional candidates for Board positions.

**Recognition**
- Invitation to network at The PhD Project Annual Conference.
- Presence in The PhD Project communications, including our website and social media.
- Specializing opportunities at The PhD Project DSMFA conferences.

A dream achieved

Dr. Norma Montague
Associate Dean
Wake Forest University

never considered pursuing her doctorate until she was introduced to The PhD Project. Today, she’s inspiring others to achieve their dreams.

“I think students of color see a part of themselves in me — a picture of something attainable. The PhD Project can provide the best advice and support and will be your biggest champion.”

“WeACSB is proud to support The PhD Project’s expansive network of supporters and the learners obtaining their PhDs in business. They will become the professors that mentor the next generation of business leaders.”

Neil Bosland
PhD Project Board Chair
AACSB Executive Vice President,
Global Chief Operating & Financial Officer

We’re all in good company

**Corporate & Association Partners**

- KPMG Foundation
- Graduate Management Admission Council
- AACSB International
- Disney
- AICPA Foundation
- American Marketing Association
- Deutsche-Hughes Goodman LLP
- Academy of Management
- Catholic University System
- John Deere Foundation
- American Accounting Association
- Lincoln Financial Group
- City University of New York System
- NASFAA
- The Forum-Milan Faculty
- New York Life
- IMIA (Institute of Management Accountants)
- Futurity Investments
- Bentley University
- LinkedIn
- Marc Assam
- Skyscraper Corporation
- Morgan Stanley
- The Clement Family

The PhD Project also receives support from 30+ educational and non-profit granting organizations, along with our Academic Partners: AACSB, AASCU, CIBA, CFO, and The National Association of Business Schools. If you know of a corporation, foundation, or institution that would want to join us in our efforts, please contact Maria Zoro at mmaria@phdproject.org.
Social Posts for The PhD Project Partners

Why Members Pursue a PhD

Image:

LinkedIn: Interested in inspiring the next generation of leaders? Check out this insight from PhD Project member @Tessa Garcia-Collart of @University of Missouri-Saint Louis.

@The PhD Project is addressing the hidden barrier to workforce diversity – the lack of diversity among college professors. Here’s how: https://bit.ly/3HgTI98 #PhDProjectProud #BuildingDiversityTogether

Facebook: Check out this insight from PhD Project member Dr. Tessa Garcia-Collart of @University of Missouri-St. Louis. We’re proud partners of @The PhD Project, which is working to increase diversity in academe and the workforce.

Learn how you can earn your doctoral degree and make a difference: https://bit.ly/3HgTI98 #PhDProjectProud #BuildingDiversityTogether
Twitter:
We're proud to support @ThePhDProject and its members, like Dr. Tessa Garcia-Collart of @umsl, who are mentoring the next generation of leaders.

Interested in starting your doctoral journey? https://bit.ly/3HgTI98 #PhDProjectProud #BuildingDiversityTogether

Instagram:
When we support @ThePhDProject, we’re supporting members, like Dr. Tessa Garcia-Collart, who are making a difference on college campuses across the country.

Learn more about pursing your PhD: https://bit.ly/3HgTI98 #PhDProjectProud #BuildingDiversityTogether

Job Board

LinkedIn:
As a partner of the @PhD Project, we can share career opportunities with its vast network of highly qualified minority candidates.

Check out its job board: https://bit.ly/3n9a3o7 #PhDProjectProud #BuildingDiversityTogether

Facebook:
One of the benefits of partnering with @The PhD Project is we can connect with more than 1,500 minority faculty and doctoral students and thousands of minority professionals.

Check out its job board: https://bit.ly/3n9a3o7 #PhDProjectProud #BuildingDiversityTogether

Twitter:
As proud partners of @ThePhDProject, we’re able to connect with its expansive network of diverse talent. Check out the job board: https://bit.ly/3n9a3o7 #PhDProud #BuildingDiversityTogether

Instagram:
We’re honored to be a part of @ThePhDProject family. As part of our partnership, we can share job opportunities with its pipeline of diverse talent. Check out the job board: https://bit.ly/3n9a3o7 #PhDProjectProud #BuildingDiversityTogether
The Impact of The PhD Project

LinkedIn:
We're proud to partner with @The PhD Project in helping create a stronger, more diverse workforce. Since its inception, the number of minorities earning business PhDs in the United States has quintupled, from 294 to more than 1,400.

