

**Ferris State University**  
**Faculty and Staff Diversity Mini-Grant Application**  
**FINAL REPORT – Please see comments in red which will serve as discussion of**  
**and evaluation of the event**

**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.

Michelle was a smash hit with students, faculty, staff members and guests. I have never had a speaker come to Ferris who had more positive reactions. See survey comments at the end of this document. Both majority and minority students were impressed by Michelle's words of advice, her energy, and her enthusiasm.

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.

See comments on Michelle's talk at the end of this document.

**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.

Please see summary of Michelle's talk at the end of this document.

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

See summary of Michelle's talk at the end of this document, and also the summary of Comments from 78 attendees. I believe there were nearly 100 in attendance; not everyone filled out the survey.

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.

As you know, due to Michelle’s schedule with clients, this event was moved to March 1, 2011. Michelle did indeed stay at the Holiday Inn in Big Rapids. The lunch at The Rock hosted 29 individuals including Michelle, seven other ADVG/AIMC/ECOM Advisors, members of the COB Diversity Committee, Patty Terryn, and several COB administrators and faculty.

Promotions for the event included posters in the halls of the College of Business for approximately three weeks before the event, flyers that went to every ADVG/AIMC major, several e-mails to ADVG/AIMC majors, and flyers given to Marketing faculty and faculty who are members of the COB diversity committee.

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

I did not have the opportunity to do a head count as I was facilitating the event, but with 78 surveys in hand, I would estimate the audience to be at least 100 people.

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.

See speech highlights and attendee comments. This definitely took place.

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.

We met this goal. There were about 50 majors in attendance; the rest were students from other classes, faculty, staff, advisors and guests.

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.

Please see survey results at the end of this document.

## 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

**Actual expenses:**

Michelle Marshall Travel Expenses including Holiday Inn:	\$530.00
Lunch at The Rock for 29 people	\$290.00
Catering at event (donuts, breads, beverages)	\$200.00*
Tables for event, shipping, printing, miscellaneous	\$ 80.00
	\$1100.00 TOTAL

\*Total of catering was approximately \$280; additional \$80.00 was paid with donations From ADVG/AIMC/ECOM advisors.

## 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 See summary of Michelle Marshall talk below and comments throughout this document.
- b: Results of the event assessment See results and attendee comments below
- c: Attendance figures Approximately 100
- d: Final budget See above – the full \$1100 was spent but we did not overspend.

I commit to completing this final report in a timely manner. Please skip below budget and evaluation forms for additional information.

Applicants' Signatures:

Submission Date: \_\_\_April 1, 2010 (late application approved by Patty Terryn)\_\_\_\_\_

*Dusan K. Jones*

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

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



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

<p><b>Quality of Evaluation Plan</b>  (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"> <li>❑ Goals, objectives, and outcomes produce quantitative or qualitative data (5 pt)</li> <li>❑ 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)</li> <li>❑ Assesses impact on Ferris and surrounding community (3 pt)</li> <li>❑ Indicates how assessment results will be used to develop future activities and plans (3 pt)</li> <li>❑ Indicates how information will be disseminated (2 pt)</li> </ul> <p><u>Comments:</u></p>	35 points	
<b>Total</b>	100 points	

## Notes from Michelle Marshall Talk 3/1/11



**From left to right: Advertising/IMC/E-Commerce Advisors Rick Covault, Tracy Sianta, Michelle Marshall, Tim Quinn and Mike Suman at Michelle Marshall's talk – IRC Auditorium**

Michelle noted that the title she was given for her talk had to do with “making it in advertising as an African-American woman.” She said it’s not about ethnicity, it’s about determination, although when she started studying advertising at Ferris, she had not really seen any African-Americans in the field.

Michelle stays in touch with her five closest friends from the Advertising major at Ferris. Of that group, she is the only one who is currently working in advertising. The others are successful, but in other fields.

Michelle’s message included the following advice:

- Be determined
- Believe in yourself
- Rely on yourself
- Reach back and “pull somebody else up from Ferris”
- In a “sea of people,” find a way to make the prospective employer say “pick me.” Stand out.
- Check the “privilege thing” at the front door.
- Be a pillar to make the house stronger – be part of a team
- Listen and learn – have an opinion, but don’t always be the one who’s talking
- You’ll need to build your own foundation and find your own mentor
- You’ll endure battle wounds – build upon them

Michelle noted that most people’s first job is “a bitch.” She was very determined to work in advertising and turned down a \$30K job at IBM (back in 1996 when that was a very good starting salary) in order to work at Doner and be in advertising.

Michelle warned that employers are checking the Facebook and Twitter profiles of prospective employees. Google yourself and see what comes up, because you can bet employers are going to Google you.

You are not defined by where you work anymore, but rather you need a professional brand online. One site she suggested was <http://apps.asterisq.com/mentionmap/#> -- a twitter visualization. You can put your twitter name

in there and see who you are connected to. She also mentioned using <http://www.wordle.net/create> (Wordle) on your resume or blogs to see what stands out about you in what you are writing.

