



# THE CAMPAIGN FOR CLARK ATLANTA UNIVERSITY: A Case for Support



CLARK ATLANTA  
UNIVERSITY





Of Endometriosis  
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# Exploring the Meaning of Marriage as a Function of Sexual Orientation and Ethnicity

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**Purpose:**  
The purpose of this poster is to explore the meaning of marriage within a variety of sexual orientations among the LGBTQ+ American race.



**Theoretical/Conceptual Framework:**  
Legal and social contracts in marriage are a relationship. Americans who consider themselves as a community of support, and understanding.

### Methods/Approaches to Research

Research was conducted through a qualitative approach. The data was collected through interviews with individuals who are part of the LGBTQ+ community. The data was analyzed through a thematic analysis approach.

**Key Findings:**  
The findings of this study indicate that the meaning of marriage is a complex and multifaceted concept. It is influenced by a variety of factors, including sexual orientation, ethnicity, and social norms.



**Implications:**  
This study has implications for the LGBTQ+ community and for the broader society. It highlights the need for a more inclusive and supportive environment for all individuals, regardless of their sexual orientation or ethnicity.



**Conclusion:**  
The study concludes that the meaning of marriage is a complex and multifaceted concept. It is influenced by a variety of factors, including sexual orientation, ethnicity, and social norms.



### Conclusions

**Figure 1:** Diagrammatic representation showing a female reproductive system during ovulation. The diagram illustrates the process of ovulation and fertilization, and the resulting development of an embryo. Labels include: Ovary, Fallopian Tube, Uterus, Cervix, Vagina, and Endometrium.

### Acknowledgements

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Khatirah Ali McCreary  
GA-CURC





## PRINCIPAL PRIORITIES:

Clark Atlanta University has embarked on an ambitious 10-year initiative to raise 250 million dollars for:

- Student Scholarships and Success (Student Access & Success)
- Teaching, Research and Service (Faculty & Academic Rigor)
- The CAU Endowments (Student Access & Success - Faculty & Academic Rigor)
- Infrastructure and Technology (Campus Infrastructure)
- Programs, Centers, and Special Initiatives (Areas of CAU Excellence)

This campaign will ensure that we continue our commitment to academic excellence, building character, and service to others.

We will do this by creating generous scholarships for our young scholars matriculating at Clark Atlanta University, providing supplemental training and sabbaticals for interdisciplinary studies for our faculty, renovating existing classrooms and buildings, building new infrastructure, expanding the curriculum, partnering with local organizations for community outreach, investing in recent technological advances, and recognizing faculty and staff industry trailblazers and pioneers.

Clark Atlanta is dedicated to cultivating an environment of learning, leadership, and excellence for future generations. The funds from this campaign will enable us to remain purposeful in our mission to offer advanced innovative teaching opportunities for our students.



# **STUDENT SCHOLARSHIPS AND SUCCESS (110,000,000)**

Access:

**\$50,000,000**

Retention:

**\$40,000,000**

Student Success Center:

**\$12,500,000**

General Education Program Support & Enhancement:

**\$2,500,000**

Health & Wellness:

**\$ 2,500,000**

Career Services:

**\$2,500,000**

## STUDENT SCHOLARSHIPS AND SUCCESS (ONE HUNDRED TEN MILLION)

Clark Atlanta University would not exist if not for its young scholars who seek exemplary educational goals and objectives. Consequently, CAU believes in equipping them with the best tools for success. The foundation of our university is to provide an environment of learning, encouragement, and diverse opportunities. As such, we want to continue fostering current student relationships and broaden our sights on reaching a new genre of undergraduates. As the cost of higher education continues to rise and attendance becomes more competitive, support for scholarships helps ensure that the university continues to build on its mission of access, affordability, and diversity.

The positive effects of investing in our student scholarships and success have far-reaching benefits. Clark Atlanta University will educate the next generation of leaders, teachers, entrepreneurs, and businesspeople. Additionally, we will widen the net of our minority-educated population, which will undoubtedly positively impact the future.

