

PhD Project Professor Invited to Participate in White House Summit

Fulfilling America's Future: Latinas in the U.S.

October, 2016- The PhD Project, an award-winning program to create diversity in management, is proud to announce that **PhD Project professor, Cinthia Saturnino, has been invited by the White House Initiative on Educational Excellence for Hispanics (Initiative) and its President's Advisory Commission on Educational Excellence for Hispanics, to participate in *Fulfilling America's Future: Latinas in the U.S.* summit.** The summit took place on Friday, October 21, 2016 at the White House.

Dr. Saturnino, an assistant professor of marketing at Northeastern University, was a panelist during the *Latinas in Education: Reaching Our Full Potential* session. At 54 million strong, Hispanics in the U.S. are the largest, youngest, and arguably the fastest growing population in the nation, and will represent 60 percent of our nation's population growth between 2005 and 2050. Last year, in support of the White House Council on Women and Girls, the Initiative published a report, *Fulfilling America's Future: Latinas in the U.S.*, to highlight the condition of Hispanic girls and women in the country and their participation in areas such as: education, health, labor, housing and politics. The summit elevated the findings of this report. As co-chair of The PhD Project's White House Committee on Hispanic Excellence, Dr. Saturnino was invited because "...her background and leadership is a testament to the opportunities that Latinas can aspire to achieve."

The PhD Project joined nearly 150 public and private sector organizations to answer the White House Initiative on Educational Excellence for Hispanics' call to action in October, 2015. As part of its Commitment to Action, The Project is utilizing its network of over 1,600 minority business faculty and doctoral students (this includes 423 Hispanic-American members) to enhance outreach to Hispanic-American students to improve their completion rate.

Saturnino found that many of the major themes discussed at the Summit underscored the importance of the mission of The PhD Project. "Every panelist spoke of the value of mentors and role models in reaching their goals, or the lack thereof slowing them down," she said. "The entrepreneurs talked about the challenges they faced not having formal business training while getting their businesses off the ground. Given the tremendous impact that Latinas have, and will continue to increasingly have on our economy, making business education accessible and achievable is becoming ever more critical. The PhD Project's history has confirmed that Latinas at the front of the classroom not only encourage Latina students, but also serve as a reminder to all students that Latinas belong in the classroom - and in the boardroom."

The PhD Project was founded by the KPMG Foundation in 1994 then became a separate 501©(3) in 2005, and recruits minority professionals from business into doctoral programs in all business disciplines. Since its inception, The PhD Project has been responsible for the increase in the number of minority business professors from 294 to 1,344. Further, 278 minorities are currently enrolled in doctoral programs, and will take a place at the front of the classroom over the next few years. The Project attacks the root cause of minority under-representation in corporate jobs: historically, very few minority college students study business as an entrée to a

corporate career. Diversifying the faculty attracts more minorities to study business and better prepares all students to function in a diverse workforce.

The PhD Project has received ongoing support from its sponsoring companies, participating universities and organizations, and supply alliance members. Its founding organizations in addition to the [KPMG Foundation](#), are the [Graduate Management Admission Council](#), [Citi Foundation](#), [AACSB International](#). The leading corporations, foundations and associations funding it include: 300+ [Participating Universities](#), [AICPA Foundation](#), [DiversityInc](#), [Dixon Hughes Goodman LLP](#), [Rockwell Collins](#), [Wal-Mart Stores, Inc.](#), [American Marketing Association](#), [John Deere Foundation](#), [CIGNA](#), [Edison International](#) (on behalf of the [California State University System](#)), [Lincoln Financial Group](#), [Aerotek/ TEKsystems \(operating companies of Allegis Group\)](#), [American Accounting Association](#), [The Hershey Company](#), [Academy of Management](#), [NASBA](#), [OCWEN](#) and [Thrivent Financial](#).

For more information on The PhD Project, visit: <http://www.phdproject.org> or contact Lisa King at 646-234-5080 or lisak@mediaimpact.biz. Connect with our members at www.MyPhDNetwork.org; Visit us on Facebook at <http://www.facebook.com/thehdproject>; Follow us on Twitter at www.twitter.com/ThePhDProject.