

The Play "Fences" Directed by CAU Alumnus Kenny Leon Earns Three Tony Awards



Acclaimed theatre director and Clark Atlanta University alumnus Kenny Leon's play "Fences" won a Tony Award for "Best Revival of a Play," on Sunday, June 13, 2010.

Leon (CC '78) was nominated for a Tony Award for "Best Director" for his revival of the late August Wilson's stage play "Fences." The nomination, one of 10 for the play, was announced May 4.

Under Leon's direction, actors Denzel Washington and Viola Davis, won a 2010 Tony Award in the categories of "Best Actor in a Play" and "Best Actress in a Play."

"It's been a very humbling experience ...," Leon said in an interview with *The Atlanta Journal-Constitution* that took place shortly after the May 4 nominations were announced.

He added, "I remember when August Wilson spent time in Atlanta, he said to me, 'We're not owed the awards, we're only owed the work. If you just stay focused on the work, there's enough richness in that that comes back to you and enough joy that comes back to you.' So I've always let that guide me: Just be about the work, and I think finally the work has paid off."

Leon's 2004 production of "A Raisin in the Sun," garnered two Tony Awards.

The co-founder and artistic director of True Colors Theatre Company continues to win critical acclaim as a director of theatre and television productions.

2010 Year in Review

February

"King Seppy's Dream of the Tree of Life"

Thaddeus LaCrette Exhibit at CAU Art Galleries

The towering King Seppy and his majestic Queen Enid are the focal points of the "King Seppy's Dream of the Tree of Life" exhibit by self-taught artist Thaddeus LaCrette, which made its home at Clark Atlanta University Art Galleries from February to March 2010.



Top of Crown. Photo by Sheila Pree Bright.

Both life-size figures, representing love, creativity and life, are draped in splendid garments embellished with three million multi-colored beads placed in elaborate designs. King Seppy, adorned with a 14-foot crown made up of plumbing pipes detailed with gold beads, and Queen Enid, in a striking red ensemble, took 12 years for LaCrette to complete.

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In conjunction with the King Seppy show, CAU Art Galleries installed photos by Eric Waters that showcased intricate beaded garments worn by African Americans during Mardi Gras. Also complementing the LaCrette exhibit was the display of a colorful African engungun costume used during annual or biannual festivals to honor ancestors.

"[Clark Atlanta University] is an institution that speaks to the history and traditions of people of African-American descent," said CAU Art Galleries Director Tina Dunkley. "The exhibition opened at Clark Atlanta around the time of Carnival and Mardi Gras festivities throughout the African Diaspora. As such, both these celebratory activities represent a continuity to Africa."



King Seppy and Enid. Photo by Sheila Pree Wright.

LaCrette, a part-time Atlanta resident and tailor by trade, strung beads for 12 years – first in Brooklyn, then Atlanta where he improvised design and composition.

LaCrette created Seppy and his consort Queen Enid as life-size figures composed of three million multi-colored, multi-shaped beads.

Student Spotlight

School of Business Students Place Second in Fierce Business Case Competition

By Autumn Arnett Jones, Contributor

Four School of Business sophomores placed second during the PNC Financial Services Unit Case Competition recently held in Pittsburgh, Pa.

The team composed of Amber Lee, James Reshard, Dominique Smith and Shantel Smith placed second after presenting a case analysis on a proposed acquisition in the banking industry. The undergraduates were competing against graduate student teams. The students appeared before PNC executives and delivered an oral presentation on the case that included their recommendations on how the two banks could successfully merge. The team, composed of three accounting majors and one marketing major, also presented a commercial that they produced, adding value to their presentation.

"Our students did a superb job in analyzing the case and making strategic recommendations for the proposed merger," said Renee McCoy, accounting lecturer for Clark Atlanta University's School of Business.

Each student received a \$500 gift card and a summer internship. After the presentations, the judges decided that all of the teams were outstanding and to only award first and second place; one team placed first and three teams actually placed second in the competition.

"We are extremely proud of these excellent students," said Dr. Ed Davis, interim dean of the School of Business. "They represented Clark Atlanta University very well and are so deserving of this honor."

Lee, Reshard, Smith and Smith will travel to Pittsburgh to serve their internships at PNC during the summer of 2010.



L-R: Dominique Smith (sophomore, Marketing major), Jasmine Reshard (sophomore, Management major), Shantel Smith (sophomore, Accounting major), Amber Lee (sophomore, Accounting major), and Renee McCoy (Faculty Advisor).

Student Filmmakers Debut at Campus MovieFest 2010

By Audrey Arthur, Contributor

Aspiring directors from Clark Atlanta University were among the hundreds of students screening films on their respective college campuses in March as part of Campus MovieFest, the world's largest student film festival. Campus MovieFest began nine years ago at Emory University. Since then, more than 250,000 students have taken part in the film festival, which has awarded more than \$2 million in prizes.

Eight of the student film teams in the competition represented 4Reel Productions, an Atlanta University Center film club. 4Reel Productions members, who were provided with free cameras, laptops and phones by Campus Moviefest to make five-minute movies.

The students joined an estimated 75,000 students who competed for cash and prizes this year. Each of 4Reel Productions' eight entries were ranked among the top 16 films that premiered at the Clark Atlanta University Campus Moviefest. From there, five of 4Reel Productions' entries placed in the top 16 films shown at Atlanta University Center's Campus MovieFest. While 4Reel members did not advance to the Campus Moviefest Southern Regional finals also held in March in Atlanta, Erica Williams, a member of 4Reel Productions, said her fellow club members stacked up well against other films shown at the Atlanta University Center.

Williams, who is a junior and a journalism major at Clark Atlanta University, served as a producer on the film "One On One." "It was something new and out of my element," she said of her first film competition. "We put a lot of work and effort into our project — all our members did. It was a good opportunity to see what we could do in a week's time. I felt our film had a good story behind it and was shot well."

Prior to submitting to the film festival, 4Reel Production's faculty advisors, Dr. Alice E. Stephens, April Lundy and Shawn Evans-Mitchell conducted a series of workshops for 4Reel members that delved into screenwriting, camera work and lighting.