CAU is committed to generating **\$110,000,000** towards student scholarships and success in retaining and attracting deserving students around the country. 40% of the Comprehensive campaign will be dedicated to maintaining, cultivating, and preserving students at Clark Atlanta University.

**Access \$50,000,000:** Clark Atlanta University will ensure that students have access to equal and equitable learning opportunities within the university. We strive to remove any obstacles that may perpetuate disparities for our scholars with an emphasis on providing unprohibited learning access for

- First-time students
- Transfer students
- Graduate students



Clark Atlanta is committed to raising **\$60,000,000** to assist students with scholarships, tuition assistance, boarding, and other university-related costs that will aid in the successful progression and completion of students seeking 4-year degrees.

**Retention \$40,000,000:** CAU invests in our students through education, training, and mentoring. We want to ensure our return on investment through high percentages of student retention and graduation rates. The university works to retain current scholars through new and innovative learning tools, workshops, updated and renovated classrooms, and extracurricular activities.

**Student Success \$12,500,000:** We are committed to raising \$12,500,000 to create a student success center on campus. The center will serve as an assistance hub that provides advisors, tutoring, peer-to-peer mentoring, and supplemental academic instruction. University Students (first-time and transfer students) will have access to a holistic learning experience through the student success center, where they will receive encouragement, advice, support, and other assistance needed to complete their studies successfully.

**General Education Program Support and Enhancement \$2,500,000:** Clark Atlanta University allows students to chart their educational direction by providing general education courses that are critical in helping students to select their major. These courses set the foundation for academic and career trajectories for our scholars. CAU is seeking \$2,500,000 to build out the program to include more general education courses across multiple disciplines, hire additional faculty, and create more diverse learning opportunities for incoming and transfer students.

**Health and Wellness \$2,500,000:** We are also committed to the health and wellness of our students. We are working to generate more than \$2 million to renovate the university's pool and exercise equipment, expand the gym, and create programs to provide students with additional physical, mental, and social services.

**Career Services \$2,500,000:** Clark Atlanta University is committed to academic excellence, character-building, and service to others. As a result, the university aims to raise \$2,500,000 to improve our career services for our students and graduates. Improvements will include providing tools for job searches in course-related fields, helping students secure internships with affiliate organizations, and preparing students for graduate studies.



# **TEACHING, RESEARCH, & SERVICE (50,000,000)**

Center for Innovative Teaching, Learning, and Engagement:

**\$5,000,000**

Support for Undergraduate & Graduate research:

**\$20,000,000**

Academic Program Review & Enhancement:

**\$5,000,000**

Professional Development & Sabbatical Support:

**\$5,000,000**

Teaching & Graduate Student Assistant Support:

**\$10,000,000**

Faculty as Experts and Community Service Initiative:

**\$2,500,000**

Support for Dual Degree Programs & Collaborations:

**\$2,500,000**



## TEACHING, RESEARCH, AND SERVICE (FIFTY MILLION)

Clark Atlanta University will increase efforts to strengthen academic programs and co-curricular offerings, provide additional support and visibility for research and related activities, and continue our history of leadership related to social and civic awareness and engagement. The University seeks to raise \$50,000,000 to enhance teaching, research, and other services.

Our faculty serve as conduits of education for our students. As a result, we must invest in our educators as they can attract students to the university, improve student lives through education, prepare the next generation for the workforce, and increase retention and graduation rates.



**Center for Innovative Teaching, Learning, and Engagement \$5,000,000 (CITLE):** To attract and retain top scholars from around the globe, it is paramount that the university employs optimal professionals who are subject matter experts and leading innovators in their fields to teach the new generation of students. The initiative to raise \$5,000,000 towards CITLE will supply CAU faculty with professional development, growth, and leadership skills to improve their methods of teaching and engagement opportunities within their classrooms and beyond the scope of the school. Enhancements include expanding the digital humanities program, recognizing faculty expertise, and creating a thriving learning environment through new tools and techniques.

