

**20<sup>th</sup> Annual**  
**Black History Month**  
**Multicultural Heroes Hall of Fame**  
**Case Competition**  
*Passing the Torch of Justice*

**The Eli Broad College of Business**  
**Multicultural Business Programs**  
**2021 Case Competition**  
**Wednesday, February 17, 2021**  
**6 PM-8PM**

In recognition of the virtual environment, the Multicultural Business Programs will be reinventing The Black History Month Multicultural Heroes Case Competition as a video competition for the 2021 Competition.

Each team will have 10 minutes to present their multicultural hero's story and contribution to social justice in video format. At least 8 minutes of the video must be original content that the student team created and should involve the students presenting information. A team must have three MSU undergraduate students, registered for spring semester 2021. The winning team will receive a \$3,000 total prize. Team applications are due on **Wednesday, January 13, 2021 4 PM**. This will give each team one month to prepare for the Case Competition.

Teams must send one representative to an **orientation meeting on Friday, January 15, 2021 at 3 PM on Zoom**. A draft video must be submitted to the committee no later than **Wednesday, February 10, 2021**. Students will receive feedback from the competition committee.

The final round of the Case Competition is **Wednesday, February 17, 2021 at 6:00PM**

Our goal is to create an educational program that honors heroes from various cultures who epitomize Dr. Martin Luther King's dream of a nation where "... **his children will not be judged by the color of their skin but by the content of their character.**" We have developed an educational case competition that focuses on improving student knowledge of Black History Month and multicultural leaders who have had a significant impact on the world. This program will also help promote diversity and multiculturalism. It will help develop professional presentation skills, case competition skills for undergraduates, and promote a sense of cultural efficacy for all people.

YOUR TEAM COULD WIN \$3,000.00 IN TOTAL PRIZE MONEY!

The Black History Month  
Multicultural Heroes Hall of Fame  
Case Competition

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*Passing the Torch of Justice*

Competition Eligibility & Important Dates

- All students must be enrolled during the spring 2021 semester.
- The competition is only open to MSU undergraduate students.
- MSU undergraduates of all majors are welcome to participate.
- Completed application must be received by **Wednesday, January 13, 2021, 4 PM.**
- The team must send one representative to a mandatory orientation on **Friday, January 15, 2021, 3 PM on Zoom. Your team will find out which hero you will present at the orientation meeting**
- A draft video must be submitted to the committee no later than **Wednesday, February 10, 2021**
- All team members are required to attend in the final round of the competition on Zoom on **Wednesday, February 17, 2021, 6 PM.**

The Program

The emcee of the competition will set the tone for the program and its relationship to Dr. Martin Luther King, Jr. and Black History Month. Our emcee will talk about how Black History is American History and how the struggles for freedom, dignity and human rights are a universal struggle. We truly believe that Black History is about all of us; our program will bring multicultural heroes alive for the audience to experience and will educate them as well.

The Process

Utilizing the principles of a case competition, **each team of three students will:**

- Give a biographical overview of one of the heroes listed
- Relate how that person has carried and passed the torch of justice
- Describe how that person has contributed to the struggle for human rights
- Explain the relationship between this person and Dr. Martin Luther King, Jr.
- Make a case for why this person should be inducted into The Black History Month Multicultural Heroes Hall of Fame

For more information, please contact:

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Multicultural Business Programs

Michigan State University

# The Black History Month Multicultural Heroes Hall of Fame

Since 2002, The Black History Month Multicultural Heroes Hall of Fame Case Competition has inducted 21 heroes into the Multicultural Heroes Hall of Fame. Over 500 students have participated in the competition. In the last seven years, the Hall of Fame has inducted the following heroes:

**2014 Inductee: W.E.B. Du Bois**

Winning Team: Malik Hall, Zheng Nie, Jiarun Xing

**2015 Inductee: Eleanor Roosevelt**

Winning Team: Samuel Floyd, Ariel Jordan, Ashley Oommen

**2016 Inductee: Maya Angelou and Harvey Milk**

Winning Teams: DaCha'na Blaydes, Sarah Marshall, LaToya Smith  
Ashley Johns, Carlos Salcedo, Alex Thoresen

