

**Brief (2-3 Sentence) Description of the Advocacy Project:**

Have you found difficulty in getting involved in an organization or landing an internship as a minority at Penn State? The Smeal Diversity Enhancement Resource Guide aims to introduce diverse candidates to all the ways they can find success. Through organizations such as Women in Business, internships at PwC, or contact information for further guidance, the goal is to help students find their way and develop a sense of belonging.

**Advocacy Project Justification:**

The situation I wanted to address was the implementation of diversity. My issue brief details ways to can get involved in the own community, so for the Advocacy Project, I wanted to hone in on the Penn State community. By setting up a speaker session with Dean Campbell (the assistant dean of Diversity Enhancement at Smeal) and creating a guide for diverse candidates, my goal was to be a resource for any student at Penn State that does not know how to get involved in Smeal.

When I first came to Smeal, I was not only unsure of how I would fit as a student with a physical disability but also had no idea what to get involved in. Therefore, my target audience can be specifically defined as first-year students in any specific minority group. In order to emphasize this target audience, I invited many of my first-year friends to the speaker session. These friends all have either involvement within Smeal or an interest in business overall.

The key messages that I developed came from the questions that I asked Dean Campbell during our speaker session. Some of the questions included: “How important is “seeing yourself” on a company’s website/employee base when making a decision on applying?” and “How can companies balance the line between hiring for diversity and maintaining qualification standards?” As I found out by talking to friends later, his message resonated with them and made them reflect upon the diversity in their respective organizations. One specific message involved the Dean’s dislike of many organizations “one and done” approach. Dean Campbell explained that campus organizations will advertise to diverse groups for one semester and then stop. It is important that they set a precedent for future members and continue to reach out to different diverse groups.

In terms of developing and implementing my Advocacy project, there were two different skills I had to utilize. For the first part of the project - the speaker session - I had to utilize communication and networking skills to set up a meeting with Dean Campbell and then figure out a time and room to meet within Smeal. For the resource guide, I developed my research skills. I went through the Smeal list of organizations and found clubs that are still active that can be useful to different minority groups. Finally, I found internship programs in the fields of

investment banking, consulting, and accounting that are offered on a yearly basis. That way, the diversity center does not have to constantly update that guide while offering it to students.

The part of the project that involves media interest is up to the discretion of the diversity office and how they advertise it. However, I will be personally sharing the resource guide with anyone I believe can benefit from it. During my first year at Penn State, I am grateful to have been given the opportunity to join organizations such as the Nittany Lion Consulting Group, Presidential Leadership Academy, and the Alpha Kappa Psi business fraternity. I plan on advertising these opportunities, both on and off-campus, to my growing network to show them what is out there as a diverse candidate.

In order to monitor success, I plan on making several visits to the Diversity Enhancement Center in the upcoming fall semester to see if there is any feedback for my resource guide. In addition, I am part of a team that will be conducting recruitment for my business fraternity in the fall. Something I am looking to bring to that team is a diverse perspective. I will be reaching out to the organizations mentioned in my resource guide and introducing them to business fraternities. Even if one person decides to explore business fraternities or any other organization listed in the guide, I will deem the long-term aspect of this project a success. As previously mentioned, my goal is to be a resource to students at Smeal. If anyone is able to land an internship, join a club, or meet with Dean Campbell, my project has made an impact in the Penn State community.