Michelle said “It’s not the flow – it’s the contours” – determine who you are. It’s ok to be an individual. Michelle’s uniqueness is her energy and passion.

Michelle suggested that students should build partnerships among their classmates so they can draw on those partnerships in their careers. She said that it’s important to get along with others at work and not burn bridges. (The person you alienate may end up being an influencer or decision-maker at the next job you want).

More advice:

- Get a Skype account – you may well have the opportunity to do interviews via Skype.
- Be persistent – you can’t be shy in advertising.
- Get yourname.com as a URL and create a Web site.
- Digital is “blowing up” because everything is measurable.
- While many advisors suggest a very professional e-mail like [yourname@gmail.com](mailto:yourname@gmail.com), Michelle said that something creative may be ok in advertising.

## Attendees at Michelle Marshall Talk

Please note: We collected 78 surveys. I believe there were at least 20 people who did not fill out surveys. These results profile those who attended and turned in surveys.

### **Attendance:**

71 current Ferris students  
3 Ferris faculty members  
0 Ferris staff members  
2 Ferris alumni  
2 Guests

### **Racial/Ethnic Background of Attendees:**

64 Caucasian (1 faculty member, 2 alumni, 2 guests, and 59 students)  
8 African-American (all students)  
1 Asian (faculty)  
2 Hispanic (both students)  
1 Middle Eastern (student)  
2 Mixed Race or Other (1 faculty member, 1 student)

## Comments on Michelle Marshall Talk

*Please note – these are comments beyond the many that said the equivalent of “I’m an Advertising/IMC major and this was required” or “I’m here for extra credit.”*

From a current Ferris student/Hispanic:

“Michelle was an excellent speaker. I’m glad I was able to attend. Thank you.”

From a current Ferris Student/Caucasian:

“Great speaker, great information. Social branding is Big.”

From a Ferris alumnus attending Advisory Board meeting/Caucasian:

“Great advice for students. Fun. Easy to listen to!”

From a guest at the event attending Advisory Board meeting/Caucasian:

“Creative ways to get employed.”

From a Ferris alumnus attending Advisory Board meeting/Caucasian:

“This is GREAT information for the students. Michelle does a fantastic job of encouraging. Work is work! We have to fall in love with it to do it well – Michelle exudes her love for her work and for people. Thanks, Michelle!”

From a current Ferris Student/Caucasian:

“I loved it. I thought she was simply amazing.”

From a current Ferris Student/Caucasian:

“I loved it! Very informational and it’s nice to hear her experience and what it will be like once I get into the industry.”

From a current Ferris Student/Caucasian:

“The presentation was great! I learned a lot to use for my near future! I especially liked the ‘branding’ yourself.”

From a Ferris faculty member/Caucasian:

“Enjoyed it. Michelle is very knowledgeable.”

From a current Ferris Student/Caucasian:

“Great encouragement. I am so excited to get out and into the world.”

From a current Ferris Student/Caucasian:

“Geared much more to advertising than I expected. Lots of good information for entering the work force after college graduation.”

From a current Ferris Student/Caucasian:

“The real world sucks! It takes a lot of hard work to make it. Beer cart Thursday! (Editor’s note: Presumably this was the part this student related to from Michelle’s talk.)

From a current Ferris Student/Caucasian:

“Reinforces everything we’re taught in classes but it’s nice to hear real-world experiences.”

From a current Ferris Student/Caucasian:

“Very insightful! Great inside look.”

From a current Ferris Student/Caucasian:

“Michelle was excellent. Very applicable to students. Fun. Interesting. Relevant.”

From a current Ferris Student/African-American:

“I enjoyed her presentation!”

From a current Ferris Student/Caucasian:

“She had some interesting viewpoints, especially about the e-mail addresses.”

From a current Ferris Student/Caucasian:

“Informative.”

From a current Ferris Student/African-American:

”Excellent! It was very informative.”

From a current Ferris Student/Caucasian:

“Good...learned to be a more stand-out individual.”

From a current Ferris Student/Caucasian:

“I really enjoyed what she had to talk about. I found it all very helpful.”

From a current Ferris Student/Caucasian:

“It was great to have Michelle come talk, she has a very vibrant personality and was a good speaker.”

From a current Ferris Student/Caucasian:

“I enjoyed the delivery. Sense of knowledge. Great speaking, lets me know I’m in the right major.”

From a current Ferris Student/Caucasian:

“This presentation was a valuable slice of reality to prepare me for the expectations on the work force.”

From a current Ferris Student/Caucasian:

“Very helpful! Really enjoyed and learned a lot from what she said.”

From a current Ferris Student/Caucasian:

“I enjoyed hearing from Michelle – she was very enthusiastic about everything.”

From a current Ferris Student/Caucasian:

“I enjoyed hearing what Michelle had to say. It was more “real” than presentations by majority or other speakers. She made valid points about not knowing what you want to do when you’re out of school, internships, keeping your name clean (Facebook, Twitter, voicemail, etc.). She mentioned a lot about the real world experiences and I feel as though she was inspirational and motivational.”

