

QRCA announces winners of inaugural Lloyd J. Harris Scholarship Fund

June 2022 – QRCA, the global community of qualitative professionals, is excited to announce the winners of the inaugural [Lloyd J. Harris Memorial Scholarship Fund](#), Frankie Lipinski and Shelly Singh!

About our 2022 Lloyd J. Harris Memorial Scholarship Fund Winners:

Frankie Lipinski (she/they), Insights Analyst, Escalent

Ms. Lipinski is a Chicago, IL based quantitative analyst on the consumer and retail team at Escalent, a market research firm that helps clients understand human and market behaviors. Frankie works to help diversify the insights industry as part of her company's DEI committee and as a volunteer researcher with the Insights Association's IDEA (Inclusion, Diversity, Equity and Access) Council. Ms Lipinski is also a 2022 QRCA Young Professionals Grant recipient. With her grant to Burke Institute, she will expand her skill set to qualitative research moderation.

Shelly Singh (she/her), Research Consultant, SOUPinsights

Ms. Singh is a researcher based in Vancouver, Canada, who specializes in capturing insights through online and mobile engagement with her independent consultancy, SOUPinsights. She is passionate about drawing attention to the intersectionality between gender and racial discrimination among her colleagues. With her grant to the RIVA Market Research & Training Institute, she plans to formally learn how to moderate in-person qualitative research methods.

"As the leading global community of qualitative researchers QRCA remains committed to fostering diversity, equity and inclusion throughout the organization and strives to nurture talent that embodies the spirit of the award's namesake Lloyd J. Harris," said QRCA President Roben Allong. "QRCA is proud to celebrate this important scholarship and recognize its inaugural winners, Franke Lipinski and Shelly Singh!"

The Lloyd J. Harris Memorial Scholarship Fund celebrates the legacy of beloved QRCA member and market research pioneer, Lloyd J. Harris. His passions as a research professional were to share the perspectives of communities who had traditionally not been a part of market research and to teach others the craft. With the Lloyd J. Harris Memorial Scholarship Fund, we tell the story of a Black researcher in an industry where stories from persons of color often go untold and make it possible for promising future QRCA leaders to receive complimentary formal moderation training at either the RIVA Market Research & Training Institute or Burke Institute.

QRCA is grateful to our partners [RIVA Market Research & Training Institute](#) and [Burke Institute](#) for their support of the Lloyd J. Harris Memorial Scholarship. For more information, please visit the [Lloyd J. Harris Memorial Scholarship Fund page](#) or contact diversity@qrca.org.

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[QRCA](#) is the global community for qualitative professionals that connects, educates and advances qualitative methods, practices and standards on behalf of and with its members. QRCA members are professionals who design, conduct, analyze or support the conduct and analysis of qualitative research. They include independent consultants, in-house researchers, agency researchers, project managers, support services, field resources, academics, students and retirees – all passionate about maximizing the impact of qualitative research. QRCA's [Inclusive Culture Committee](#) is working to foster an inclusive QRCA where members from all backgrounds and experience levels feel like they belong and can become the best practitioners of qualitative research.