**Support for Undergraduate & Graduate Research \$20,000,000:** Our goal to seek investment of \$20,000,000 towards undergraduate and graduate support will create limitless possibilities in our Schools by obtaining new technologies to assist with unconventional or unorthodox learning opportunities outside of the classroom, creating merit-based scholarships to strengthen student recruitment and enrollment, and restoring classrooms and campus buildings to previous splendor.

**Academic Program Review and Enhancement \$5,000,000:** Clark Atlanta University will generate support for \$5,000,000 toward developing admission requirements and standards for incoming students, creating programs to monitor academic standards and practices, obtaining special accreditation for CAU programs to ensure that the university is operating at the highest level of educational standards, and enhancing current programs to support the specific needs of the students rather than adhering to a “cookie-cutter” standard of education. Additionally, the funds will enable the university to create and maintain programs to assist students with their career trajectories after graduation.





### **Professional Development and Sabbatical Support**

**\$5,000,000:** Clark Atlanta University understands the importance of its faculty and their contributions to our students and the university. This is why we are working to raise \$5,000,000 towards creating a faculty research fund that will allow professional development across interdisciplinary studies. This campaign also makes funds available for eligible faculty members to participate in research sabbaticals for one semester during the university year. Moreover, funds for professional development and sabbatical support will promote departmental affiliations, memberships, and partnerships with compatible organizations and societies.

### **Teaching and Graduate Student Assistant Support**

**\$10,000,000:** As the university's research enterprise expands, there will be an increasing need for GTA support as well as an ability to provide a more comprehensive and competitive financial package when recruiting graduate students. Additionally, due to the increased enrollment and the number of students returning to on-campus instruction, many of our courses and departments are experiencing oversubscribed classes and increased faculty workloads. There is a critical need to hire GTAs for academic support in the classroom, which will help to mitigate some of the increased workloads on our faculty and give our graduate students income to support their research and academic studies. We seek to raise \$10,000,000.00 to support graduate research significantly.

**Faculty as Experts and Community Service Initiatives \$2,500,000:** Clark Atlanta University must provide ancillary training to its faculty members to serve as subject matter experts in their respective disciplines. CAU needs to increase awareness and exposure about our institution's educational offerings and programming quality. Subject matter experts/faculty will serve as conduits of information to our community partners. Training and discipline workshops will help our faculty to use practical and theoretical knowledge to positively impact the university's mission and vision to our stakeholders. We seek to raise \$2,500,000 in funds to accomplish this goal.

**Support for Dual Degree Programs & Collaborations \$2,500,000:** Clark Atlanta University is home to many enterprising young scholars. In-kind, many of the university's students have interests exceeding the scope of one specific major. The university is committed to fostering those interests and creating plans that allow students to pursue dual degrees within four years. We will raise \$2,500,000 towards student scholarships for dual programs, professional and career development opportunities, and academic support, specifically supplemental instruction and tutoring.

## **THE CAU ENDOWMENT (25,000,000)**

Endowed Scholarships:  
**\$10,000,000**

Endowed Chairs and or Professorships:  
**\$10,000,000**

Endowed Fellowships, Loan Funds, Awards,  
Lectureships, and Book Funds:  
**\$5,000,000**





## THE CAU ENDOWMENT (TWENTY-FIVE MILLION)

Endowments provide universities with perpetual financial support to improve the school's campus, infrastructure, and learning opportunities for its students. Along with donor contributions and gifts in kind, endowments increase the monetary cushion many colleges and universities depend on to survive. \$25,000,000 will be raised for Clark Atlanta's endowed scholarships, endowed chairs or professorships, endowed fellowships, loan funds, awards, lectureships, and book funds and will enable generations of students to matriculate on the campus of Clark Atlanta University.

