

New fund will support Equity, Diversity and Inclusion at Freeman

February 6, 2024



In Tulane's [Strategy for Tomorrow](#) initiative, the university laid out an ambitious plan to guide efforts and track progress toward embodying an equitable, diverse and inclusive community that welcomes and supports all students, faculty and staff.

In support of these goals, the A. B. Freeman School of Business recently launched the Freeman Equity, Diversity and Inclusion Initiatives Fund, which will support efforts to prepare students to consciously engage in a diverse, global business environment amidst social disparities.

Lisa Madden (NC '88, MBA '89), partner at KPMG, and her husband, Dave, are parents of a Tulane student and feel strongly about supporting opportunities for students with their philanthropy. They have established two endowed scholarship funds at Tulane, one for undergraduates and one for graduate students. After meeting Erick Valentine, associate dean of Equity, Diversity and Inclusion in the

Freeman School, they were inspired to donate the first major gift for new programs and initiatives under his leadership. With this support, the school's Office of Equity, Diversity and Inclusion can focus on launching student services, alumni events and training for faculty and staff.

"We've had great support from Dean Goes since the Office of EDI was established, but there's much we'd like to do to expand awareness and really move the needle in terms of making Freeman a more diverse and inclusive community," said Valentine. "This fund will provide us with critical resources to serve students, develop educational programs and host events."

Freeman's Office of EDI will participate in the upcoming Tulane University Black Alumni Weekend, Feb. 22-24, 2024, by sponsoring an alumni panel, "Generational Wealth: Creating A Pathway for the Next Black Wall Street." Future plans include career awareness programs for New Orleans youth, a case competition centered on implementing EDI practices and a mentorship program for first-generation college students.

Gifts to the Freeman Equity, Diversity and Inclusion Initiatives Fund can be made online at <http://giving.tulane.edu/freeman>. Donations also count towards the school's annual fund.