



## Office of Communications and University Relations

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### **VIRGINIA STATE UNIVERSITY RECEIVES SCHOLARSHIPS FUNDS**

*Idealliance Sponsors University Scholarship as Part of Diversity Efforts*

**VIRGINIA STATE UNIVERSITY, VA-** Idealliance, a non-profit global graphic communications association has announced a new scholarship program with Virginia State University (VSU).

Idealliance provides print and packaging, content and media creators, creative agencies and design teams, material suppliers, and technology to its clients. As a component of the scholarship program, Idealliance members will serve as mentors to VSU students. In addition, Idealliance will provide access to Virginia State University to take Idealliance online curriculum as part of the Idealliance Higher Education Program. The scholarship is expected to benefit students in the VSU College of Humanities and Social Sciences.

According to Idealliance, a key ingredient of the Association has been to engage the diverse partners across the graphic communications supply chain to participate and collaborate for the betterment of the industry.

The Idealliance Board of Directors with the work of its Industry Relations Committee chaired by Traci L. Lucien, developed the scholarship program. Ms. Lucien said, “As professionals we are part of the changes in our business and political environment. The Idealliance Board of Directors looked at how we can support diversity in our workforce – and those entering our industry. We decided to start a scholarship program for two (2) students at the Virginia State University and hope others will take our lead to develop the next generation of leaders.”

“We are pleased to work with Idealliance to create a scholarship program to support the next generation in the graphic communications industry. Our plan is for Idealliance to mentor our students to kick-start their careers,” said Charmica E. Harris, Associate Vice President for Institutional Advancement & Director of Alumni Relations, Office of Institutional Advancement, Virginia State University.

Richard D. Ryan, Idealliance CEO, said, “Our belief is that distinct and different backgrounds and perspectives will ultimately create advancements and opportunities for all in our industry. Amid the current equal justice and opportunity movement in our nation, Idealliance recommits to diversity and inclusiveness within the supply chain in which we serve.”

The new scholarship will further support the VSU Strategic Plan Priorities by providing a transformative VSU student experience that supports the holistic development of students through facilitating and promoting leadership development, career readiness and civic engagement programs.

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