

## **Diversity Statement**

Erick M. Mas Assistant Professor of Marketing Kelley School of Business, Indiana University

In considering locations and universities for my employment, diversity is ranked highly on my list of considerations. Growing up in a military family, I was exposed to diversity throughout my childhood. This experience prepared me to be adaptable to the challenges of dynamic environments with cultural diversity. Additionally, being an ethnic minority (Latin-American and Caribbean) has made me particularly sensitive to the unique needs of individuals from diverse backgrounds.

As a member of the PhD Project—an academic association that supports academic achievement among African-American, Latin-American, and Native American doctoral students—I am dedicated to increasing the presence of underrepresented minorities in college classrooms. Part of my commitment to this association it to "pay it forward" by engaging with fellow minority doctoral students and potential doctoral students to encourage them to apply for and succeed in navigating the PhD process.

My desire to contribute to diversity is ever-present in my interactions with my own students, whom I often seek to motivate to consider graduate degrees when appropriate. As a graduate student at multiple Hispanic-Serving Institutions (HSI), I participated in mentorship programs, which offered me the opportunity to contribute to the academic careers of undergraduate students by promoting greater focus on their studies through academic and personal guidance. As a faculty member at Indiana University, I have actively participated in the Latine Faculty and Staff Council (LFASC) and a contributor to La Casa/Latino Cultural Center. Engaging with a diverse (broadly defined) student body and research collaborators is perhaps one of the most important and fulfilling part of my role as a professor.

In sum, I take seriously the efforts of institutions of higher education to diversify faculty, staff, and the student body. Diversity in higher education should not be limited to racial, ethnic, and cultural diversity; rather it should also include gender and economic diversity. The variety of worldviews resulting from a diverse environment is central to an institution's ability to provide students with a quality educational experience and the pursuit of creative research ideas.