



**ARF
WIDE**

IMPACT REPORT 2024

A low-angle photograph of graduates in blue gowns and black caps with blue tassels, celebrating with their caps in the air against a bright blue sky with a sun flare. A dark purple-to-green gradient box is overlaid on the left side of the image, containing the table of contents.

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MESSAGE FROM THE CEO

The ARF's Workforce Initiative for Diversity and Excellence launched in 2020 with the goal of diversifying the pipeline of professionals entering the marketing research, analytics, media and advertising field. WIDE funds scholarships, matches students with mentors, internship opportunities and prospective employers, all while connecting them to the amazing variety of challenges and problems that make our work so interesting and satisfying.

Since its inception, we have raised over \$1.7 million to fund scholarships and career preparation programs for promising juniors and seniors who are at risk because they are from economically-disadvantaged sectors of the population. Many are junior college transfers who don't qualify for other financial aid; many are first-generation college attendees still helping to support their families of origin. Some come from rural poverty, some from recent immigrants, some are descendants of slaves. All deserve a fair chance at upward mobility and the dignity that comes with success in a competitive but fair workplace.

ARF WIDE provides backing and introduces them to our greatest ARF asset - our network of 400 member companies covering all sectors of the advertising, media and marketing research field. WIDE graduates have gone on to take jobs at ARF member companies across the country. I want to thank all of our corporate and individual donors, our volunteer coaches and mentors, our board and our university partners for their ongoing support. I look forward to continuing the work of WIDE and seeing our bright scholars take on the world of advertising and marketing research.

Thank you!

A handwritten signature in black ink that reads "Scott McDonald". The signature is written in a cursive, flowing style.

Scott McDonald, Ph.D.
CEO & President, ARF



Home of The Department of State University Athletics



EXECUTIVE SUMMARY

More diverse research and analytics functions can better thrive as the “voice of the consumer” in a world where populations are increasingly diverse. The “E” in WIDE is for “excellence.” Your support improves the collective excellence of our industry’s work - it is not just the right thing to do, but supporting WIDE is the smart, critical business decision to make as well.

As a holistic career preparation program, our goal is to identify, support, inform and prepare some of the brightest college students to be excited, industry-ready candidates for internships and entry-level jobs. In my first year with WIDE we evaluated our programs and processes, identified what has been most impactful, focused on being more efficient and effective and have now begun scaling WIDE so we can better meet the hiring needs for the industry. I am happy to report that the cohort beginning in fall of 2024 will be our largest ever, including for the first time students in research and analytics masters programs - and the quality of these candidates is spectacular!

None of this would be possible without your contributions. Going forward we need the industry to increase corporate and individual donations, grow the number of volunteers, and expand partnerships with Talent Acquisition departments for internship and entry-level job placement. I look forward to working together to continue building the most industry-ready pool of diverse candidates available to meet your hiring needs.

With Gratitude,

A handwritten signature in black ink that reads "Tom Lynch".

Tom Lynch
Director of Programs and Development, ARF WIDE

ARF CHARITABLE FOUNDATION BOARD MEMBERS (2023-2024)



Moneesha Banerjee
Executive Vice President
Ipsos North America



Andrea Bertels
Vice President, Corporate Citizenship,
Nielsen; President and Executive
Director, Grantmaking Nielsen
Foundation



Kristin Branch
Director of the A.C. Nielsen Center for
Marketing Analytics and Insights
University of Wisconsin – Madison,
Wisconsin School of Business



Deborah Campbell
Vice President of Consumer and
Marketplace Insights
Verizon Communications



Gloria Cox
Senior Partner
The Cambridge Group



Louis Jones
Media & Marketing Consultant



Scott McDonald, Ph.D.
CEO & President
ARF



Jed Meyer
SVP, Media Solutions Leader, North
America
Kantar



Linda Vytlačil, Ph.D.
Walton Family Charitable Support
Foundation Endowed Chair of Data
Analytics and Professor of Marketing &
Data Analytics
Soderquist College of Business |
John Brown University




WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

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WISCONSIN

MISSION STATEMENT

The ARF Charitable Foundation's Mission is: "To improve the diversity and excellence of the marketing research and data analytics workforce of the future." ARF WIDE — the Workforce Initiative for Diversity and Excellence — is a major step toward fulfilling that mission.

WIDE GOALS

In conjunction with leading state universities, identify highly talented, underrepresented college juniors and first year masters students who are passionate about going to work in our industry and studying a major that will prepare them for our industry.

Support, inform, encourage and prepare WIDE Scholars to be the most industry-ready internship and entry-level candidates they can interview.

