



HORNET

ALUMNI MESSENGER

May 2012

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Harris-Stowe State University Welcomes a New President



Dr. Albert Walker
President

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The Harris-Stowe State University Board of Regents, Thelma Cook, chairwoman, announced last fall that Dr. Albert Walker will succeed outgoing president, Dr. Henry Givens Jr. Dr. Givens announced his plans to retire from Harris-Stowe after 32 years in April 2011. Dr. Walker is the former president of Bluefield State College in Bluefield, West Virginia.

Dr. Walker is a graduate of Lincoln University in Jefferson City, Mo., where he earned a Bachelor of Science degree in elementary education. He later earned three Master of Arts degrees from Bradley University in the areas of educational administration, elementary education and secondary and community college education. He received his Ed.D. in educational administration from Indiana University in Bloomington, Ind.

Prior to becoming president at Bluefield, Dr. Walker held various positions in higher education, including vice chancellor for academic affairs at Elizabeth City State University; vice president for academic affairs at Kentucky State University; vice president for academic affairs at Harris-Stowe State University and dean of the School of Education at North Carolina A&T State University. He served, for six years, as the Assistant Commissioner of Education in the Division of Urban and Teacher Education for the Missouri Department of Elementary

and Secondary Education in Jefferson City, Mo. Dr. Walker holds additional experience in education as a former tenured professor, principal and classroom teacher.

During his successful career, Dr. Walker has published numerous articles, taught many courses and received several awards. His accomplishments as president of Bluefield State include increasing the number of grant awards secured by the college; successful accreditation efforts and a significant increase in Bluefield’s enrollment, to name a few. He is well versed in fundraising, research, program development, student retention and strategic planning.

Dr. Walker’s is chairman of the Higher Learning Commission’s Board of Trustees (North Central accrediting agency) and sits on the boards of the National Association of Intercollegiate Athletics (NAIA) and the American Association for State Colleges and Universities (AASCU).

He began his new position at Harris-Stowe on October 1, 2011.



Message from the President of the Alumni Association



Candace M. Dickson
HSSU Alumni Association President

Dear Alumni and Friends,

Do you consider yourself to be a role model to prospective Harris-Stowe State University students and current undergraduates? You should. Your experiences and perception of your alma mater make a world of difference to those who are looking to find their place at their undergraduate institutions. Alumni at all levels serve as valuable resources for areas like job hunting, community service involvement and social interaction. For one reason or another, you chose to attend Harris-Stowe. Why not continuously celebrate that choice and the awesome foundation that was laid due to that choice. Many of our great alumni have gone on to become remarkable professionals who are changing the world in various industries. Your successful career is a testimony to degree that you received while in undergrad. While alumni giving is a priority for most institutions, especially in these tough economic times, it is not always about money. Think of more about helping a student to get on the right path and strive toward great things, just as you have done. Investing your time on campus or making your presence known during a homecoming celebration would prove to be valuable as well.

As ambassadors for Harris-Stowe, you, as former students, possess the insight and knowledge about HSSU and each one of its predecessor institutions. Use this insight to make a direct impact on the life of a current Hornet.

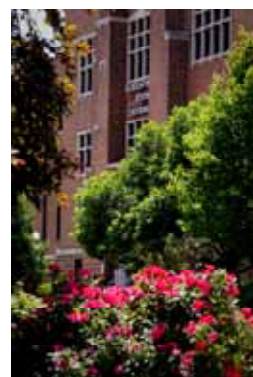
With Great Hornet Pride,

A handwritten signature in cursive script that reads "Candace M. Dickson".

Candace M. Dickson
Harris-Stowe State University Alumni Association President

Top 10 Ways HSSU Alumni Can Serve Their Alma Mater

1. Refer a prospective student to Admissions
2. Support Hornet Athletics
3. Hire an HSSU student as an intern for a semester
4. Join the Alumni Association
5. Start a scholarship fund in the name of a loved one
6. Leverage your individual donations with a corporate match, if applicable.
7. Support our graduates and attend commencement convocation.
8. Support the theatre, art and music events held on campus
9. Love your HSSU! Visit campus often for a tour and expose others to all that HSSU has to offer!
10. Tell the world how you got started at Harris-Stowe and how attending HSSU made you who you are today!