**2017 Inductee: Rev. Fred Shuttlesworth**

Winning Team: Jalen Burks, Imani Cole, Malik Mix

**2018 Inductee: Archbishop Desmond Tutu**

Winning Team: Megan Mowid, Katlyn Ratzlaff, Victoria Zehner

**2019 Inductee: Malala Yousafzai**

Winning Team: Fabian Hernandez, Alexandra Gomez, LeAnn Lugo

**2020 Inductee: Dr. William G. Anderson**

Winning Team: Eliot Haddad, Madeline Niblock, Maria Rollinger

The Black History Month  
Multicultural Heroes Hall of Fame Case Competition

**Team Proposal Application**

**You can fill out this application online: <https://tinyurl.com/y5kheru7>**

**Select three heroes from this list and rank them 1-3 in order of your preference:**

|   |   |   |   |  |
|---|---|---|---|--|
| <input type="checkbox"/> Dietrich Bonhoeffer  | <input type="checkbox"/> Cesar Chavez                       | <input type="checkbox"/> Elie Wiesel      | <input type="checkbox"/> Viola Liuzzo                   | <input type="checkbox"/> Paul Robeson      |
| <input type="checkbox"/> Winona LaDuke        | <input type="checkbox"/> Raoul Wallenberg                   | <input type="checkbox"/> Chester Nez      | <input type="checkbox"/> William Wilberforce            | <input type="checkbox"/> Frederick Douglas |
| <input type="checkbox"/> A. Philip Randolph   | <input type="checkbox"/> Ronald McNair                      | <input type="checkbox"/> Sitting Bull     | <input type="checkbox"/> James Farmer                   | <input type="checkbox"/> Diet Eman         |
| <input type="checkbox"/> Corrie Ten Boom      | <input type="checkbox"/> Charles H. Houston                 | <input type="checkbox"/> Malcolm X        | <input type="checkbox"/> Harriet Tubman                 | <input type="checkbox"/> Bobby Seale       |
| <input type="checkbox"/> Susan B. Anthony     | <input type="checkbox"/> Grace Lee Boggs                    | <input type="checkbox"/> Shirley Chisholm | <input type="checkbox"/> Esther Ross                    | <input type="checkbox"/> Damon Keith       |
| <input type="checkbox"/> Tecumseh             | <input type="checkbox"/> Miguel Hidalgo                     | <input type="checkbox"/> Jovita Idár      | <input type="checkbox"/> Dovey Johnson Roundtree        |  |
| <input type="checkbox"/> Ida B. Wells-Barnett | <input type="checkbox"/> Felicitas Gómez Martínez de Mendez |   | <input type="checkbox"/> Tenzin Gyatso, 14th Dalai Lama |  |

**If your team is selected for the competition, you will be notified at the orientation meeting as to which hero you will present.**

**Please provide a brief description as to why your team entered this competition (other than financial).** What does your team expect to gain from being in this competition? What does your team expect to contribute to this competition?

**Essay:** Please write an essay on one of the heroes you selected. Please describe the importance of this hero's character and achievements to society. Describe how he/she epitomizes Dr. Martin Luther King's dream of a nation where "his children will not be judged by the color of their skin but by the content of their character." Please limit your essay to 250 words or less.

All proposals will be for 10-minute video presentations at the final round. Please attach your description and essay on a separate sheet.

**Coordinating Presenter** (All presenters must be enrolled MSU students. It is the responsibility of the coordinating presenter to communicate with all participants concerning the status of the program.)

Name: \_\_\_\_\_ MSU Email: \_\_\_\_\_

Cell: \_\_\_\_\_ Team Name: \_\_\_\_\_

As the coordinating presenter, I attest that I am a current MSU student. I have communicated with all co-presenters, and they have agreed to present in this program, if accepted. All co-presenters understand that they must be currently enrolled MSU students.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Co-presenters:**

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Cell: \_\_\_\_\_ Cell: \_\_\_\_\_

MSU E-mail: \_\_\_\_\_ MSU E-mail: \_\_\_\_\_

**For full consideration, proposals must be submitted by 4 PM, Wednesday, January 13, 2021.**

**Return your application to:**

Ann Crain – [crainann@msu.edu](mailto:crainann@msu.edu)

Multicultural Business Programs-Michigan State University