2014 Research Day Student Speaker

**Kendrea Williams** is a phenomenal student who has made a tremendous impact in her community and on the IUPUI campus. She will receive her BA degree in May of 2014 from Indiana University-Purdue University Indianapolis (IUPUI), her major is Africana Studies with a minor in Communications.

While at IUPUI, Kendrea has been involved in various student organizations, where she has been responsible for organizing and providing opportunities for her fellow students to explore various topics that could lead to expanded career options after graduation. She has also served on various campus level event and program planning committees. Additionally in 2013, she was instrumental in organizing the local planning for the 37th Annual National Council on Black Studies Conference (NCBS), hosted by IUPUI. As a result of her work, the conference was the 2nd highest attended conference in NCBS’ 37th year history.

Outside of campus, Kendrea is building her start-up Ethos Marketing and Communications which she hopes to see become a full service market research firm that empowers its clients and community by helping them utilize and understand market research, in order to position themselves for success.

She has participated in the Ronald E McNair Post-Baccalaureate Scholar Program (McNair), the Undergraduate Research Opportunity Program (UROP); the Innovation to Enterprise Central Program (ITCE), and the Ideas Solving Social and Economic Issues Student Pitch Competition (ISSEC). She has been accepted to present her research during the National Council on Undergraduate Research conferences in 2012 and 2013, as well as the NCBS conference in 2013. After graduation, she plans to pursue advanced research studies, and most likely continue in the area Liberal Arts.