



ARF
WIDE

IMPACT REPORT 2024

A low-angle shot looking up at a bright blue sky with scattered white clouds. Numerous black graduation caps with blue tassels are floating in the air, having been tossed by graduates. In the lower right foreground, the arms and hands of graduates in blue gowns are visible, reaching up towards the caps. One hand holds a rolled-up white diploma. A bright sun flare is visible in the lower right quadrant, adding a warm, celebratory glow to the scene.

CONTENTS

Message from the CEO	1
Executive Summary	3
Board Members.....	4
Mission Statement	6
Programs	7
Impact Numbers.....	8
Volunteer/Donor Recognition	12
University/Scholar Recognition ...	16



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, reading "Scott McDonald". The signature is fluid and cursive, with the first name "Scott" and last name "McDonald" clearly legible.

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



Home of The
Department of Athletics
Ohio State University



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. This year, 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. 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. Thank you once again for your ongoing support of 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*



MISSION STATEMENT

WIDE recognizes the importance of a continuous stream of talented and driven young people entering our workforce to ensure the future growth of the industry. WIDE empowers high-achieving public university students in their third and fourth years with the knowledge, experience, financial support and professional network needed to excel in market research and advertising. Through a structured two-year program that includes mentorship, internships, career labs, and job search support, scholars gain real-world insights, hands-on experience, and lasting industry connections. By the time they graduate, they are fully prepared to step into the workforce with confidence, guided by the professionals who have supported their journey. They are industry-ready on day one, ensuring your company's success and theirs. And as the scholars grow in their careers, they continue to help the industry represent the "voice of the consumer."

WIDE GOALS

Collaborate with leading state universities to identify exceptional college juniors and senior students who are preparing for careers in our industry through their chosen majors.

Equip WIDE Scholars with the skills, insights, and preparation needed to become the most work-ready candidates for internships and entry-level roles.

Partner with HR and Talent Acquisition teams to strengthen their candidate pipelines by providing early access to WIDE Scholars who are ready to contribute from day one.

Establish WIDE as a leading program known for producing work-ready talent and driving positive impact across the industry.

#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	45



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%

“THANKS TO THE SUPPORT OF WIDE, I RECENTLY ACCEPTED A JOB OFFER WITH NIELSEN AND HAVE ALSO BEEN PAIRED WITH AN INCREDIBLE MENTOR THROUGH THE PROGRAM. HAVING THAT GUIDANCE, ESPECIALLY AS I PREPARE TO GRADUATE AND TRANSITION INTO MY CAREER, HAS MADE A WORLD OF DIFFERENCE. WIDE HAS NOT ONLY PROVIDED FINANCIAL SUPPORT BUT HAS ALSO MADE ME FEEL SEEN, SUPPORTED, AND CONFIDENT IN MY FUTURE.”

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 Kalatzan
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 Kempinski	Nick Graham	DiMarco
Andrea Johnson	Greg Rice	Kristin Branch	Nihan Brunton	Steven Millman
Andrew Fisher	Gregg Lindner	Kristin Moody	Nina Soley Kjarval	Teresa Edleston
Barbara Delfyett Hester	Holly Hanneke	Lacy J. Chamberlain	Nishat Mehta	Terra Leonetti
Barbara Murrer	Horst Stipp	Lorenzo Larini	Patrick Brennan	Thomas M. Higgins
Beth Rockwood	Huw Griffiths	Louis W. Jones, IV	Paul Donato	Tim O'Brien
Bill Livek	Jack Koch	Maksim Saitskiy	Peter J. Bradbury	Tim Perzyk
Brian Cooper	Jacqueline Helleis	Malcolm Stewart	Peter Sedlarcik	Todd Steiner
Britta Cleveland	James Meyer	Marc Guldemann	Pierre Le Manh	Tracy Budnik
Bronthie Gonzalez	Jamie Brodtkin	Maria Scott	Rachael Feigenbaum	Tyler Snouffer
Carol Malinky	Jane Clarke	Marian S. Anderson	Radha Subramanyam	Valerie Ferguson
Carrie Patterson	Jane G. Clarke	Mario Carrasco	Rafael Cruz	Vita Harris
Chris Fosdick	Jed Meyer	Maris Cohen	Raja Rajamannar	
Christopher Fosdick	Jennifer Hayes	Marjorie Reedy	Renee Cassard	
Cole Strain	Jessica M. Rath	Mark Glassberg	Richard Porter	
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