Partner with industry HR and Talent Acquisition departments to expand and improve their candidate pool and help them achieve their hiring goals by giving them first access to WIDE scholars.

Become recognized as a program that is having a major positive impact on our industry and beyond by creating a more equitable and representative workforce.

#HIRED

SEAN WONG, SENIOR RESEARCH ANALYST @ IPSOS

SIEANN CHESNEY, ACCOUNT MANAGER ASSOCIATE @ GOOGLE

KATELYN RINE, RESEARCH ANALYST @ HALLMARK MEDIA

WIDE PROGRAMS

WIDE is a holistic career-preparation program. Unlike intensive summer fellowships, WIDE is a persistent two-year program that helps juniors and first year masters students transition into a career. The programs address barriers to success that exist for many WIDE scholars while helping them become the most industry-ready internship and entry-level job candidates available to companies in our industry.

Through these programs, WIDE scholars are among the most supported and best prepared candidates that companies in our industry can interview for internships and entry-level positions.

Mentorship

Scholars are paired with an industry mentor to guide them, answer questions, help prepare for interviews, make introductions and welcome them to the professional network that is often more difficult for underrepresented students to access.

Career Labs

Career Labs help our scholars understand the best career path for their talents and interests. Partner companies in each field introduce the different career paths available, explain typical work done, share current examples and answer questions.

ARF Events

Access to ARF events and conferences provides WIDE scholars with real-world venues to learn about and stay abreast of the best and latest research, methods and approaches used in our industry.

Internships

We foster the connection between Talent Acquisition departments and our well-prepared scholars to facilitate interviews and internship opportunities.

Entry-Level Jobs

Through the same partnerships that provide equal access to internships, we work to provide access to entry-level job opportunities for WIDE scholars.

Scholarships

We work with our partner universities to identify accepted WIDE scholars who are most in need of financial aid. We then provide up to \$10,000 to those scholars.

#HIRED

ABENAA BOAKYE, GLOBAL MARKETPLACE INSIGHTS, MARKETING STRATEGY & INSIGHTS ANALYST @ LEVI STRAUSS & CO.

IMPACT NUMBERS

Number of Scholars

Cohort 1	20
Cohort 2	10
Cohort 3	19
Cohort 4	16
Cohort 5	42



WIDE SCHOLAR AND PROGRAM DATA

Percent of juniors entering program who have graduated:

100%

Percent who took internships in data, analytics, research in marketing-related fields:

86%

Percent who took jobs in data, analytics, research in marketing-related fields:

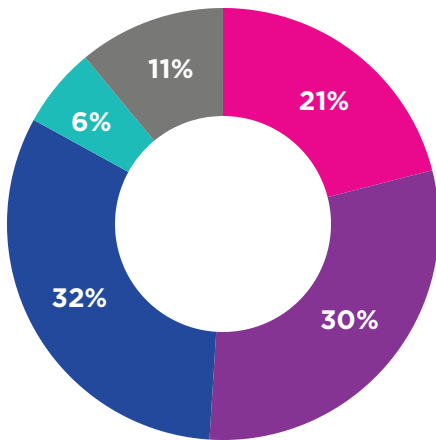
72%

Percent of WIDE Scholars that would recommend the program to peers:

100%

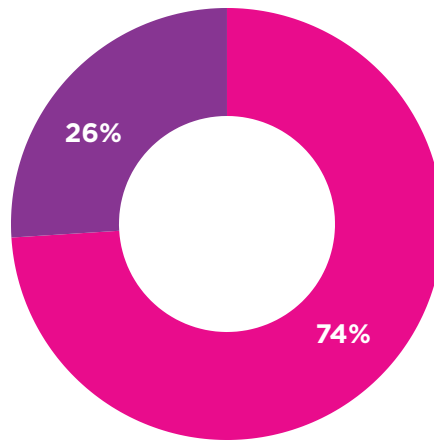
BREAKDOWN OF DEMOGRAPHICS

Race/Ethnicity



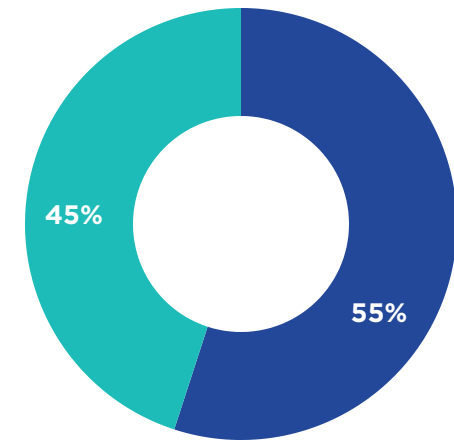
Asian ● Hispanic ● White ●
Black ● Multi ●

Gender



Women ● Men ●

First Generation College Student



Yes ● No ●

INDIVIDUAL AND CORPORATE VOLUNTEERING

Industry Mentors



71 marketing and advertising professionals from 52 different companies have committed to spending at least one hour/month for two years, mentoring and supporting WIDE Scholars.