"Campus MovieFest gives these young filmmakers an opportunity to turn their ideas into reality through the magic of film production, and to hone their storytelling and filmmaking skills outside the classroom," said Stephens. Other Atlanta colleges participating in Atlanta Campus Moviefest were Georgia Institute of Technology, Art Institute of Atlanta, Georgia State University, Emory University and the University of Georgia.

4Reel Productions' eight Campus MovieFest entries can be viewed on YouTube.

One on One www.youtube.com

Director: Neville Shaw, junior, Clark Atlanta University. Film summary: Two brothers engage in an intense and emotional game of one-on-one basketball.

Roomies 2 www.youtube.com

Director: Keith Roberson, junior, Clark Atlanta University. Film summary: Conflict and comedy ensue between college roommates.

A Dream Sold www.youtube.com

Director: Perrisha Gibbons, junior, Clark Atlanta University. Film summary: A young woman deals with the unexpected ramifications of an unfaithful lover.

Contributor One www.youtube.com

Director: Dwight Davis, senior, Clark Atlanta University. Film summary: A film student converses with a mysterious technical entity known only as "media."

Best Served Cold www.youtube.com

Director: Ted McCauley, senior, Clark Atlanta University. Film summary: A detective works to solve a puzzling homicide.

A Beautiful Nightmare www.youtube.com

Director: Tina Powell, freshman, Clark Atlanta University. Film summary: A student deals with the heart-breaking death of his girlfriend.

Sudden Times www.youtube.com

Alumnus and Savannah Mayor Otis Johnson was Keynote Speaker for Founders Day 2010

Savannah Mayor Otis S. Johnson (AU '69) delivered the 2010 Founders Day Convocation address on Thursday, March 18, 2010, at 11 a.m. in the Vivian Henderson Center's L.S. Epps Gymnasium.

Johnson, who began his second term as mayor of Savannah, Ga. on January 2, 2008, spoke on the historical role that CAU's parent institutions played in educating African Americans and stated that both schools believed that this could be achieved more effectively by consolidating as one institution. Johnson added that the consolidation has proven successful.

"It is now time to celebrate that success and plan for the next evolutionary phase of Clark Atlanta University," Johnson said during his address. "The creation of CAU should be considered stage two in the development of an outstanding institution of higher education. Two decades have passed since the creation of CAU. This time allowed CAU to get beyond the old norms of the two previous institutions and to evolve and become comfortable with the norms of the new institution. Phase three will evolve from the strategic planning process being led by a new administration with involvement from all the key stakeholders of the university. This process places the future of CAU squarely in the hands of those who have the most to gain and lose."



CAU Alumnus Otis Johnson, mayor of Savannah, Ga., delivers the keynote address during Founders Day 2010.



L-R: Dr. Joseph H. Silver Sr., CAU's provost and vice president for Academic Affairs, Otis Johnson (AU '69), mayor of Savannah, Ga., and Dr. Carlton E. Brown, president of CAU.

Johnson earned undergraduate degrees in Liberal Arts from Armstrong Atlantic University and History from the University of Georgia. He earned a master's degree in Social Work from Atlanta University in 1969 and a Ph.D. degree in Social Welfare from the Heller School of Social Policy and Management at Brandeis University.

"It is an honor to be invited back to speak at one's alma mater for any occasion," said Johnson. "It is a great honor to be invited to be the speaker at one of the most prestigious events of the academic year, the Founder's Day program. It was an additional honor to be invited by President [Carlton] Brown and Provost [Joseph] Silver. I had the

pleasure of working with these two men at Savannah State University from 1998 to 2002 as their dean of the College of Liberal Arts and Social Sciences. I have the highest respect for both men and I am convinced that their leadership will move my alma mater to the next level."

CAU's Center for Cancer Research and Therapeutic Development Presented Sixth Annual National Symposium on Prostate Cancer

Several of the nation's leading cancer researchers convened during the sixth annual National Symposium on Prostate Cancer, which was presented by the Center for Cancer Research and Therapeutic Development in March 2010.

The Symposium featured several of the world's most renowned cancer researchers and scientists from across the country such as Dr. David Satcher and Dr. T. Ming Chu. Presenters provided information on cutting-edge research in prostate cancer.

"The symposium has grown significantly in terms of quality and stature over the last six years; it is the place where cancer researchers now gather," said Dr. Shafiq A. Khan, director of CAU's Center for Cancer Research and Therapeutic Development. "This year, researchers really came forward and asked to be involved in the planning of the seventh annual symposium. Therefore, we anticipate that attendees will see a different symposium next year."

In addition to presentations and dialogue during the Symposium, this year CCRTD's community

partners issued a "Right to Know" statement in response to information released by the American Cancer Society suggesting that the Prostate Specific Antigen (PSA) test to detect prostate cancer may not be necessary.

"We wanted to take a public stand that we support PSA testing and that people have a right to know if they are ill; it is our constitutional right to know whether we have this disease," said Khan. "The PSA has saved thousands of lives due to early detection. Research presented at the symposium has further shown that ultimately, prostate cancer can be managed as any other chronic disease, if not cured."

The symposium also featured a national student poster competition for research presentations in biomedical sciences. The competition winners were graduate students Jason Carey (first place), Lindsey Walker (second place) and Ashley Evans-Knowell (third place). The undergraduate student winners are Wambul Wandu (first place), Victoria Davis (second place) and Danaya Bethea (third place).

Defining and Communicating Clark Atlanta University's Brand: Articulating Excellence

An organization's brand goes well beyond the three Ls of look, letterhead and logo. A brand is a "trustmark," a warrant, and a promise that the organization makes to its customers, clients, employees, members, and communities.

Branding occurs in minds, not marketplaces and given that the higher education marketplace is more competitive than ever, having a strong brand today is just as critical for colleges and universities as it is for Fortune 500 companies.

The Office of Strategic Communications and University Relations, under the direction of Donna Brock, recently kicked off what is anticipated to be a year-long strategic process that will result in a stronger and enhanced brand identity for Clark Atlanta University.