Endowments ensure that Clark Atlanta University can continue to provide quality education well

into the future by establishing financial stability in perpetuity. The benefits of endowments include providing money for professor salaries, covering operational costs, and providing opportunities for students by eliminating massive educational costs.

**Endowed Scholarships \$10,000,000:** The university expects to generate \$10,000,000 for scholarships, tuition, room and board, and other university-related costs that impact our student's financial obligations. The endowed scholarships will lessen the financial burdens that many students incur due to rising educational expenses. Currently, 97% of our undergraduate students receive financial aid, and 86% rely on grants and scholarships. With most of CAU's students needing financial assistance to pursue their education, endowed grants are vital to providing continual annual awards toward educational costs. Additionally, students can use the interest from endowments to help with costs associated with higher education.

**Endowed Chairs and Professorships \$10,000,000:** The fundraising efforts for endowed chairs and professorships, one of the highest academic honors at colleges and universities, will allow Clark Atlanta to attract esteemed educators worldwide to the university as this endowment helps to pay a portion of a professor's salary and departmental research costs. Additionally, endowed chairs and professorships will allow Clark Atlanta University to retain committed faculty members by aiding in competitive and above-market-value salaries. We seek to raise \$10,000,000.00 for our endowed chairs and professorships.

**Endowed Fellowships, Loan Funds, Awards, Lectureships, and Book Funds \$5,000,000:** The university will generate \$5,000,000.00 for graduate and post-graduate students to assist scholars with supplemental financial support while achieving a master's or doctoral degree at Clark Atlanta University. Funds will be used for tuition and other university-related matriculation costs and spendable income to secure distinguished scholars, lecturers, and presenters for the university.

# **INFRASTRUCTURE & TECHNOLOGY (40,000,000)**

Investment in Online Instructions & related Technology:

**\$5,000,000**

Investment in Academic Center & Research Spaces:

**\$12,000,000**

Physical Plant, Infrastructure, and Deferred maintenance:

**\$11,000,000**

Investment in CAU Enrollment Mgmt. & Academic Enhancement Systems & Tech:

**\$5,000,000**

Alumni/Welcome Center:

**\$2,000,000**

Real Estate and Opportunity Site Maintenance & Development:

**\$5,000,000**





## INFRASTRUCTURE & TECHNOLOGY (FORTY MILLION)

As technology progresses, Clark Atlanta University will remain on the cutting edge of technological advancements. Consequently, the university is committed to fundraising \$40,000,000 toward infrastructure and technology. The goal is to obtain innovative uses of current and new technologies to enable students and faculty to create technology, information resources and academic spaces of higher learning.

The funds raised for Clark Atlanta University's infrastructure and technology will help us to increase our revenue streams by investing in a more hybrid learning environment. We can expand our student population by allowing students to learn in person or remotely. Additionally, new technologies will enable our faculty and staff to offer creative, outside-of-the-box learning experiences for our young scholars.

**Investment in Online Instruction and related Technology \$5,000,000:** The COVID-19 global pandemic presented many challenges in how most businesses and organizations operated. Consequently, innovative processes were put in place to circumvent those challenges. As a result, Clark Atlanta invested and will continue to invest monies into strengthening our online technologies to offer increased opportunities for virtual teaching. The appeal for \$5,000,000.00 supports our efforts to enhance our technology as a hybrid learning environment to appeal to

**Investment in Academic Centers & Research Spaces \$12,000,000:** The university is enthusiastic about raising funds to improve and restore facilities, including labs, classrooms, and equipment to enhance our student's learning experience. In addition to restoring facilities, the university will create a technology lab for research, experimentation, and discovery. We will do this by raising \$12,000,000.00 to assist with costs associated with creating new facilities and restoring older ones.