Career/Learning Labs



38 executives from 26 different companies have volunteered to participate in, or lead, a Career Lab session.



VOLUNTEERS

Thank you to all who generously volunteer their time to improve the lives of so many and improve the quality of our industry's work and work environments.

Individuals

Alexandra Schorr

Aliza Weschler

Amy Carton

Amy Laine

Andrew Diskin

Anna Cooke

Anna Estliund

Annette Malave

Anthony Key

Anthony O' Neill

Barb Murrer

Barbara Singer

Bill Harvey

Bruna Isensee

Carrie Paterson Reed

Charles Cantu

Cheukai (Cho - kai) Makari

Christina Karsanidi

Claudia Chang

Colin Touhey

Danielle Pickett

Danielle Zito

Danny Gardner

Danti Chen

David Sogn

Deborah Campbell

Edwin Roman

Edwin Wong

Elif Ackyali

Elizabeth Espinosa

Emmanuel Probst

Fatima Chaudhry

Felicity Stevens

Flora Kelly

Gabrielle Gibbs

Glenn Singleton

Gwangmin Kim

Hannah Fitton

Hannah Stone

Heather Anvik

Howard Shimmel

Jackie Day

Jasmine Clennon

Jason DaWayne Smith

Jenifer Gaitan

Jenifer Gaitan

Jillian Rice

Joe Lahr

John Lorenzini

John Tolson

Jonathon Farb

Jordan Kilgren

Jorge Ruiz

Jorie McLeod

Joy Joseph

Juliet Centino

Kai Tu

Katie Conover

Keith Mounsey

Kelsey Hanlon

Kenetta Bailey

Kimberly Rose Clark

Kristin McCloud

Kumar Sabapathy

LaToya Christian

Louis Jones

Maddie Umalie

Madison Cameron

Malcolm Stewart

Manuel Garcia

Margaret Gorman

Maris Cohen

Marjorie Reedy

Matt McNamara

Matt Voda

Melanie Mueller

Michael Marcus

Michele Donati

Mihir Bhatt

Nancy Parrott

Nicole Cooper

Nicole Hayes

Oliver Marquis

Olympia Wundrock

Pedr Howard

Pratyush Kulwal

Rachel Boakye

Rachel Bonsignore

Rony Castor

Sean Eagan

Sean Wong

Sharon Sperling

Sharona Sankar-King

Sophie MacIntyre

Star Kalatzen

Stephanie Scalice

Steve Withers

Sukurat Giwa

Tejas Vemparala

Tony D'Andrea

Trixie Ferguson Gray

TS Kelly

V. Trixie Ferguson Gray

Victoria Drake

Yasmine Laasraoui

#HIRED CHELSEA WELLS, ASSOCIATE BRAND MANAGER @ FERRERO

Companies

A + E Networks
AT&T
Bain & Co
Carat
Colgate-Palmolive
Comscore
COO
Courageous Conversation
Discovery
Disney
Diversified Investments at
Spark Foundry
Drink Body Armor
Dynata
ESPN
Estee Lauder Companies
Gamut Media
General Mills
GfK
GlaxoSmithKline
Goldman Sachs
Goodby Silverstein & Partners
Google
Group M
GSK
Haleon
IBM
iHeartMedia

Initiative
Ipsos
Janus Strategy
Kantar
Levi Strauss & Co.
LinkedIn
Listen First
Merck & Co.
Meta
Microsoft
NC Solutions
Nestle Purina
Nielsen
Ogilvy
OptiMine

Penguin Ransom House
Pernod Ricard
Proctor & Gamble
Publicis Media
PVH CORP
Reset Digital
RMT Research Measurement
Technologies
Roku
Samsung Ads
Snapchat
Spotify
Target
Terri & Sandy
The Newsetter

TikTok
Tvision
Uber
Univision
VCCP Media
Verizon
Viacom
VMLY&R
WarnerMedia
Weber Shandwick
Westwood One
Whirlpool
Wizer

“BEING PART OF A PROGRAM LIKE THIS
MAKES ME PROUD OF MYSELF AND MY
ACCOMPLISHMENTS, BUT IT ALSO MAKES
ME EXCITED FOR FUTURE STUDENTS
INTERESTED IN WORKING IN
ADVERTISING AND RESEARCH.”