CAU View spoke with Brock about the process and how it will unfold over the next year. Brock joined CAU in January as director of Strategic Communications, which is part of the Division of Institutional Advancement and University Relations.

CAU View: What is branding and what isn't branding?

Donna Brock: I subscribe to a definition set forth by veteran brand manager John Jantsch: branding is getting people with a specific need or program to know, like and trust you. That said, branding is a process through which you define, differentiate, position and articulate your attributes. The success of your branding depends upon the degree to which you can make those attributes relevant, personal and of some utility to your audience.

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Too often, people think that creating a logo or adopting a consistent color scheme begins and ends the branding process. Even businesses mistakenly presume that an expensive advertising campaign or slick marketing collateral constitutes 'branding.' As important as they can be, to the degree that all of these elements, in isolation, have limited shelf lives, so goes an entity's presumed 'brand.'

In marketing, a brand is akin to a child: it reflects who you are and must be nurtured, protected, developed, managed, disciplined and made to adhere to specific rules to ensure its greatest potential impact.

CAU View: So is CAU being re-branded?

Brock: I caution against using the term 're-branding.' I think what is called for is the redefinition, the articulation of CAU's brand. Given the above definition ('know, like, trust'), I believe we must understand, align and be prepared to address (with nimbleness and precision) our internal and external perceptions. With the economy and the higher education competitive environment changing, we also need to adapt and refine our competitive stance in the marketplace.

We also want to ensure that our process is inclusive and unifying. Presently, we're one university with myriad sub-brands postured as unique, separate brands. In some cases, it's even difficult to associate programs or offices with the university. That's a problem. This behavior instantaneously communicates to prospective students, donors, and even our internal community, that we don't have a handle on who we are. As a result, this communicates dissolution of power and presence. In a word, it makes us appear 'scattered' to those who matter most. Our goal is organizational clarity, strength and rock-solid positioning. I like to draw upon a line from the movie 'Drumline,' filmed on our campus: 'one band; one sound.' Our goal is 'one university; one brand.'

CAU View: What is the impetus for branding CAU?

Brock: I am elated by the timing of the branding process. To be able to redefine the university's brand at the same time that the Strategic Plan and CAUPRI are underway is, for those of us in public relations and marketing communications, akin to the sighting of Halley's Comet! This will likely happen only once in a lifetime. This is a platinum opportunity because it allows us to simultaneously align who we say we are (Branding) with what we do (Strategic Plan) and how we do it (CAUPRI)!

CAU View: What will take place over the next several months during the research phase?

Brock: Just that, research. I'll be involved in auditing messaging, testing messaging (which is the foundational core of any brand), conducting focus groups, competitive analysis of peer and 'competitor' institutions, and looking at psychographics (lifestyle data) on our target populations. Process participants will have the opportunity to learn more about CAU, branding and, most important, share their input throughout the process.



Clark Atlanta University students

CAU View: Who will be involved in the process?

Brock: One of the most exciting aspects of our branding initiative is the opportunity to implement a bottom-up process. It would actually be simpler to sit in my office and hand down a 'new branding mandate.' However, that doesn't serve the populations the brand represents! By using a bottom-up approach, we get the input, perceptions, thoughts and experiences of those who matter—students, faculty, Alumni, staff, donors, key opinion leaders—which, in the end, serves two purposes: 1) we have an objectively informed understanding of how we are known, liked and trusted, rather than being self-informed; and 2) we are establishing a greater degree of 'ownership' at each turn of the process. I've already been encouraged by how deeply people care about CAU and how much they truly want to participate in the process.

CAU View: What are your goals?

Brock: In the next nine to 12 months, I expect to launch a newly defined, clearly articulated, strong university brand that represents collaborative input (and insight) from all corners of the university. We have an incredible, energetic group of about 20 or so participants already enlisted, and we are about to add students from each of the university's schools. In a sense, we are now all working together to birth the next iteration of our legacy.

CAU View: What are some primary projected outcomes once the branding process is successfully completed and implemented?

Brock: I expect to see a stronger presence in the higher education marketplace that both accelerates our momentum within the HBCU track and also transcends it. I also expect that a stronger,

clearly articulated presence will ultimately net even greater gains in enrollment and institutional advancement. This will not happen overnight, but if we are true to the process and steadfast in our efforts, it will happen in a manner that uplifts the university enterprise.

CAU Honors Heroes of the Atlanta University Center Student Movement for Civil Rights

Activists from the Atlanta Student Movement convened March 15-20, 2010, in Atlanta to commemorate the 50th anniversary of the Atlanta University Center Student Movement for Civil Rights that began on the steps of Clark Atlanta University's Trevor Arnett Hall in 1960.

Events were held at Clark Atlanta University, Morehouse College, Spelman College, Atlanta City Hall and the Atlanta History Center to honor members of the Committee for the Appeal of Human Rights. To prepare and explain the sit-in campaign they were about to launch, students from Atlanta University, Clark College, the Interdenominational Theological Center, Morris Brown, Morehouse College and Spelman College organized the Committee on Appeal for Human Rights. The students wrote and ran "An Appeal for Human Rights," as a paid advertisement in three Atlanta daily newspapers on March 9, 1960.

The "Appeal" protested against injustice in education, jobs, voting, and housing. The manifesto helped to galvanize students in Atlanta to join the Civil Rights Movement. The sit-ins began at Atlanta lunch counters six days after the "Appeal" was published. The 50th anniversary of the Student Movement was symbolically

noted with a 2010 update of the "Appeal." Also in recognition of the anniversary of "The Appeal," CAU President Carlton E. Brown joined the presidents of the International Theological Seminary, Spelman College, Morris Brown College and Morehouse College for an engaging panel discussion about the role of Atlanta University Center presidents in the Atlanta Student Movement.



L-R: Johnny Parham, Judge Brenda Hill Cole, James Felder, former U.N. Ambassador Andrew Young, and Lonnie King.



Atlanta University Center Student Movement for Civil Rights marker is located near Trevor Arnett Hall on the campus of Clark Atlanta University.