**Physical Plant, infrastructure, and deferred maintenance \$11,000,000:** To preserve the rich history of Clark Atlanta University and to provide renovations, upkeep, and maintenance to the university's infrastructure for our students, faculty, and staff, the University will fundraise \$11,000,000 to assist with constructing and restoring campus facilities. Additionally, funding will assist with reconciling deferred maintenance costs associated with campus restoration.

**Investment in CAU Enrollment Mgmt. & Academic Enhancement Systems & Tech \$5,000,000:** Technology trends are reshaping the future. Clark Atlanta University should be on the cutting edge of technological advances. As such, we are dedicated to raising \$5,000,000 for the build-out of our academic enhancement and tech systems. Examples of funding may include

- Creating a cloud data center
- Investing in Artificial Intelligence (AI) technologies
- Procuring IoT (Internet of things) to create a smart campus
- Providing IT staff with additional training resources
- Creating chatbots or virtual appointments for easier student enrollment and onboarding processes

**Alumni/Welcome Center investment & build-out \$2,000,000:** The university will invest in a state-of-the-art alumni and welcome center at the edge of the campus, which will be a pivotal hub for alumni and prospective students by raising \$2,000,000.00 for its support. The center will house preserved memorabilia from notable alums, showcase the accomplishments of those who have made an indelible mark on Atlanta University, Clark College, and Clark Atlanta University, and will be the premier location for alumni, executive meetings, and conferences. The center will be a beacon to all alumni and a nucleus for engagement. The welcome center will also serve as the gateway for incoming freshman and transfer students to receive first-hand knowledge of Clark Atlanta's illustrious and robust history through photos, videos, and other multimedia exhibits.

The center strategically connects alumni, pre-alumni, and prospective students in the exact campus location. Additionally, the center will give alumni a preview of the next generation of Panthers that their generous giving supports while providing prospective students a glimpse of our alumni's involvement, presence, and dedication. Both vantage points deepen our roots in a culture of philanthropy.

**Real Estate and Opportunity Site Maintenance & Development \$5,000,000:** Currently, Clark Atlanta University's campus has no distinct border around the campus. As such, the peripheral boundary offers scant protection for our students, faculty, and staff. Generating \$5,000,000 toward real estate opportunities would allow Clark Atlanta to purchase contiguous land and neighboring homes north of the campus, enabling the university to fence or enclose the borders of the campus to provide increased security. Moreover, raising funds for real estate opportunities and site maintenance and development on campus aligns with the university's master plan to participate in reversionary property development, which includes creating a mixed-use development on CAU property that will diversify current revenue streams and provide economic growth for the university.

Another advantage of raising \$5,000,000 for real estate development is the potential to create numerous greenspaces throughout the campus, including a university garden. Currently, the university is substantially concrete and asphalt, with little grass for the students to enjoy. As Atlanta is commonly a verdant city, creating green spaces will help capture the city's essence while improving air quality and providing shaded areas for our students.



**PROGRAMS, CENTERS,  
& SPECIAL INITIATIVES (25,000,000)**

Investment in Cancer Research & Activity:

**\$6,000,000**

Investment in Cyber-Physical Systems Program & Activity:

**\$6,000,000**

Investment in Center for Innovation and Entrepreneurial Development:

**\$5,000,000**

Investment in build-out of Clark Atlanta University Fifth School:

**\$3,000,000**

Investment in CAU's Center, Institutes, and Community Services:

**\$5,000,000**

## PROGRAMS, CENTERS, AND SPECIAL INITIATIVES (TWENTY-FIVE MILLION)

Clark Atlanta University seeks to raise \$25,000,000 for programs, centers, and special initiatives, including our Center for Cancer Research and Therapeutic Development, athletic programs, civic and social justice efforts, and areas related to entrepreneurship. We are dedicated to delivering pedagogical opportunities for our students that exceed long-term and generational goals.

Generated funds will enable CAU to continue our research, education, and edification mission. The university will be better positioned to strengthen our research programs for our faculty and support our minority scholars in creating economic wealth through ideation, brainstorming, and concept realization.