Learn more about this important mission: https://bit.ly/3HsEvBd #PhDProjectProud #BuildingDiversityTogether

Facebook:
We're proud partners of @The PhD Project, which is building more diversity in higher education and the business world. 90% of its doctoral students defend their dissertations compared to the U.S. average of 70%.

Interested in learning more about its impact? https://bit.ly/3HsEvBd #PhDProjectProud #BuildingDiversityTogether

Twitter:
We're honored to partner with @ThePhDProject. Since 1994, it has helped more than 1,400 professionals from underrepresented groups earn a business PhD. More: https://bit.ly/3HsEvBd #PhDProjectProud #BuildingDiversityTogether

Instagram:
We're grateful to support @ThePhDProject's mission to diversify the corporate world by diversifying role models in front of the classroom. The retention rate of PhD Project professors is 97% compared to the U.S. average of 60%. Learn more: https://bit.ly/3HsEvBd #PhDProjectProud #BuildingDiversityTogether
Why We Support The PhD Project

**LinkedIn**
@The PhD Project addresses a hidden barrier to workforce diversity – a lack of diversity among higher education faculty. Learn more about why we support this important mission: [https://bit.ly/3HgTI98](https://bit.ly/3HgTI98) #PhDProjectProud

**Facebook**
Having a professor “who looks like me” can make a powerful impact on a student’s career trajectory. Find out how our partner @thephdproject is impacting workforce diversity with this in mind. [https://bit.ly/3HgTI98](https://bit.ly/3HgTI98) #PhDProjectProud

**Twitter**
Creating a stronger, more diverse workforce. Together. That vision is why we support @ThePhDProject: [https://bit.ly/3HgTI98](https://bit.ly/3HgTI98) #PhDProjectProud #DEI

**Instagram**
We’re helping create a stronger, more diverse workforce through our support of @thephdproject. Learn more about this important mission: [https://bit.ly/3HgTI98](https://bit.ly/3HgTI98) #PhDProjectProud #DEI
For the Media
**The PhD Project Fact Sheet**

<table>
<thead>
<tr>
<th><strong>Organization:</strong></th>
<th>The PhD Project</th>
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<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Together with its members and partners, The PhD Project strives to create greater diversity in the business world. The nonprofit’s Black/African American, Latinx/Hispanic American and Native American members pursue business PhDs with the intent to become university faculty, teaching and mentoring underrepresented students who aspire to a career in business. It is the only program in the country focused on increasing business school diversity.</td>
</tr>
<tr>
<td><strong>Founded:</strong></td>
<td>1994</td>
</tr>
<tr>
<td><strong>Headquarters:</strong></td>
<td>Montvale, New Jersey</td>
</tr>
<tr>
<td><strong>President:</strong></td>
<td>Blane Ruschak</td>
</tr>
<tr>
<td><strong>Founding Sponsors:</strong></td>
<td>KPMG Foundation, Citi, the Association to Advance Collegiate Schools of Business (AACSB International), and the Graduate Management Admission Council (GMAC)</td>
</tr>
<tr>
<td><strong>Members:</strong></td>
<td>Since its inception, more than 1,400 PhD Project members have earned a business PhD; areas of scholarship include: accounting, finance and economics, information systems, management and marketing. More than 250 additional members are currently pursuing their doctorate.</td>
</tr>
<tr>
<td><strong>Results:</strong></td>
<td>The PhD Project doctoral program completion rate is 90%, compared to the national average completion rate of 70%. Its members go on to work in higher education upon graduation, with a 96.5% retention rate, compared to the national average of 60%.</td>
</tr>
<tr>
<td><strong>Partners:</strong></td>
<td>More than 300 U.S. universities, 40-plus academic and professional associations, and dozens of corporations across the country support The PhD Project and its members in their doctoral pursuits.</td>
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<tr>
<td><strong>Website:</strong></td>
<td><a href="http://www.phdproject.org">www.phdproject.org</a></td>
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CITY, STATE (DATE) – <ORGANIZATION NAME> is proud to announce it is partnering with The PhD Project to help advance the nonprofit organization’s mission to increase diversity in the business world. Through the partnership <ORGANIZATION NAME> will <INSERT TWO TO THREE EXAMPLES OF HOW THE ORGANIZATION WILL SUPPORT THE PROJECT>.