The organizing committee for the commemoration festivities will continue compiling an oral history of the Atlanta Student Movement over the next several months. According to Clark Atlanta University Director of Alumni Relations Gay-linn E. Gatewood-Jasho (CC '81; CAU '94) there will be ongoing meetings to discuss methods and strategies for dealing with issues that have lingered over the past 50 years. "For example, we intend to focus on the role of the media in the 21st century as we continue to pursue the elusive goal of freedom for people whose ethnic origin emanates from the continent of Africa," she said.

Lonnie King, a civil rights activist and one of the leaders of the Committee for the Appeal of Human Rights, stresses a new student movement is needed. "Far too many students in 2010 have the mistaken notion that all of the battles for equal opportunity have been won and that there is no need to coalesce around issues of mutual concern," said King. "The AUC students should be active and I am going to try and assist them to get involved. All we need is a critical mass. The rest will be difficult, but attainable. Issues that they are facing today, in part, are unfair law enforcement, poor schools, the need for more African Americans to become registered voters, and vilification of African Americans by mass media."

To learn more about the Atlanta Student Movement visit www.atlantastudentmovement.org.

Alumni Affairs

"Who's Who" of Business, Education, Entertainment and Politics Join Forces to Honor CAU Alumni and Raise Scholarship Money at the CAUAA's Second Annual Spirit of Greatness Gala

By Autumn Arnett Jones, Special Contributor

More than 400 CAU alumni, business leaders and civic leaders gathered for the second annual Spirit of Greatness Gala held at the Sheraton Hotel in Atlanta to recognize the accomplishments of distinguished alumni and raise money for CAU's General Scholarship Fund.

The Clark Atlanta University Alumni Association (CAUAA) presented the annual gala, which honored education pioneer Dr. Marva N. Collins (CC '57), business executive Jerri DeVard, (AU '79), Congressman Henry "Hank" Johnson Jr. (CC '76) and Tony Award-nominated director Kenny Leon (CC '78).

"The Spirit of Greatness Gala is CAUAA's signature fundraising event and an evening where alumni from all over the world can reconnect. It also allows metro Atlantans to engage with notable leaders in a fun and festive setting," said CAUAA President Ramona Houston, Ph.D.

For CAU students, the goodwill component of the gala couldn't come at a better time as HBCUs all over the nation are clamoring for financial aid after \$85 million in funding to HBCUs was cut from the 2010 federal budget.

"Students at private historically black colleges and universities like Clark Atlanta University are increasingly strapped for financial aid," said Houston. "In response, the Clark Atlanta University Alumni Association holds the event annually to honor distinguished alumni and raise money to give deserving CAU students the chance we all had to earn a college degree."



L-R: CAU President Carlton E. Brown accepts \$10,000 check for CAU's scholarship fund from Leonard Walker, Atlanta business banking director for Wachovia Bank NA, a Wells Fargo company. Walker is also a member of CAU's Board of Trustees.

April

Clark Atlanta University Attracts Leading Celebrities for Lecture Series on Business and Literature



Comedian, actor, best-selling author and syndicated radio talk show host Steve Harvey (left) drew hundreds of students to the Bishop Cornelius L. Henderson Student Center for the School of Business' annual "Take a Millionaire to Lunch," lecture series in on April 20, 2010.

The host of the "The Steve Harvey Morning Show," pushed the lecture series to a new level as he spoke to students about the importance of being entrepreneurial, having a vision and setting goals. Harvey delivered the lecture blending his unique comic messages mixed with serious moments, while also advising students to "find your God-given talent which may not necessarily be your passion."

"Take a Millionaire to Lunch," was established by School of Business Professor Dennis Kimbro, Ph.D. more than 10 years ago. The annual event has brought self-made millionaires and business students together in a forum where CAU students are exposed to the inner workings of entrepreneurship and capital formation. The lectureship also exposes business students to the norms and mores of wealth creation.

"I have targeted the men and women who truly epitomize the entrepreneurial spirit: self-made millionaires," said Kimbro. "It is against this backdrop that students learn firsthand the rudiments and skill set truly needed to succeed as an entrepreneur in today's hyper-competitive economy. Not to mention, this is an excellent forum for our students to network and soak in the rich wisdom of our business leaders. No one knows this process better than certified millionaires."

Another university-wide event that attracted high-profile lecturers in April was the 40th Annual Writers Workshop Conference. Students, faculty and staff interested in learning more about becoming an author and book publishing as well as learning more about the writing process attended a forum for professional development during the 40th Annual Writers Workshop Conference.

The three-day event drew literary luminaries such as best-selling authors Terry McMillan (above) and Tina McElroy Ansa and was comprised of critical workshops, lectures, a writers' competition and a new writers' forum.

Ansa lectured on the writing process and how to get one's writings into print, while McMillan read from her upcoming novel and lectured on her writing technique.

The Annual Writers Workshop Conference, which is presented by the Department of English, is the oldest co-curricular activity at CAU. The conference began in 1970 at Clark College and is rooted in a spirit of collaborative effort, intellectual inquiry and a belief that great literature should be available to everyone.



"This event began 40 years ago with two objectives that we still focus on today," said Dr. Alma Vinyard, chair of the Department of English at CAU. "We want to expose students to creative writers and other artists of outstanding merit and we want to provide a platform for students and members of the public to present their works for critical review."

Over the years, the event has attracted prominent authors such as Maya Angelou, James Baldwin, Gwendolyn Brooks, Pearl Cleage, and Ernest Gaines who lectured and provided instruction on the art and profession of writing.

CAU Receives Excellence in Rehab Award for Preserving Oglethorpe Hall

The Georgia Trust for Historic Preservation selected Clark Atlanta University as a recipient of its Excellence in Rehabilitation Award for preserving Oglethorpe Hall during its recent renovation. The award was presented at the Georgia Trust's annual Preservation Awards ceremony in Rome, Ga., on Friday, April 9, 2010, in recognition of Clark Atlanta University's significant contribution to preservation in renovating the 105-year-old building.

The Title III-funded rehabilitation project began in August 2009 and included complete restoration of the exterior brick, wood windows, front entrance and cleaning of all stone on the exterior. The interior of the building, which was largely intact, was painted and new mechanical systems were installed.