DONORS

Thank you to the many corporations and individuals who have donated generously. Together, we have raised \$1.7 million dollars since the launch of the program.

2024 Corporate Donors



Previous Corporate Donors



#HIRED GABRIEL GREENING, RETAIL VENDOR MANAGER @ AMAZON

Individual Donors

Abhilasha Mehta	Ellen Oppenheim	Kevin Hack	Monica Chavez	Shari Sternbach
Abigail Hollister	Euphemia Lori	Kevin Lane Keller	Mrs. & Mrs. Branch	Sheona Bello
Adam Harris	Halivopoulos	Kirti Singh	Mustafa Imam	Stephan Gans
Alexis Anderson	Gail King	Konstantinos Spetsaris	Nancy Snith	Stephen Raymond
Allison Reddington	Gloria Cox	Krista Kempiski	Nick Graham	DiMarco
Andrea Johnson	Greg Rice	Kristin Branch	Nihan Brunton	Steven Millman
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Beth Rockwood	Huw Griffiths	Louis W. Jones, IV	Paul Donato	Tim O'Brien
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Christopher Fosdick	Jennifer Hayes	Marjorie Reedy	Renee Cassard	
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Colleen Fahey Rush	Jessie Purton	Mark Truss	Rob Potter	
Daniel Rajaiah	Jim Meyer	Marla Kaplowitz	Robert Liodice	
Danny Gardner	John E. Forsyth	Mary Ann Packo	Robin Opie	
David Marans	John Geraci	Mary Earley	Rony Castor	
Debbie Brandwene	John Walthour	Matthew Murray	Roy Eduardo	
Deborah Martin	Jonathan Kriner	Maurice Kelly	Kokoyachuk	
Diana Cagle	Jonathan Meyer	Megan Margaff	Sadie Thoma	
Edward M Prince Jr	Joshua Chasin	Michael Heitner	Samantha Blumberg	
Elena Roldan	Karen Facey	Mike Menkes	Scott C. McDonald	
Elizabeth Tarpinian	Kevin Charles Conroy	Mitchell Glenn	Shankar Ram	

UNIVERSITY AND SCHOLAR RECOGNITION

Partner Universities



Scholars

Baruch College, CUNY

Jiawen Zheng
Katellyn Ahuatl
Katherine Quach
Lia Sanchez
Mia Romero
Sieann Chesney
Taodhid Shadat

The University of California,
Berkeley

Binh Nguyen
Cheukai (Cho - kai) Makari
Genice Wong
Jaime Mendoza Ramos
Javier Solis
Jazmine Anderson
Leia Gatahoun
Lez'li Waller
Priscilla Mendoza

Richelle Valdez
Victoria Balla
Viviana Nunez
Zachary Dahlman
Abigail Peterson
Antoinette Croce

John Jay College of Criminal
Justice, CUNY

Asma Mothana
Clarismar Peralta
Emily Mei
Emmanuel Maina
Enzo Sangio
Fatima Moien
Ibrahim Faruquee
Juan Gonzalez
Jubelkis Diaz
Lamarana Diallo
Lisimel Mateo De La Cruz

Saksham Sharma
Sean Wong
Alissa Rose Gonzalez

The Ohio State University

Brandon Bowles
Caronique Campbell
Caylie Cyrus
Cecilia Silvestri
Endia White
Gabriel Greening
Gabriela Cuce
Katelyn Rine
Kennedy Wilkinson
Lauren Pickett 9 (1
Semester)
Madison J. Miranda
Rachel Boakye
Vincent Ocran

University of Wisconsin
Madison

Alana Walker
Chelsea Wells
Chuechee (Aaron) Her
Grace Colvin
Jesús Villa
Kaydee Silva
LaToya Wilson
Morgan Sutter
Nicholas Mesias
Olivia Asare
Olympia Wundrock
Ozzy Ramirez
Tina Joe
Valerie Magana
Vianey Arreola



“WIDE ALLOWS STUDENTS LIKE ME, FROM NON-TRADITIONAL BACKGROUNDS, PEOPLE OF COLOR, LOW INCOME AND FIRST GENERATION STUDENTS TO BE ABLE TO TAP INTO THIS INDUSTRY AND KNOW THAT WE’RE ALSO WELCOME BECAUSE WE HAVE A LOT TO OFFER AND ARE SO DRIVEN.”



thearf.org/wide