

# Diversity Mini Case Study Competition



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[asc-careersuccess.osu.edu](http://asc-careersuccess.osu.edu)



**THE OHIO STATE UNIVERSITY**

COLLEGE OF ARTS AND SCIENCES



**If you were unable to attend the info sessions in January, you can watch the recording to get details about the case competition here:**

[https://osu.zoom.us/rec/share/xyiUMYqWfNEQHg6JinLEOWYvc6grkJ2tPgKzo9CwN8ojWPesCygb2ZvCG7XjO\\_4.pyYMtbDi7y56OTu8?startTime=1611687699000](https://osu.zoom.us/rec/share/xyiUMYqWfNEQHg6JinLEOWYvc6grkJ2tPgKzo9CwN8ojWPesCygb2ZvCG7XjO_4.pyYMtbDi7y56OTu8?startTime=1611687699000)



# Agenda:

- What is a Case Study Competition?
- Why a diversity case study? Why diversity matters?
- Overview of the case competition.
  - Requirements.
  - Timeline.
    - When will I receive the case/rubric?
    - How much time will my team have to work on the case?
    - When will my team present our case?
    - How much time will my team have to present?
    - How many teams will present?
  - Team selection process.
  - Judging process/Rubric.
- Why should students participate in a case competition?
- Networking opportunity with employers and judges' panel.
- Registration form.
- Important Dates & Next Steps.



## What is a Case Study Competition?

- The Career Success Diversity Mini Case Study Competition is an event that brings together teams of top-level, diverse talent from the College of Arts and Sciences to utilize their skills to conduct strategic analysis and offer solutions to a diversity-focused organizational problem.
- Teams must be able to work together to present a cohesive recommendation to a panel of employers who will judge their work.
- Case competitions allow students to network with other motivated and talented students and industry professionals.
- Provides a hands-on experience for students to learn about real issues facing businesses and how to address them in the workplace.



## Why diversity matters? Why a diversity case study?

- Racial reckoning in 2020 is changing the role of D&I in workplaces.
- Higher rates of workplace **diversity** can help companies evolve, innovate, problem-solve, and be more efficient. Moreover, highly **diverse** workplaces offer employees a better sense of community, increased worker engagement, and a more positive corporate culture.
- Study after study has shown that diversity leads to more creative teams and increases a company's bottom line. [According to McKinsey](#), companies ranking in the top quartile of executive-board diversity were 35% likelier to financially outperform the industry medians. [Other research](#) finds that inclusive teams make better business decisions 87% of the time.
- Diversified workplaces experience challenges that must be addressed to create a successful workplace culture.

Source: *Diversity wins: How inclusion matters* - <https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>



# Overview of the Case Competition

- Students will receive a Qualtrics form after attending the information session to sign up for the mini case competition
- Students will apply as an individual to be placed on a team of 3 for the case competition.
- This mini case study competition is designed to be a learning experience and does not require prior case competition experience to be successful.
- ***Students must sign up using the [registration form](#) by Sunday, February 14th at midnight.***
- Teams will be announced on February 17th at 12pm.
- Case will be released on February 20th at 8am.
  - Each team will have 1 week to create their presentation using PowerPoint
  - Email your presentation slides to Doanise Thompson ([thompson.2239@osu.edu](mailto:thompson.2239@osu.edu)) on Saturday, February 27th at 8am.
- Each team will have 15 minutes to present to the panel of judges followed by 10 minutes of Q&A



## Overview of the Case Competition, cont'd

- There will be two rounds of judging
  - The format for round one, and for those teams who advance to round two, will be the same: 15 minutes of presentation followed by 10 minutes of Q&A.
  - Teams who advance to round two will present in a randomly assigned order.
- Employers will utilize a [rubric](#) for judging each team.
- Each team will be randomly assigned to a bracket, and a presentation time slot within that bracket, for round one.
- You will learn your presentation time when you check in for the competition on Saturday, February 27th.
- Dress for the event is business professional.
- Review the schedule [here](#)



# Why should students participate in a case study competition?

- To develop and enhance RC's
- Collaborate with students from diverse backgrounds to develop intercultural fluency
- Apply liberal arts education to realistic business cases and offer recommendations to solve company and industry issues.
- An opportunity to demonstrate strengths to employers with a hands-on experience.
- This experience is a resume booster that students can speak to during interviews.
- Networking opportunities with companies who value diversity, equity, and inclusive excellence.

## Readiness Competencies

As an Arts and Sciences major, the depth and breadth of your coursework along with the on and off campus activities you participate in allow you to develop a set of core skills that will be advantageous moving forward. This list of competencies are developed through a process that involves engagement and performance feedback. These will help to prepare you life beyond your degree





## Networking Opportunities

- The judging panel will be made up of employers from the following companies:
  - JPMorgan Chase
  - Grange Insurance
  - More to be announced!
- Your performance will demonstrate your skill set which can be a point of conversation with an employer after the competition is over
- You will receive professional feedback
- You can connect with students from diverse backgrounds that you may not have met under any other circumstances, these students may be able to link you to other opportunities

**\*There will be a virtual networking reception at the end of the competition**



# Registration Form

- [How to complete](#)
- Information to include
- Deadline to submit is February 14th at midnight



# Schedule and Dates to Remember

- Registration form due February 14th at midnight
- Teams announced on February 17th at noon
- Case released to teams on February 20th at 8am
- Case presentations will happen on February 27th
- [Schedule](#)
- [Case Competition Instructions](#)



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# Questions?



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