"During both the design phase and the construction phase extreme care was taken to retain and restore all original materials," said Michael Lacour, vice president for Management Services at Clark Atlanta University. "Colors used for mortar and for painting were selected to ensure

they matched the original colors as closely as possible. The architect researched the history of Oglethorpe Hall before beginning the project to ensure the original purpose and use of the building was well understood and taken into consideration."



According to Lacour, the Excellence in Rehabilitation award sends a message to the community that CAU demonstrates a strong belief that when planning and implementing its building renovations, it is critical to preserve the historical character and value of the building, while ensuring that the changes made will support the current and future needs of the university and its students.



Tavis Smiley presents a symbolic \$25,000 check to Clark Atlanta University for the Sheryl Flowers Scholarship on Thursday, April 29, 2010, in Los Angeles. From left to right: Morris O’Kelly, senior, supervising producer of “The Tavis Smiley Show,” from PRI, Carole Flowers-Clement, Tavis Smiley, Lori Flowers and Aristide J. Collins Jr., vice president for Institutional Advancement and University Relations, Clark Atlanta University. (AP Photo/ Earl Gibson III)

U.S. Assistant Secretary for Fair Housing and Equal Opportunity John D. Trasviña’s Visit to CAU Nets Partnership Agreement

Clark Atlanta University recently welcomed U.S. Assistant Secretary for Fair Housing and Equal Opportunity John D. Trasviña to the campus to celebrate Federal Fair Housing Month held annually each April to mark the signing of the Fair Housing Act into law in April 1968.

The Fair Housing Act was the last piece of Civil Rights legislation to be signed and also is the only piece of legislation enacted as a result of the death of Dr. Martin Luther King Jr.

During the Atlanta University Center-wide event, which was held in Davage Auditorium on April 9, Trasviña spoke of the importance of the Fair Housing Act in addressing discrimination in the housing industry that exists even today.

“Our job is not done until every home is open to everyone regardless of race, color, ethnicity, culture or physical limitations,” said Trasviña during his address. “We aim to overcome housing discrimination at all levels in this country.”

He also underscored the importance of understanding one’s rights guaranteed under the Fair Housing Act and encouraged students to pursue careers in public service. Both aims are important and align with the mission and core values of Clark Atlanta University.

Prior to the event, President Carlton E. Brown and Trasviña signed a Housing and Urban Development (HUD) Collegiate Partnership agreement, which includes the development of internships for CAU students, service learning opportunities for students, integration of the Fair Housing Act into curriculum and the creation of ways for faculty to collaborate with the agency.

The CDC and Clark Atlanta University Partner on HIV/AIDS Campaign

CAU First HBCU in the Nation to Kickoff the "I Know" Campaign

By Audrey Arthur, Contributor

Clark Atlanta University has joined forces with the Centers for Disease Control and Prevention to broaden awareness about HIV/AIDS among young African Americans. In March, CAU became the nation's first HBCU to host a kick off for the CDC's new I Know campaign with an appearance by BET's Jeff Johnson and singer/songwriter Lyfe Jennings.

"Clark Atlanta is situated in the community where the reality of HIV/AIDS is not too far from their campus gate," said Booker Daniel, health communications specialist with the CDC and campaign lead for I Know. "Clark Atlanta University has demonstrated a clear interest and investment in this issue."



Celebrities Jeremih (far left), Jeff Johnson (third from right) and Lyfe Jennings (far right) joined students and CDC representatives at the I Know Kick-off.

The CDC's aim with the I Know campaign is to establish dialogue among young African Americans, who account for more than 50 percent of HIV/AIDS infections among individuals between the ages of 13-24. The CDC is reaching out to this audience by using communication tools such as text messaging and social media platforms including Facebook and Twitter. Ultimately, the organization's goal is to increase knowledge and prevention of HIV/AIDS and diminish stigmas about the disease.



Recording artists Jeremih and Lyfe Jennings attended the kickoff of the I Know campaign at CAU.

Hip hop artist Ludacris, actor Jamie Foxx and actress Tatiana Ali are among the celebrities who have signed on as spokespersons for I Know. Daniel said that the CDC also wants to work with young health advocates who are already engaged in educating the public about HIV/AIDS. "We want to be the bridge between the reach and resonance of a celebrity who is able to garner attention and people on the ground who are doing this work day-to-day."

Additional information about the I Know campaign is available at www.actagainstaids.org/iknow, www.facebook.com/iknow and www.twitter.com/iknow_talkhiv.

I Know is phase one of a broader CDC effort called ACT Against AIDS, which targets a variety of audiences. "I Know will also be conducted in phases, the first of which is to develop an active audience on these various platforms," explained Daniel. "Then, we want to create an ongoing dialogue, hear and understand this target audience and what their issues of concern are, address any misconceptions they may have about HIV/AIDS, and help them to understand how they can benefit from a dialogue about HIV/AIDS."



Kevin Reeves (right), Student Government Affairs undergraduate president (2009-2010), interviews CDC staffers at the I Know campaign kickoff.

Clark Atlanta University Students to Raise \$5000 with the Change Haiti Campaign

Clark Atlanta University graduate students in the School of Business organized CHANGE Haiti Day on Thursday, April 22, 2010, on the campus promenade.

The outdoor festival, which was hosted by radio personality Greg Street of V103/WVEE-FM, honored and celebrated Haitian/Caribbean culture, while supporting the efforts of the CAU students CHANGE Haiti initiative to raise more than \$5,000. All campaign proceeds will be donated to the Haitian Education Foundation.

In March, CAU MBA students kicked off a campus-wide fundraiser effort in support of the victims of the January 12, 2010, earthquake in Haiti.

"CHANGE Haiti is a university-wide loose change campaign managed by graduate business students that launched on March 1 and ran through April 30," said Samantha Wallace, chair, CHANGE Haiti and a recent graduate of the School of Business.

"It started as a class project in our entrepreneurship course taught by Dr. Edward Irons but morphed into a university-wide student initiative with a fundraising goal of \$5,000.