“We are so pleased to welcome <ORGANIZATION NAME> to The PhD Project family,” said Blane Ruschak, president of The PhD Project. “This team is truly invested in increasing business world representation – we are so fortunate to have them as a partner.”

The PhD Project is a national nonprofit organization that helps its Black/African American, Latinx/Hispanic American and Native American members pursue a business PhD with the intent to become university faculty, teaching and mentoring underrepresented students who aspire to a career in business. Since its inception in 1994, the number of Black/African American, Latinx/Hispanic American and Native American professionals earning business PhDs in the United States has quintupled, from 294 to more than 1,400. Another 250 PhD Project members are currently pursuing their doctorates at institutions across the country.

“We need to increase business world diversity is critical and we are excited to support The PhD Project’s unique approach to addressing this issue,” said <ORGANIZATION LEADER NAME> “If we want corporate America to reflect the entire nation, then we need to address the root causes that prevent diversity. The PhD Project’s model does just that.”

The new partnership is part of <ORGANIZATION NAME’s> ongoing commitment to support initiatives and organizations that are making a difference in diversity, equity and inclusion. The organization also <INSERT DETAILS ABOUT ORGANIZATION’S OVERALL DEI COMMITMENT, EFFORTS>

About The PhD Project
Founded in 1994, The PhD Project works to increase diversity in the business world. Through its unique model, the nonprofit organization’s Black/African American, Latinx/Hispanic American and Native American members pursue business PhDs with the intent to become university faculty, teaching and mentoring underrepresented students who aspire to a career in business. Since its launch, the project has been responsible for quintupling the number of underrepresented professors, administrators and academic leaders at an extensive list of academic programs, helping more than 1,400 former business professionals and undergraduate students receive their doctoral degree. The PhD Project also includes 250 students currently enrolled in a business PhD program.
For more information on The PhD Project, webinars and sponsors visit www.phdproject.org and follow the program on Facebook, LinkedIn and Twitter.

About <ORGANIZATION>
<INSERT ORGANIZATION BOILERPLATE>

###
About The PhD Project
Founded in 1994, The PhD Project works to increase diversity in the business world. Through its unique model, the nonprofit organization’s Black/African American, Latinx/Hispanic American and Native American members pursue business PhDs with the intent to become university faculty, teaching and mentoring underrepresented students who aspire to a career in business. Since its launch, The Project has been responsible for quintupling the number of underrepresented professors, administrators and academic leaders at an extensive list of academic programs, helping more than 1,400 former business professionals and undergraduate students receive their doctoral degree. The PhD Project also includes 250 students currently enrolled in a business PhD program.

For more information on The PhD Project, webinars and sponsors visit www.phdproject.org and follow the program on Facebook, LinkedIn and Twitter.
What You Need to Know to Give a Great Media Interview

How the Media Works

- News is whatever the editor says it is.
- Deadlines are often short/within a few hours of outreach.
  - If we cannot provide a spokesperson prior to deadline, the reporter will move on to another source.
- Reporters have their go-to sources.
  - We must be reliable and readily available.
  - We need to provide valuable insights and examples that bring stories to life for the audience.
- Reporters usually interview several sources for their stories.
  - We want to be interviewed as close to first as possible so we can set the tone and help shape the story.
  - If given the option of several days/times for an interview, select the earliest timeslot possible.
- As a rule, reporters will not let you review a story prior to publication.
  - Fact checking occurs in very rare instances.