“Best Practices & Trends in Alumni Communications”

by The Napa Group

1. Alumni associations have reshaped themselves in the past decade to deliver market-focused programs, and strategic communications approaches and plans are central to their ability to reach their multiple audiences for all activities and build and foster relationships. Increasingly associations are rebranding themselves as the lifelong link between alumni and the university, shifting perceptions of the association’s role and its importance within the university.

2. Because they are in tune with their constituencies, alumni communications offices bring great value by strategically anticipating issues, informing their audiences, and solving problems. Getting the right message to the right people at the right time is crucial to strengthening alumni relationships with the university, the association, and each other. Increasingly alumni communications offices are refocusing their activities on strategic priorities versus simply reacting to and serving all the organization’s communications demands. Staff know-how can be particularly valuable in supporting institutional and association priorities and bridging the institution’s interests with those of alumni.

3. Alumni associations have used various forms of market research to identify their key value to their alumni and reinforce that value consistently throughout all forms of communications – print, online and through personal visits, events, and presentations.

4. As associations are reshaping themselves as lifetime links between alumni and the university, association websites are repositioning themselves as communications portals between alumni and their alma maters. As hubs of information, alumni websites offer university news, events, and issues, along with association activities and programs to build and foster alumni connectivity. Without duplicating roles, alumni professionals are collaborating with other marketing and communications offices to create more seamless engagement between alumni and the university.

5. Alumni communications professionals are serving more strategic roles in the overall advancement operation as chief alumni communications and marketing officers. They develop comprehensive strategies and programs, ensure that efforts to promote individual programs and events align with overall advancement goals, and work with central overall advancement goals, and work with central and decentralized public affairs, alumni, and development offices to ensure impact and alignment. Assisting other parts of the advancement operation, including public affairs and development offices, with consistent messaging that speaks to alumni interests is a high-value activity by alumni communications professionals in their collaborative roles with other campus partners.

6. Integrating alumni communications into overall advancement and/or institutional marketing communications offices is increasing as universities have become more market-focused. The “outside-in” emphasis on the customer – alumni – rather than the “inside-out” view from the institution makes this case more compelling as

alumni communications must compete with all the other messages bombarding their audiences and other organizations seeking “share of the customer.” Varying forms of structural and collaborative arrangements have emerged, in all cases raising the profile, importance, and professionalism of alumni communications activities.

7. With higher-level leadership roles, association communications professionals are evaluating and measuring the effectiveness of traditional and emerging communications methods. They are guiding the realignment of print, electronic, online, social media, and the promotion of events and other activities to balance association goals and the ability to achieve communications outcomes through people (staff and volunteer), and financial resources. The management, strategy, and form of printed alumni magazines are changing at many institutions.

8. The rapid rise of new technologies, such as social media and mobile communications, are powering alumni networks. This requires that alumni professionals understand how best to use them strategically within the overall marketing mix, including targeting alumni segments. Multiple communications channels are designed to reach alumni according to their communications preferences (lifestyle, age, geography, etc.). Understanding each new technology is a new requirement for alumni professionals.

Because alumni are automatically engaged in social media through their personal and professional lives outside the campus, the challenge is to determine the smart and cost-effective role for alumni associations and communicators as part of this mix. Social media requires staff and time – and clarity around the right marketing mix for the alumni audience. Related Internet-facilitated technologies include blogs, podcasts, video, mobile communications/text messaging and alerts, interactive website features, Facebook, Twitter, LinkedIn, Flickr, and YouTube.

9. Despite the high-tech rage, alumni magazines have value at many institutions and are becoming more strategically focused to boost loyalty, participation, and giving. Studies show that certain topics are particularly important to alumni as they form their opinion about how well the university is performing overall, particularly the caliber and success of current students and faculty and the institution’s ongoing focus on preparing students for a complex world and advancing careers. Associations are figuring out how best to use these multiple communications methods to reach their various audiences on the “lifetime” alumni continuum.

The Napa Group founded, in 1985, provides strategic planning, leadership development, organizational design and executive team coaching for universities, advancement offices, alumni associations, foundations and venture-funded start-ups.