The proceeds will be given to support the Haiti Education Foundation and will sponsor children to attend school."

CHANGE Haiti Day, included a carnival procession, the Caribbean Atlanta University Center student organizations dressed in costumes, and pageantry representing many nations, musical performances, onsite retail and food vendors.

The event drew support from hundreds of students, members of the community and local celebrities to help the students of CAU achieve their financial goal.

"CHANGE Haiti Day was a phenomenal event that raised money for the uplifting and enhancement of a nation," said Wallace. "Prayerfully, it will make a significant difference in the lives of the Haitian children and increase their chances of receiving a quality education. The collaboration and pride among the students of CAU and most importantly, my fellow classmates, was phenomenal."



Students came together to support the CHANGE Haiti Day fundraising project.



Students participate in a dunking contest as part of several activities during CAU's CHANGE Haiti Day.

Atlanta Mayor Kasim Reed Served as Keynote Speaker at CAU's 2010 Commencement Exercises



L-R: Dr. Joseph H. Silver Sr., provost and vice president for Academic Affairs prepares to turn the podium over to President Carlton E. Brown who presided over Commencement.



Atlanta Mayor Kasim Reed delivered the keynote address at CAU's 2010 Commencement exercises.

President Carlton E. Brown presided over CAU's 2010 Commencement exercises on Monday, May 17, 2010 at the Georgia World Congress Center in Atlanta where approximately 790 students received diplomas during the three-hour ceremony that began at 10:00 a.m.

Atlanta Mayor Kasim Reed delivered the keynote address during the ceremony where members of the Class of 2010 received bachelor's, master's, specialist and doctorate degrees.

The ceremony marked Reed's first university commencement address since he was inaugurated as Atlanta's 59th mayor on Jan. 4, 2010. During his address, Reed spoke to graduates about the importance of vigorously pursuing their "God-given" talent, commended students on their commitment to excellence and urged them to leverage their college degree as a springboard to achieving goals and aspirations.



Members of the Class of 2010.

2010 Baccalaureate Service Draws Class of 2010 and the CAU Family



CAU held its annual baccalaureate service on Sunday, May 16 at 10:00 a.m. where the Class of 2010, their families, faculty, staff and alumni gathered to hear a keynote address by Bishop Alfred L. Norris, interim president and dean of the Gammon Theological Seminary of the International Theological Center in Atlanta, his alma mater.

Norris, who delivered a sermon titled "Dancing in the Rain," spoke to members of the graduating class about the importance persevering during the difficult times that they may experience in their life and career. He also encouraged students to be lifelong learners, to continue pursuing knowledge and to set attainable goals throughout their lifetime.

Environmental Justice Resource Center Graduates Help Cleanup Largest Oil Spill in U.S. History



Albert Wyatt during hazmat training.

Graduates of Clark Atlanta University's Environmental Justice Resource Center (EJRC) are helping to clean up the oil spill in the Gulf of Mexico, while also promoting minority involvement in the construction and environmental industries.

Six Atlanta residents and seven Savannah, Ga., residents who graduated from the Environmental Justice Resource Center's program, already have traveled to the gulf coast and participated in the monumental efforts to clean the oil spill. All but one graduate has returned to Atlanta temporarily.

The trained hazmat technicians spent several weeks helping authorities with tasks such as environmental clean-up, environmental remediation, loading supply vehicles and prepping clean-up equipment.

Program graduates Kevin Knox and Albert Wyatt recently returned to Atlanta after spending more than two weeks on the beach between Biloxi and Gulf Shores, Mississippi shoveling, bagging and labeling tar balls among other hazmat duties.

"We watched the size of the tar balls grow during the two weeks we were there," said Knox. "We started out digging up tar balls that were the size of golf balls. Over time, we began digging tar balls that were the size of tennis balls and by the time we left, they were the size of basketballs. It was shocking and pretty scary."

Knox and Wyatt are two of the people who recently completed CAU's federally certified 40-hour training course at on the cleanup of hazardous materials. CAU, in partnership with Dillard University's Deep South Center for Environmental Justice, has implemented the Minority Worker Training Program (MWTP) in Georgia, Louisiana, Mississippi, Texas and Florida.

"Our graduates hold certifications in areas such as lead, asbestos, hazardous materials and mold awareness, in addition to OSHA regulations and construction," said Michelle Dawkins, a trainer for CAU's Environmental Justice Resource Center.



Albert Wyatt (second from left) and fellow students during hazmat training.

Funded by the National Institute of Environmental Health Sciences, the program provides basic skills training, including academic remediation and life skills training, for residents of communities that are economically and environmentally disadvantaged.

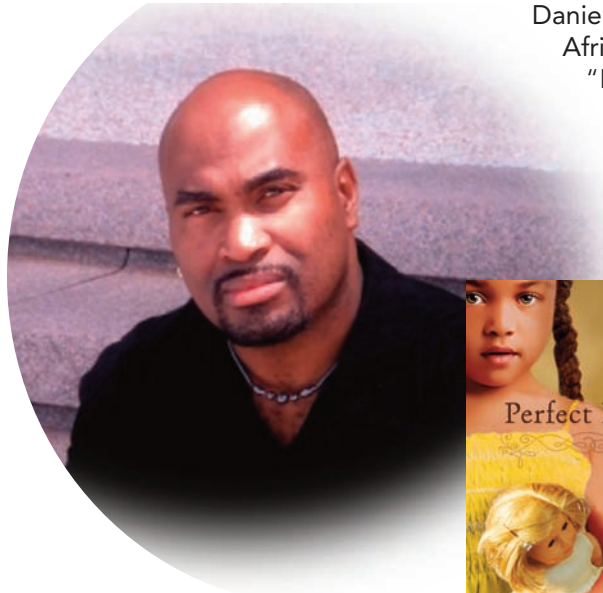
Wyatt, who stated that he is proud of the role he is playing in the oil spill cleanup, is also concerned about the impact of the oil spill on the land and its inhabitants.

"You can see where it's killing the grass and affecting the beach and animals," he said. "People are hurting there and it's going to get worse."