Preparation Essentials
As a spokesperson, you should:

- Have elevator speeches ready for both yourself and your organization. Think in terms of a 30-word description for each.
  - Always remember that why you do what you do is the most important thing to your audience.
  - The PR team will always provide your name, title and bio to the journalist in advance, but the reporter will still often ask you to repeat this information at the beginning of the interview.
- Not go into an interview simply planning to answer questions – have your own agenda (for example, what’s the main message you want to express? Is there an issue or angle to the story that you think the reporter should explore?).
- Know who you’re talking to. Spend a little time getting to know the journalist’s publication and skimming his/her recent stories.
- Avoid assuming an interview will stick to just the questions provided in advance. A good interview is like a conversation and the questions may evolve as the reporter talks to other sources. Plus, it’s not a given that a reporter will even want/be able to provide questions ahead of the interview.
Mastering the Interview
Getting started:
• Set aside your computer and cell phone. If you’re distracted, the reporter can tell.
• Don’t rely too heavily on notes. It’s great to prepare and have resources in front of you to quickly reference if needed, especially if you’ll be talking about data, but it’s obvious and awkward when you read your notes verbatim.
• Be confident and personable.
• Don’t feel like it’s necessary to sit at your desk during an interview. If you’re more comfortable getting up and walking around to talk, then do it!

Preparing for on-camera interviews:
• Avoid wearing white clothing, bright colors, or distracting patterns or too much jewelry. These things don’t play well on screen. A blue shirt is always a safe choice.
• Consider your surroundings. Get rid of clutter or anything distracting (a mirror, excessive cords, etc.), try to work something branded into the shot, and make sure you have adequate lighting.
• Watch some samples of the program/reporter’s segments in advance of your interview so you can understand the tone.
• Have a bottle of water handy. Keep it at room temperature; cold water constricts your vocal cords and may give you a slightly scratchy sounding voice for at the beginning of the interview.
• Assume you are always on camera.
• Avoid excessive hand gestures and head movements, and do not fidget. The camera captures all.
• SMILE – it naturally adds energy to your voice.

Responding to questions:
• Shape your responses as an inverted pyramid – most important thing first, then the supporting details. It helps the reporter understand what you think is key.
• Don’t say “I’m not the expert.” You are the expert – that’s why the reporter is talking to you.
• Know your home base message and come back to it often.
• Ask the reporter to repeat or explain the question if you didn’t understand it the first time.
• Be concise in your answers. If you run too long, you risk losing the reporter. It’s better to have the reporter ask a follow up question.
• Never answer a “yes or no” question with just a “yes” or “no.” Always offer some kind of explanation.
• Be aware of what your organization considers to be proprietary information. If a reporter asks you a question and you are uncertain as to whether you can answer it, say that you need to confirm that information and will get back to him/her.
  o “Proprietary” generally refers to information about your organization that your competitors would LOVE to know. Journalists know you generally can’t share those details – but it doesn’t stop them from asking.
• Remember that the language you use counts as much as the expertise you provide. Reporters want to hear strong nouns and active verbs.
• Use analogies or examples – even if they’re general – to illustrate your comments; they add color.
• Package responses as lists when appropriate. For example: “People make three basic mistakes when they are looking for a relationship…”
• Don’t be afraid of silence. If you have answered a question and there are a few seconds of silence after, it will be the reporter’s cue to ask the next question. People tend to say things they didn’t mean to say when they talk just to fill the silence.
• Use questions you can’t answer as an opportunity to get back to your main message or another point you want to address. For example, “I’m not the best person to answer that, but what I can tell you is…”

Wrapping it up:
• Have an answer prepared in case the reporter asks, “do you have anything else to add?” at the end of the interview. You can use this opportunity to reiterate a key point you covered earlier in the interview, raise an issue the reporter didn’t address, or reinforce your key message.
• Offer to serve as a resource if the reporter has any follow up questions.
• Don’t give the reporter your direct contact information for any follow up. Instead, tell him/her to contact your PR rep who will help with any needed action items.
For Presentations
The PhD Project
Building a stronger, more diverse workforce. Together.
The PhD Project story:
The PhD Project was founded in 1994 on the idea that advancements in workplace diversity could be enhanced by increasing the diversity of business school faculty.