Harris-Stowe State University Office of Communications, Marketing, Alumni Affairs, & Development Recognizes Scholarship Recipients & Donors

Congratulations to the following 2012-13 scholarship recipients:

The Dr. Henry Givens Jr. Scholarship: Drake Hall and Shelly Jones

Alumni Association Scholarship: Nedim Gracanin, AaShia Irwin

Book Awards: LaVonne Davis, Shaela Draper, Caylah Gilbert, Drake Hall

Thank you to the following donors:

Brown & Gold Club

Arthyre and Joann Mallory, Magdalene Moore, Grover Johnson

Hornet Club

Sherman George, Catherine George, Barbara E. O'Malley of Webster University, Frankie Freeman, Kathleen Kinderfather, Kitty Ratcliffe of St. Louis Convention, Gloria Patterson, Richard Patterson, Carol Walker, Katie Harper Wright, William Kenneth Freeman of Webster University, Mrs. Ethan A. H. Shepley, Jr., Clothilde Garrett, Ann Scott, Hugh Scott, Mr. and Mrs. James Webb, Johnetta Randolph Haley, Pat Williams of St. Louis Science Center, Chris Yount of St. Louis Science Center

1857 Club

Thomas George, Vincent Schoemehl, Veto Reid, Bessie Reid, Dr. Donald Suggs of *The St. Louis American*, William A. Peck, Fred Bronstien of Saint Louis Symphony

Trailblazer Club

Dr. Henry Givens Jr., Gary Dollar of United Way, Annemarie Schumacher, Judge Charles A. Shaw, Johnny Furr, Andy Newman, Peggy Newman, James Buford of Urban League Metro STL

Legacy Club

Edward Jones, Dr. William H. Danforth, Englehardt Family Foundation, World Wide Technology, AT&T, Board of Regents, Laclede Gas, Monsanto, Enterprise Rent-A-Car, U.S. Bank, Ameren, Emerson, Centene, Wells Fargo, Peabody Energy, David Price, Mary Ellen Finch of Maryville University, Barbara Branchfield of Sigma Aldrich

HSSU Spring Semester in Review



26th Annual MLK Kick-off Program for Missouri
Dick Gregory, Keynote Speaker
January 7, 2012



Writer, Activist, Public Speaker Kevin Powell at HSSU
February 24, 2012



Voting Rights Symposium
Al Sharpton, Keynote Speaker
March 16, 2012



Trayvon Martin Memorial & Student Empowerment Rally
March 29, 2012



The Jazz Edge perform at "Spring Into Jazz Concert"
March 31, 2012

Save the Dates!

HSSU Commencement Convocation and Presidential Inauguration of Dr. Albert Walker

Saturday, May 12, 2012, at 10 a.m.
Emerson Performance Center

Homecoming 2012

September 21-29, 2012

Gold Gala Scholarship Dance

Airport Marriott Hotel
September 29, 2012
General Reception at 6 p.m.
Dinner and Program at 7 p.m.

Update Your Information


Harris-Stowe State University is interested in finding out what our alumni have been doing. Be sure to updating your information with the alumni office and keep us abreast of your professional accomplishments.

Office of Alumni Affairs, Room 110
Harris-Stowe State University
3026 Laclede Ave.
St. Louis, MO 63103
Phone: (314) 340-3390
Fax: (314) 340-3575



Join the HSSU Alumni Association Today!

The Harris-Stowe State University Alumni Association offers graduates an ongoing opportunity to share memories, enjoy camaraderie and continue their life experiences together. As a community-serving institution, HSSU is fortunate that many of its graduates remain in the St. Louis area; as such, our alumni are able to maintain long-term connections. The Alumni Association also enables graduates to share the

gift of education with deserving, yet financially challenged students. Fees paid to the Alumni Association, a registered nonprofit entity, are 100 percent tax deductible. Everyone, whether you graduated from Harris-Stowe or are a friend of the institution, can join the HSSU Alumni Association. Join now and your membership will be valid through May 31, 2013! Regular Membership costs just \$25.



HARRIS-STOWE STATE UNIVERSITY ALUMNI ASSOCIATION

WE NEED YOU. PLEASE JOIN TODAY!