The training program also has community partners. In Atlanta, they are the Atlanta Workforce Development Agency and the Community Improvement Association. In Savannah, Ga., it is The Harambee House, Inc./Citizens for Environmental Justice.

Faculty News

School of Arts and Sciences



Daniel Black, associate professor, Department of African-American Studies, has written his third novel, "Perfect Peace." The recently published novel raises questions about gender lines, sexuality, truthfulness and redemption. Black's story centers around a child, named Perfect, whose mother decides to raise him as a girl after birthing six other sons.



"I conceived this book one day, in 2005, when I saw a child and couldn't determine its gender," said Black. "Was it a boy or girl? Then I wondered why it mattered at all. I knew the child was *human*; that wasn't up for question. But my desire to know lingered. I began to imagine the price the child was paying as the world sorted out its gender, or created one. My imagination ran free."

Around the time of the child's eighth birthday, Perfect's mother decides to tell the truth about his identity and proceed to raise him as the boy God intended him to be. The story explores biblical themes as well as those found in mythology, embraces folklore and encompasses fantastic story-telling.

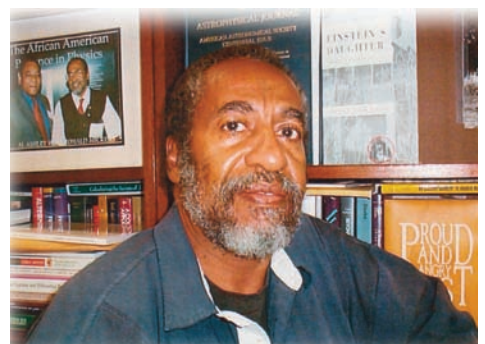
"I wanted to examine the ways in which patriarchy and homophobia have shaped the black community's constructs of God and salvation, leading its members to denounce and demean all in the name of something holy," said Black.

Strengthened by a strong cast of characters, "Perfect Peace" is an enjoyable exploration of self-discovery and a glimpse into how one family struggled to cope with gender confusion.

Black continued, "'Perfect Peace' was extremely difficult to write for three reasons: appropriating the language and perception of black people at the time with regards to social dimensions of gender and sexuality; two, trying to imagine how a child would cope with such an extraordinary identity crisis in the midst of people who aren't sympathetic to such a dilemma; and three, trying to figure out how such a kaleidoscope of events could be survived before the age of therapy and counseling, at least in the black community. But this was important because many who were different did survive. 'Perfect Peace' is one telling/imagining of that great survival."

Dr. Margaret S. E. Counts-Spriggs, associate professor and BSW program director in the Whitney M. Young Jr. School of Social Work, served as the local planning chair for the National Baccalaureate Social Work Directors Meeting held in Atlanta from March 17-21, 2010. More than 500 baccalaureate social work educators from all over the country attended this event. The Whitney M. Young Jr. School of Social Work was one of the key sponsors of the conference.

Dr. Ronald E. Mickens, Distinguished Fuller E. Callaway Professor in the CAU Physics Department, serves on the Advisory Committee on History of Physics for the American Institute of Physics (AIP). The AIP is located in College Park, Md., and is part of the American Center for Physics. In addition to reviewing and evaluating the activities of the AIP Center for History of Physics, the committee advises management and reports directly to the executive director. The main purposes of the Center are to "preserve and make known the historic record of modern physics and allied sciences," and thereby, ensure that their heritage is safeguarded and accurately presented to



scholars and the public. An issue of great importance is the preservation of documents, especially those whose primary mode of creation/production is based on use of electronic formats. In addition to these concerns, Mickens' contributions include efforts which focus on documenting the significant scientific contributions of African American scientists and securing the placement of these records in the appropriate archival sites.

Dr. Chuma Okere, assistant professor, Department of Biological Sciences, co-authored a book chapter with the following title, "Development of Regulation of Food Intake by the Gut and the Brain: Modeling in Animals," in the book "International Handbook of Behavior, Diet and Nutrition," Volumes 1 and 2. The book was edited by Victor R. Preedy and will be published by New York Springer. Okere's co-author is Dr. Takashi Higuchi, professor and chair, Department of Physiology, Fukui University Medical School, Fukui, Japan.

School of Business

Dr. Charles Thurman Moses, assistant professor, Department of Management, was recently selected as a recipient of the distinguished Fulbright award by the J. William Fulbright Scholarship Board. Moses will be teaching an entrepreneurship class at the University of the West Indies (UWI) and conducting a research project on regional competitiveness. He has served as a visiting lecturer at the Mona School of Business-UWI since 2007, teaching MBA courses in strategy and a doctoral level seminar: "SME's and Internationalization."



Dr. Jamie Pleasant, assistant professor of Marketing has published a marketing book titled, "Advertising Principles: How to Effectively Reach African Americans in the 21st Century." The book is designed to help brand managers understand the unique psychographic makeup of African Americans. The book presents a conceptual segmentation strategy to make sure that marketers correctly identify and hit their targeted African-American market without causing any undesirable social consequences because of faulty research principles.

The book will be available for sale in the CAU bookstore on July 1, 2010, and is currently available on Amazon.com. Following practice of contributing proceeds from book sales to scholarships, Pleasant is donating 50 percent of the list price of the book to CAU's scholarship fund.

Staff News

Delvonnie Burgess, program manager II in CAU's Educational Talent Search LaGrange Office, is the recipient of The President's Award, which was presented at the 37th Annual GASPP/SCEOPP Spring Conference in Columbia, S.C., on March 31, 2010. Burgess was honored in recognition of her work as chair of the governmental relations committee of the Georgia Association of Special Program Personnel. Burgess organized the first TRiO Day in Georgia. Program staff from each of the 66 TRiO programs in Georgia met with their state legislators, Gov. Sonny Perdue [R-Georgia] and former (Georgia) State School Superintendent Kathy Cox. Educational Talent Search provides academic support to 1,200 public school students in grades K-12 in Atlanta and Cobb County, Coweta County and Troup County schools. As a result of TRiO program's services, 98 percent of their students graduate from high school, and 75 percent enroll in college.

