ADDRESSING THE NEED FOR A MORE DIVERSE TALENT PIPELINE: THE PHD PROJECT

By Bernard J. Milano

Over 20 years ago, The KPMG Foundation, which invests in business education and volunteerism, started a national program called The PhD Project to increase the diversity of business school faculty. To date, minority business faculty has increased from fewer than 300 to 1,312 with another 296 in doctoral programs in the U.S.

The Project attacks the root cause of minority underrepresentation 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.

As a national program, hundreds of participating colleges and universities have already improved the diversity of their faculty.

“Minority faculty are a magnet for minority students,” championed by State University of New York System Chancellor Nancy Zimpher.

Each year, highly qualified minority professionals who are considering leaving their careers to enter Ph.D. programs in business are invited to The PhD Project Conference. Deans, professors and current minority doctoral students are able to share and discuss the benefits of pursuing a business doctoral degree full-time. Conference participants are also provided with the tools and resources needed to apply for doctoral programs.

Once admitted, every minority business doctoral student in a U.S. business school accredited by the Association to Advance Collegiate Schools
Diversifying the faculty attracts more minorities to study business.

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 over 300 participating universities, AICPA Foundation, Diversity Inc., Dixon Hughes Goodman LLP, Rockwell Collins, Wal-Mart Stores, Inc., American Marketing Association, John Deere Foundation, CIGNA, ADP, 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 and OCWEN.

For more information on The PhD Project, visit phdproject.org. Connect with our members: MyPhDNetwork.org thephdproject @ThePhDProject

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