Membership Form

Membership valid through May 31, 2013: \$25

Date _____ Referred by (if applicable) _____

Name _____

Address _____

City _____ State _____ ZIP _____

E-mail _____

Telephone _____

I attended (check all that apply): Friend of Harris-Stowe
 Harris (HTC) Stowe (STC) Harris-Stowe College
 Harris-Stowe State College Harris-Stowe State University

Year of Graduation _____

Payment

Everyone, whether you graduated from Harris-Stowe or are a friend of the institution, is welcome to join the HSSU Alumni Association. You may join the Alumni Association online at www.hssu.edu/alumni or you may mail in your application. Make all checks payable to the "HSSU Alumni Association."

I have enclosed a check for \$25 for Regular Membership.
 I have paid \$25 online for a Regular Membership.

MAIL TO: 3026 Laclede Avenue • St. Louis, MO 63103 • (314) 340-3390

- ↖ Remain connected to the institution via the Alumni Hornet Messenger (www.hssu.edu/alumni)
- ↖ Rekindle college friendships at Homecoming, the Gold Gala and the Recognition Luncheon
- ↖ Free admission to HSSU athletic events
- ↖ 10 percent off all University Bookstore merchandise
- ↖ Support scholarships to your beloved alma mater

Membership Benefits

Your HSSU Alumni Association membership also grants you access to many exciting benefits and discounts, such as:

- Free admission to HSSU athletic events
- 10 percent off all University Bookstore merchandise
- Free alumni news updates
- Free use of the University weight room
- Discount to the Hornet Dining Hall
- Full access to the AT&T Library and Technology Resource Center
- 10 percent off University facility rentals
- 5-10 percent off Enterprise locations
- Membership to Working Advantage, an online discount provider

Buy-A-Brick at Harris-Stowe State University



Buying a brick on campus is the perfect way to commemorate the time you spent at Harris-Stowe or honor an individual or loved one with a permanent place in history. All proceeds from the Buy-A-Brick project benefit student scholarships. Plans to lay additional bricks in the second phase are already underway. For a gift of \$250, \$500 or \$1000, those who donate to the Buy-A-Brick campaign can have their name and year(s) of attendance or graduation date inscribed on a brick. The amount of the gift determines the size of the brick. Sizes and amounts are as follows:

<u>Gifts</u>	<u>Size in Inches</u>
\$1,000 or more	12x12
\$500-\$999	8x8
\$250-\$499	4x8

You do not have to be an alumni to buy a brick. Groups can purchase a brick as well. Don't miss this chance to ensure that you, or someone you care about, will have a lasting memorial on the new Harris-Stowe State University campus. The application is located at this link http://www.hssu.edu/deptdocs/5/Buy-A-Brick_Application_3.9.09.pdf.

Serve as a Recruiter by Sharing Your Undergraduate Experience

Tahir Moore graduated in 2008, and served as the first king under the new Harris-Stowe State University name. An aspiring comedian, last fall, Tahir worked with Walter McElroy, a videographer at Harris-Stowe, and submitted a video for the Ford Black College Quiz Online Video Competition on behalf of the HSSU Alumni Association. In March of this year, the Office of Alumni Affairs was notified that the video submission had won a scholarship in the amount of \$3,000, which the Alumni Association turned over to the University for student scholarships. Not only is the video hilarious, but it is a true testament of how much attending HSSU meant to Tahir and the impact that a well-rounded college experience at Harris-Stowe has had on his life and career. If you haven't seen the video, please visit www.hssu.edu, where it is located on the homepage. It will now be used for future new-student orientation sessions with incoming students.



Spotlight on Alumni

Charles Walls
Assistant Bank Examiner
Federal Reserve Bank of St. Louis
 Charles graduated in 2007 with a Bachelor of Science in Business Administration.

"As a Business major at Harris-Stowe, I learned how to interview, conduct business meetings and a host of other competencies that I think gave me an advantage in my career today. After HSSU, I attended Webster University and received a Master of Science degree in Finance. At HSSU you're not just identified as a student number. Faculty and staff take the time to get to know students and create everlasting relationships, and in my mind this is second to none."

Stay Connected with HSSU!

Harris-Stowe State University is now on Facebook and Twitter! Reunite with University friends, look at pictures, watch videos and learn about all the exciting upcoming University events! Don't forget to sign up as a "fan" of Harris-Stowe State University to show your school spirit. Go Hornets!