Minority business school professors

1994: 294
2022: 1468*

*active members; 1,737 historical)

500% increase in 28 years

97% of PhD project faculty remain in academia

Minority doctoral students

2022: 250+ now in the pipeline

90% of PhD Project doctoral students defend their dissertations

Annual conference for prospective doctoral students.

Networking conferences covering

Accounting | Management | Marketing

Information Systems | Finance & Economics

Funded by 300+ participating universities and over 20 top corporations, foundations and academic organizations including co-founders KPMG Foundation, GMAC & AACSB.
The PhD Project @ [ORGANIZATION NAME]

**Talent Acquisition**

Access to diverse academic and business professionals:

- **On Campus**… More than 1,700 PhD Project members to connect you with diverse interns and undergrad/graduate students at 550 universities.

- **In the Workplace**… More than 7,000 diverse professionals who have attended one of our annual conferences for experienced hire positions.

**Research Resources**

Access to more than 1,400 Ph.D.’s who are experts in their fields:

- Provide examples of working with members
- Provide examples of working with members
- Provide examples of working with members

**Recognition**

Access to leading Corporate and University Partners:

- Speaking opportunities at PhD Project Conferences
- Visibility in PhD Project communications, including our website and social channels
- Provide other examples of access to Corporate and University partners

Building a stronger, more diverse workforce. Together.
### Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>1994</td>
<td>The PhD Project initiated by the KPMG Foundation, Citi, AACSB, and GMAC!</td>
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<td>The first Annual Conference held in December in Chicago</td>
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<td>The Accounting Doctoral Students Association formed August 10</td>
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<td>1998</td>
<td>The PhD Project caps first professor, Dr. Alisa Mosley, who received PhD from University of Nebraska – Lincoln</td>
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<td>2002</td>
<td>Minority faculty is doubled since the PhD Project inception</td>
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<td>2009</td>
<td>The PhD Project caps Dr. Shalei Simms, nation’s 1,000th minority business professor.</td>
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<tr>
<td>2013</td>
<td>Minority faculty has quadrupled since the PhD Project inception</td>
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<td>2018</td>
<td>Dr. Miles Davis, Linfield College, first PhD Project participant to become a college president</td>
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<tr>
<td>2019</td>
<td>The PhD Project celebrates its 25th anniversary!</td>
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| 2021 | New faculty development programs added: 
  - Providence College Diversity Case Workshop, 
  - Suffolk University Research Symposium, 
  - The Tenure Project (launched 2022) |
In addition to over 300 doctoral and non-doctoral University Partners, The PhD Project receives support from these Corporate and Association Partners:

- KPMG Foundation
- Graduate Management Admission Council
- AACSB International
- Diversity Inc
- AICPA Foundation
- American Marketing Association
- Dixon Hughes Goodman LLP
- Academy of Management
- California State University System
- John Deere Foundation
- American Accounting Association
- Lincoln Financial Group
- City University of New York
- NASBA
- The Pierson Milano Family
- New York Life
- IMA® (Inst. of Management Accountants)
- Fidelity Investments
- Bentley University
- LinkedIn
- Moss Adams
- San Francisco Federal Reserve Bank
- Morgan Stanley
- Stryker Corporation
- The Clement Family
- California State University System
- John Deere Foundation
- American Accounting Association
- Lincoln Financial Group
- City University of New York
- NASBA
- The Pierson Milano Family
- New York Life
- IMA® (Inst. of Management Accountants)
- Fidelity Investments
- Bentley University
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- Moss Adams
- San Francisco Federal Reserve Bank
- Morgan Stanley
- Stryker Corporation
- The Clement Family
Important People, Details and Links
The PhD Project is a unique diversity initiative that encourages Black/African Americans, Latino/Hispanic Americans and Native Americans to pursue their Ph.D.s in business to serve as role models and mentors for minority business students. Since our inception in 1994, we have more than quintupled the number of minority business professors from just 284 to over 1,600 today.