From a current Ferris Student/Caucasian:

“Excellent. Michelle did great!”

From a current Ferris Student/Caucasian:

“Very good – I liked how she gave us real world tips!”

From a current Ferris Student/Mixed race or other:

“It was refreshing to feed off of Michelle’s energy and passion for the business and to hear her insight and experience.”

From a current Ferris Student/Caucasian:

“Michelle gave a lot of good information to prepare ourselves for the real world even though I am not an AIMC major.”

From a current Ferris Student/Caucasian:

“Good information about entering the work force. Very good speaker.”

From a guest at the event attending Advisory Board meeting/Caucasian:

“Excitement to start working and work hard.”

From a current Ferris Student/Caucasian:

“Good food, nice room. Great speaker. Energy and passion.”

From a current Ferris Student/Caucasian:

“It’s very helpful since I will be graduating this May and am trying to break into this business.”

From a guest at this event attending Advisory Board meeting/Caucasian:

“Michelle was outstanding! A great combination of ‘reality’ check, real world experience and expectations along with possibilities and positivity.”

From a current Ferris Student/Caucasian:

“GREAT speaker. It was nice to hear about some of the cultures she experienced with the companies she worked for. It was also nice to hear about the hard times as compared to all the luxury of advertising that I keep hearing about.”

From a current Ferris Student/Hispanic:

“Very personable and informational.”

From a current Ferris Student/African-American:

“Was good and gave me a great information of the real world, however it has me thinking whether advertising is for me.”

From a current Ferris Student/Caucasian:

“She had good advice and threw out some great ideas.”

From a current Ferris Student/African-American:

“I felt this was a great event, very helpful.”

From a current Ferris Student/Caucasian:

“This was a pleasant surprise. I enjoyed this more than previous All Majors’ Meetings.”

From a current Ferris Student/African-American:

:Anything’s possible...be persistent...be heard...sell yourself...build foundation.”

From a current Ferris Student/Caucasian:

“The speaker was energetic and held great attention. I thought what she said was great advice and what she said really made me think.”

From a current Ferris Student/African-American:

“The speech was a good one.”

From a current Ferris Student/Caucasian:

“Awesomeness.”

From a current Ferris Student/African-American:

“Glad I attended this event. The biggest that stuck out was when she talked about branding yourself.”

From a current Ferris Student/Caucasian:

“This seminar was very helpful in learning about the advertising business as a major and about how to prepare yourself for life after college.”

From a current Ferris Student/Caucasian:

“Build future relationships, build myself and my foundation. Get along with everyone, don’t make enemies.”

From a current Ferris Student/Caucasian:

“I learned a lot of things from Michelle that even applies to my major. She is a great speaker.”

From a current Ferris Student/Caucasian:

“I learned quite a bit from Michelle. Her presentation was excellent!”

From a current Ferris Student/Middle Eastern:

“Very intriguing speaker. Communicates very well.”



From a current Ferris Student/Caucasian:

“Learned a lot about setting yourself apart and about social media presence.”

From a current Ferris Student/Caucasian:

“Be careful about Facebook and Twitter. Brand yourself. Be persistent.”

From a current Ferris Student/Caucasian:

“Very interesting, the many techniques used to build your ‘brand’ are useful!”

From a Ferris faculty member/Asian:

“Not deep discussion about the subject as I expected.”

From a current Ferris Student/Caucasian:

“I am glad my professor gave this extra credit opportunity to come attend this event. I learned so much that I didn’t know before! Michelle Marshall was a positive, energetic and interesting speaker. Many of the things she mentioned got me thinking about the real world. “Life throws you road bumps, but they’re not there to bring you down; they’re there to build you up.” One of the best quotes ever!

From a current Ferris Student/African-American:

“She is a very confident and motivational woman. She’s inspired me to remain myself through the sticky and weird situations, and to build friends/partnerships even if the person at hand is a no-no. She enforced determination and believing in yourself throughout the presentation and instead of sounding like everyone else who says these words, her way stuck out.”

From a Ferris Faculty Member/“Human”:

“Authentic advice, powerfully presented. When faculty say the same things, some students don’t hear it. When Michelle (somebody from out of town) says it, all students hear it.”

From a current Ferris Student/Caucasian:

“The advertising world isn’t all flashy and glamour like a lot of professionals make it out to be.”

From a current Ferris Student/Caucasian:

“Michelle was interesting to listen to. Her message was mainly about determination and misconceptions about the work place. The way she presented her information was inspirational and reassuring.”

From a current Ferris Student/Caucasian:

“She had some great advice that could be applied on a personal and professional level. Good advice for entering the work force initially and how to get ahead. Good examples of how you should deal with things and what to expect.”

From a current Ferris Student/Caucasian:

“That you need to find out a way to build on your foundations and stand out.”

From a current Ferris Student/Caucasian:

“Amazing speaker, lively and energetic. Focused on the importance of individuality and how harsh it will be to start. Very powerful speaker, I enjoyed it very much.”

From a current Ferris Student/Caucasian:

“Branding. Make yourself known.”