Valerie Vinson, director of Human Resources, recently earned certification as a Professional in Human Resources (PHR). The certification was awarded by the HR Certification Institute. Certification signifies that Vinson possesses the theoretical knowledge and practical experience in human resource management necessary to pass a rigorous examination demonstrating a mastery of the body of knowledge in the field.

To become certified, an applicant must pass a comprehensive examination and demonstrate a strong background of professional human resource experience. The HR Certification Institute is the credentialing body for human resource professionals and is affiliated with the Society for Human Resource Management (SHRM), the world's largest organization dedicated exclusively to the human resource profession. The Institute's purpose is to promote the establishment of professional standards and to recognize professionals who meet those standards.

Dr. Yolanda Wimberly, contracted physician for Clark Atlanta University, was selected as one of the "Ebony Power 150" in health and was featured in the December 2009/January 2010 issue of *Ebony* magazine. Wimberly is an assistant professor of Clinical Pediatrics at Morehouse School of Medicine. She has provided care to CAU students since March 2003.

Faculty Focus

School of Education

The School of Education created and presented the Pearlle C. Dove Colloquium (in Education) in spring 2010, which was recorded and televised by CAU-TV and the School has begun a partnership with CAU-TV to highlight its newly devised lecture series. Dove is a 1941 graduate of Clark University and 1943 graduate of Atlanta University. The lecture series was named the Pearlle C. Dove Colloquium in Education in recognition of her contributions to higher education and long-time support of CAU and its students. She continues to serve as a mentor and resource person for faculty and students in the School of Education at Clark Atlanta University. She retired with the rank of Distinguished Professor of Higher Education and is Professor Emeritus at Clark Atlanta University.

Dr. Noran L. Moffett, associate dean of the School of Education, has been named as chair of a national board of examiners group for the ELCC (Educational Leadership Constituent Council) to review Educational Leadership programs.

The School of Education and the School of Business are forming a partnership to develop approaches that will focus on improving P-12 teaching in the state of Georgia.

School of Social Work

First Teen Summit on Intimate Partner Violence Draws Teens, Parents and Educators

The Whitney M. Young Jr. School of Social Work and the Partnership Against Domestic Violence co-sponsored the first Teen Summit on Intimate Partner Violence at Clark Atlanta University on Saturday, March 13, 2010. More than 100 middle school and high school youth attended the event along with parents, teachers, and mentors.

The conference objectives are to create a forum in which teens can discuss healthy and unhealthy relationships and to provide resources and information on dating violence to youth and adult supporters.

Research indicates one in three teens report knowing a friend or peer who has been physically abused by their partner.

Historically called "domestic violence," "intimate partner violence" (IPV) describes physical, sexual, or psychological harm by a current or former intimate partner or spouse. Violence by an intimate partner is linked to both immediate and long-term health, social, and economic consequences. Currently, there is empirical evidence which shows that for women, the college years may be a time of heightened risk of rape. An estimated 32 percent of college women are raped each year.

Kirkland productions provided the keynote address by performing *U the Man*, which is a one-man show addressing unhealthy relationships, dating violence and sexual assault.

The initiative to address Intimate Partner Violence is significant to the Whitney M. Young Jr., School of Social Work because social workers have always been at the forefront in confronting the challenges of social issues; hence, the School is following the tradition of advocacy, which is part of the social work profession.

Healing Properties of the Blues

The Whitney M. Young Jr. School of Social Work held the second annual "Healing Properties of the Blues," fundraiser on Saturday, March 27, 2010, at 6:00 p.m. in the Cole Auditorium of the Thomas W. Cole Jr., Research Center for Science and Technology. The event included a Silent Auction, a workshop by the faculty and School of Social Work students and performances by The SaNa Band and 'Stoop Down Man,' Chick Willis.

The Blues has influenced almost all popular music including rock and roll, country and jazz, and continues to shape music worldwide. The Blues are considered to be the essence of the African American worker, whose spirit is wed to these songs, reflecting the inner soul of the workers to all who would listen.

Through narration and song, The SaNa Band probes the content of Blues songs and explains how the Blues helped African slaves develop spiritual toughness in the face of loss and separation and direct their energies toward the task of survival. The interactive performance described how to integrate the healing properties of the Blues into one's everyday life and prepare for the arrival of a brighter day, a new beginning, a transformation, and a change.

Sports Spotlight

The Panthers to Go Head to Head with the Golden Lions at the 2010 Gateway Classic in September

The Panthers are set to battle the Golden Lions of Arkansas-Pine Bluff at the 2010 Gateway Classic in St. Louis, Mo., on Sept. 25, 2010, at 3 p.m. (CST) at the Edward Jones Dome. Proceeds from the Gateway Classic will benefit the St. Louis Gateway Classic Sports Foundation scholarship program.

The St. Louis Gateway Classic Sports Foundation has been committed to sending deserving youth to college since it was established in 1994 by awarding scholarship funds to local community organizations. In 1997, the Foundation increased that commitment by establishing its own scholarship program.

The Gateway Classic Scholarship Program awards full, four-year scholarships to St. Louis youth through its General Scholarship Program. The scholarships are awarded to students' based on a competitive process that includes interviews and essays. Scholarships are also based on financial need and community involvement.

Ticket prices are as follows:

AREA	ADVANCE	GAME DAY
Field Goal Concourse	\$15	\$20
End Zone Concourse	\$20	\$25
Club & Concourse	\$20	\$35
Prime Club & Concourse	\$30	\$35
Suites	\$70 per person	\$70 per person

For game information and to purchase tickets, contact the Department of Athletics at 404-880-8123, or e-mail ticket requests to tjones@cau.edu and dwright1@cau.edu. Tickets purchased by July 1, 2010, will include a football season ticket package and a Panther Pride t-shirt!

"We are urging faculty, staff, students and alumni to tell friends and family about this exciting event," said Dr. Tamica Jones, director of the Department of Athletics at Clark Atlanta University. "Let's turn St. Louis into Panther Nation!"

The Department of Athletics encourages the CAU family to show Panther pride at the game by purchasing t-shirts, hats, pompoms and other CAU paraphernalia prior to game date.