Among those members is Dr. Norma Montague, associate dean, Wake Forest University. Dr. Montague had never considered pursuing her doctorate until she was introduced to The PhD Project by a member who saw her speak at a state CPA conference. Today, she’s inspiring others on campus to achieve their dreams. “I think that women and students of color see a part of themselves in me. I think they see me as a role model and in the classroom, I present a picture of something that is attainable to them,” she said.

If you’re interested in joining Dr. Montague and members like her across the country, we hope you will apply to The PhD Project’s invitation-only conference for minority students and professionals considering business doctoral studies. This conference takes place in Chicago each November and the application deadline is September 30th.

The PhD Project covers all travel, hotel and conference expenses for those who are invited to attend. There is a nominal $200 registration fee (which is waived for full-time students).

Once enrolled in a business doctoral program, eligible students automatically become members of one of the five PhD Project Minority Doctoral Students Associations (DSA) in Accounting, Finance & Economics, Information Systems, Management, and Marketing. The DSAs provide in-credit resources, support and networking opportunities that have resulted in a 92% doctoral completion rate.

According to Dr. Montague, “The PhD Project provides a strong community of support to PhD students. And it’s a great opportunity for students to build their professional networks. These are folks who can provide you with the best advice and support and they will be your biggest champions in the process.”

Please visit www.phdproject.org for more information and to access an application for the annual conference. To be considered, you must hold a minimum of an undergraduate degree, or be entering your senior year of college by the time you attend the conference.

Thank you!

For more information contact Cristina Pazos at cpazos@kpmg.com or us-thephdproject@kpmg.com.
Want an Easy Way to Support The PhD Project? Give Us a Shoutout!

As a PhD Project Partner, there are some simple ways you can help us connect with future PhDs and partners. We hope you'll consider promoting the project to your networks the next time one of these opportunities come up:

**You're Being Interviewed by the Media**
Whether it's for a magazine, a local newspaper or even a national media outlet, The PhD Project appreciates every shout out. It's as simple as mentioning The Project. Examples:
- We are so proud to support The PhD Project because…
- We believe in The PhD Project's mission because…

If the reporter would like to learn more about The PhD Project, please put them in touch with our PR team, who can be reached at (phdproject@kemperlesnik.com).

**You're Giving a Speech or Sitting on Panel**
We'd love to serve as an example if you're talking about organizations helping drive diversity in academia. If you need any data or facts about the project for your remarks, please let us know.

**You're Connecting on Social Media**
You can help promote The PhD Project in two ways on social media:
- Include our tag (@thephdproject) when relevant in your own original social media posts so we can see them and give you a like, share or comment
- Like, share or comment on our Facebook, Instagram, LinkedIn or Twitter posts so your network gets to enjoy our content too

**You're Talking to University or Professional Recruiters**
If recruiting contacts are interested in ways to foster diversity in their institution or organization, please suggest they visit our website (www.phdproject.org) for more information about the support we offer aspiring PhDs, project alumni and corporate partners.
The PhD Project Resources

PhD Project Website
https://phdproject.org/

Life Changing Moments: Stories from PhD Project Business Faculty Members
https://stories.phdproject.org/

Calendar of Events
https://phdproject.org/events/

PhD Project Social Media Channels
Follow us on our social channels for updates on events, conference information and member involvement.

@ThePhDProject
@ThePhdProject
@The PhD Project
@ThePhDProject
@ThePhDProjectVideos
Contacts

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mzara@kpmg.com

For questions about The PhD Project:
Tara Perino
Senior Director
tperino@kpmg.com

For questions about applying to The PhD Annual Conference and communications:
Cristina Pazos
Manager, Outreach and Program Administrator, Social Media/Communications
cpazos@kpmg.com

For questions from current doctoral students and faculty:
Myrna Varner
Manager, Member Relations and Communications
myrnavarner@kpmg.com

For questions about media inquiries/PhD Project social media:
PhDproject@kemperlesnik.com