**Investment in Cancer Research & Activity \$6,000,000:** The fundraising of \$6,000,000.00 will allow CAU to expand research support for the Center for Cancer Research and Therapeutic Development—the only cancer center of its kind in the nation—and provide additional training for the scientists’ research on prostate cancer and how it impacts African-American men. Additionally, funds will be used to hire new competitive research faculty and staff members to develop grant proposals for increased funding opportunities for cancer research. We seek to continue to support the goals and objectives of CCRTD through these fundraising efforts.

**Investment in Cyber-Physical Systems Program & Activity \$6,000,000:** CAU is committed to raising \$6,000,000 to enhance the current cyber-physical systems program to provide increased maturation of security protocols that protect the integrity of the university’s data. Currently, there is a deficit of Black cybersecurity professionals in the country. By enhancing our cyber-physical systems programs and educating our students in cybersecurity, we will create a pipeline to meet the demand for cybersecurity jobs. We will also contribute to increasing black middle-class dollars in the economy by training our students in this field.

**Investment in the Center for Innovation and Entrepreneurial Development \$5,000,000:** Clark Atlanta University believes in providing our bright young scholars with opportunities to achieve economic growth and wealth-building through entrepreneurship. The Center for Innovation and Entrepreneurial Development (CIED) will offer courses and workshops such as innovation, design, small business mentoring, and financial investment training. Additionally, CIED will allow students to participate in pitch competitions to experience real-world challenges to entrepreneurship. The Center has positioned CAU well for its role as a Regional Center for Entrepreneurship. To continue our support, the university will fundraise \$5,000,000.

**Investment in the build-out of Clark Atlanta University’s Fifth School: \$3,000,000:** Although Clark Atlanta University currently houses a division of Communication Arts, it needs to be more utilized in its best effort for student success post-graduation. The university will fundraise \$3,000,000 to expand the Division of Communication Arts to create its fifth school, the School of Innovative Communications, Entertainment, and Multi-Media Arts, thus allowing the university to hire and train more faculty members to educate more minority students with a focus in media and project management, research, and writing. This effort also allows Clark



Atlanta University to create more opportunities for its students and alums as the State of Georgia and the Southeast have emerged as the epicenter of communications, media, arts, and entertainment.

**Investment in CAU's Centers, Institutes, & Community Services \$5,000,000:** The university will raise \$5,000,000 to be used across its centers, institutes, and community services to develop research programs that will have a significant impact on our local community and government, create more opportunities for our community and other Atlanta University Consortium partners to partner with the school for optimal engagement, and strengthen current outreach programs to help community members and residents.





## SUMMARY

The Clark Atlanta University 10-year fundraising campaign will provide funds that will allow the university to continue to deliver accessible, relevant, and transformative education to our young scholars through scholarships, technological advancements, expanded curriculum, and updated infrastructure.

Additionally, this campaign will generate opportunities for Clark Atlanta University to retain our dedicated faculty and staff members and attract external subject matter experts, lecturers, and industry pioneers by enhancing our programs, providing endowments, offering professional development, and building out

the University's fifth school. This quarter-of-a-billion-dollar campaign supports our goal to preserve the legacy of Clark Atlanta University, which is to transform the lives of our students through service and excellence. Clark Atlanta University remains resolute in its commitment to excellence and service. With a competitive curriculum, dedicated faculty, and the willingness to "find a way or make one," Clark Atlanta undoubtedly provides its 4000 students with the necessary tools for success. The legacy of greatness will and must continue. The need for our student scholars to be educated in an environment that values their talent, passion, desire for success, and respect has remained the same, and we are committed to continuing the excellence upon which we were founded.

This fundraising campaign spells out our vision and mission for Clark Atlanta University's future. With your help, our dedication to educating our students and supporting our mission of equipping our faculty and staff with the necessary tools needed to thrive in excellence and service will be preserved for posterity.





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UNIVERSITY

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