

**CASE WESTERN RESERVE UNIVERSITY  
EAST CLEVELAND PUBLIC SCHOOL DISTRICT  
PROVOST SCHOLARS  
Intensive University Seminar  
Session Nineteen – Spring 2017  
Thursday, April 6, 2017  
2:30 - 5:00 p.m.  
Guilford House, 11112 Bellflower Road, Cleveland, OH 44106**

**Seminar Title:** *Building Your Own Brand*

**Purpose:** Every individual has their own personal “brand,” just as LeBron James, Beyoncé, and Nike have brands. The focus of this seminar is about building your personal brand as a Provost Scholar, and creating a vision for your future based on that brand, taking the necessary steps to turn your vision into a reality.

**Presenter Biography**



Dionne Broadus, Esq., is the Executive Director of Government and Community Relations at Case Western Reserve University (CWRU), where she develops programs with local government leaders and civic and community partners to advance CWRU’s vision of community investment. Before being employed at CWRU, Ms. Broadus held leadership positions in several organizations in New York City, including *Black Entertainment Television (BET) Networks* and the New York City Tourism Board. She has also practiced corporate law in Chicago, Illinois. Ms. Broadus graduated as magna cum laude from the University of Pittsburgh. She is also a graduate of the University of Pennsylvania Law School.

**Objectives:** At the end of this presentation, the Provost Scholars will be able to:

- (1) Discuss the essential components related to creating their personal and professional brand.
- (2) Demonstrate how to think, plan, and act like a Provost Scholar leader every day, and in all settings.

**Agenda**

2:30 p.m. – 2:40 p.m.: Hors d’oeuvres  
2:40 p.m. – 3:55 p.m.: Tutoring  
3:55 p.m. – 4:00 p.m.: Brief Intermission  
4:00 p.m. – 5:00 p.m.: Seminar Lecture and Discussion

**Faculty & Staff**

- Dr. Faye Gary, Program Director
- Cicely Philpot, Program Coordinator
- Haruna Sulemana, Master’s Student, Program Assistant
- CWRU Tutors

**Guest:** Dionne Broadus, Executive Director of Government and Community Relations, CWRU

**Word of the Week:** Collaboration: (noun). The act of working with others to produce a product or some particular outcome.

**Source:** Adapted from [www.aiim.org/What-is-Collaboration](http://www.aiim.org/What-is-Collaboration)

**Example Sentence:** The Provost Scholars work in collaboration with their tutors when completing complex assignments.

**Concierge and Maître d’:** Destiny Deskin and Erin Williams