Friend us at www.facebook.com/HarrisStowe or follow us on Twitter at HarrisStowe.

Message from the Assistant Vice President of Communications, Marketing, Alumni Affairs & Development

Dear Extraordinary Alumni of HSSU,



Courtney Z. McCall
Assistant Vice President of
Communications, Marketing, Alumni
Affairs and Development

It is my distinct pleasure to write to you via our spring 2012 issue of the *Alumni Messenger*. Many of you are aware that there has been some transitioning going on in the Office of Communications, Marketing, Alumni Affairs & Development at Harris-Stowe, and I'd like to say that I am so excited to be back at home, and serving you. I missed you all tremendously during my time away. And, although I am not a graduate of HSSU, I feel totally empowered by all things brown and gold. It is commencement season once again, and our campus is buzzing with all that encompasses the end of the academic year, including graduation, summer school sessions and a new wave of alumni who are prepared to take their professional aspirations to the next level. Let's applaud them in our hearts and wish them well.

I hope that by reading this newsletter, you embark upon a sense of pride for good ole HSSU. There are so many things happening on campus that should excite you. And even with news surrounding possible state budget cuts, we must remember to always continue the legacy that has, for more than 150 years, surrounded your beloved alma mater. Today, more than ever, we need your unwavering support, your attendance at events and your contributions for scholarships. In this issue, I've included a giving envelope. Please know that you are not required to stay within the giving denominations which are included on the envelope, but instead encouraged to give at those levels so that you will be listed as such in the annual report. As always, I appreciate you and your commitment to HSSU. I hope that you enjoy reading this edition, and I look forward to working with you.

Sincerely,

Courtney Z. McCall
Assistance Vice President
Communications, Marketing, Alumni Affairs, & Development

Spotlight on a Hornet

HSSU Student Honored at 2012 Emerging Researchers National Competition

Harris-Stowe State University senior biology major David Marango received second-place honors at the recent 2012 Emerging Researchers National Competition in Science, Technology, Engineering and Math (STEM) in Atlanta, Ga.

A panel of judges awarded Marango a \$200 prize in the undergraduate level for his oral presentation in the Mathematics and Statistics category, in which he researched "Mathematical Modeling of Genetic Counseling with Application to Sickle Cell Anemia." Specifically, the project looked at how genetic counseling affects prevalence of sickle cell anemia indifferent populations. Marango, along with his faculty advisor Dr. Ann Podleski, an HSSU professor of mathematics, hypothesized that genetic counseling would result in deviation from random mating and from the Hardy-Weinberg Equilibrium (HWE) for sickle cell genotype.



The project was supported by the \$2.5 million National Science Foundation HBCU-UP Implementation grant that HSSU acquired in 2009.

Why Alumni Matter

“I believe that alumni matter because they help support the growth of their institution. Once you have had the full experience of the institution, you can look back on your experiences and think about the how to enhance the campus whether it be in the form of scholarship, volunteering as tutors, or just assisting with maintaining the campus.”



Neidra Butler
2009 Bachelor of Science, Accounting

“Alumni reflect the skills and knowledge that the institution provided during the time they were enrolled. They are

ambassadors of the university; can serve as recruiters and last, but not least, can provide financial support.”

Dr. Albert Walker, President
Harris-Stowe State University

“Alumni are important for a number of reasons. To start, they set a good example for current students at the university, especially if they have gone on to very successful careers. They are also important because alumni generally donate money to the university they attended. Alumni also encourage their children or other family members to attend the university they did.”

Miguel De Araujo
2012 Bachelor of Science, Business Administration, Marketing

“Alumni matter because they’ve tried the product, completed the degree and consequently become some of the best advocates for the institution. Alumni help you reach into places that your marketing dollars will not take you. If they’ve had a good experience, they become infectious carriers of your message and method. Many also ultimately make the transition from Alumni to faithful financial supporter.”



Orvin T. Kimbrough
Senior Vice President, Major Gifts, Planned Giving, Marketing and Communications
United Way of Greater St. Louis

HARRIS-STOWE
STATE UNIVERSITY
ALUMNI ASSOCIATION
3026 Laclede Avenue
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