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FALL / WINTER 2021

on campus



TOP 50 EMPLOYER FOR HBCU STUDENTS

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LETTER FROM THE PUBLISHER

School is back in full swing and most of you have already struggled with a surprise test or two. Do not worry. It is only one test and you can come back and knock the next one out of the park (with proper studying and preparation of course.)

Even though you may not know when the next pop quiz will (ahem!) “pop up” one thing you can count on is that we will be here steady pushing out those all-so-important internship opportunities that will eventually lead into your career path.

As with this past spring, we still have a lot going on. Companies are already going over student resumes and transcripts – looking for their new 2022 summer internship hires. Visa, the federal U.S. government, JPMorgan Chase, and more are actively and currently picking apart our web site for talent. So what are YOU waiting for? Sign up now on HBCUConnect.com and get connected! The early bird catches the worm so don’t wait another minute. New grads are also getting good looks as well for entry-level positions so spruce up that resume and join the party!


We can’t wait to see you. Stay safe!

HBCUCONNECT.COM – Get Connected!

Sincerely,

Will Moss

Will Moss | CEO | wrmoss@hbcuconnect.com | 614.864.4446

A photograph of Shedeur Sanders, a young Black man with short dark hair, smiling and looking towards the camera. He is wearing a white t-shirt with a red SEC logo on the left chest and a gold chain necklace. His right hand is near his neck. The background is blurred, showing what appears to be a stadium setting.

Shedeur Sanders, Son of Deion Sanders, Becomes First Collegiate Ambassador of Beats By Dre

Four-star football recruit and youngest son of Deion “Primetime Sanders” is making history of his own. JSU freshman quarterback Shedeur Sanders has officially signed a deal with “Beats by Dre,” making him the first collegiate athlete to represent the brand.

Since the NCAA cleared student-athletes to profit from their name, image, and likeness back in July, many college players have jumped at the opportunity to partner with their favorite companies. In a recent interview with People, Sanders expressed just what the monumental decision meant for student-athletes like him: “People don’t understand how much work and how much time you put into the game. Stay late at the school just going over film, going over plays, as much time and hard work it is that’s put into this and that we’re able to be rewarded now, it feels amazing.”

Shedeur, who originally committed to Florida Atlantic, ultimately decided to follow in his father’s footsteps and attend Jackson State University where his father is the head football coach but is determined to forge his path and lead his own legacy. “You got to make something for yourself,” he explains. “I know when I turn 21, I’m on my own, so it doesn’t matter what pops did. It matters about me and what I’ve done in this world and what I did with my life.”

Now and Later® Teams Up with HBCU Grads Keshia Knight Pulliam and Terrence J to Launch Entrepreneur Program for HBCU Students

Now and Later® candy is teaming up with famous HBCU grads to launch its #RecognizeTheChew Class in Session Series. Founded on the C.H.E.W. mantra, an acronym which stands for Champion, Hustle, Empower, and Win, the program was designed to support the hustle of ambitious entrepreneurs, go-getters, and leaders from HBCUs.

"Now and Later is a brand built on the values of hard work, resilience, transformation, and authenticity. HBCU faculty, students, and alumni embody these values daily," says Alnese Thomas, Brand Manager, Laffy Taffy & Now and Later. "It's a pleasure to support the incredible impact these institutions play in fostering some of the nation's most influential leaders."

In its inaugural year, Now and Later is partnering with Emmy-nominated actress and Spelman College grad Keisha Knight Pulliam and acclaimed television personality/ actor and N.C. A&T Terrence J along with Clark Atlanta University's Mass Media Arts department and the Cathy Hughes School of Communications at Howard University to showcase the impact of the HBCU experience and inspire the next generation of Black leaders. Each school will receive a \$10,000 donation to create a scholarship fund for participating students, as well as host a virtual seminar where students will have a chance to draw inspiration from influential HBCU alumni, who have notably mastered the "art of the hustle" across various industries.

Each seminar will be streamed online. Additional information may be found at NowandLater.com

AT&T to Celebrate and Award 25 HBCU Students Driving Positive Change



Submissions are now open for the inaugural AT&T Dream in Black Rising Future Maker—a new initiative that continues the company's ongoing commitment to support diverse communities through uplifting programs, support, and storytelling.

The initiative will recognize an influential group of 25 students currently attending HBCUs who are making a positive impact within their communities and campuses before finishing their degrees. As part of the honor, each selected Future Maker will receive 5Gs (\$5,000) presented by AT&T 5G, a suite of AT&T technology products and services, and access to VIP advocates to help support them on their journey to create history-making change.

NBA superstar J.R. Smith, who recently went viral through a series of tweets documenting his new life as a student at North Carolina A&T State University, and award-winning actress, producer, and entrepreneur La La Anthony, who attended Howard University, will serve as the program ambassador.

The AT&T Dream in Black Rising Future Makers contest is open for entries from Sept. 15 – Oct. 31. To enter applicants must post a :30 – :60 video on Instagram, Twitter, or TikTok using the hashtags #ATTRisingFutureMaker and #DreamInBlack and share how you are shaping the now, the new, the next, and why you deserve to be recognized as one of our Rising Future Makers. The 25 honorees will be unveiled in November. For full contest rules, visit <https://www.attdreaminblack.com/rfm>.



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The Fate of a 2021 Homecoming Season? Several HBCUs Cancel Due to COVID-19

It's no secret that Homecoming is a staple in HBCU culture. From the concerts to the game and everything in between, Homecoming is an event that current students and alumni look forward to every year. Unfortunately, the global pandemic is threatening the annual festivities for the second year in a row.

After all HBCU Homecomings were canceled last year due to the rapid spread of COVID-19, many believed that by the time we made it to 2021, the pandemic would be behind us and that we would be able to make up for all of the fun we missed out on in 2020. Now that the 2021 Homecoming season is approaching, things are not looking too good for our campus celebrations.

The continuous spread of the virus remains a threat to the safety of students and alum anticipating the return of the greatest season at HBCUs. In fact, a few schools have already decided to either cancel or scale back Homecoming events out of an abundance of caution. Spelman and Morehouse College both recently announced that they have canceled their annual SpelHouse Homecoming for the second year in a row. Clark Atlanta University also announced that its Homecoming festivities would be different this year, this time being a "hybrid event that will include a mixture of in-person and virtual events."

Though these are the only schools that have officially announced Homecoming cancellations so far, the way things are going with COVID cases, we anticipate more cancellations on the horizon.



Beyoncé, JAY-Z and Tiffany & Co. Create the ABOUT LOVE Scholarship Program for Students at Five HBCUs

It has been three years since Beyonce highlighted HBCU culture with her Homecoming Coachella Performance and started the Homecoming Scholars Award Program that provided scholarship money to HBCU students. This time around, Beyonce and her husband are teaming up with Tiffany & Co to provide even more scholarship money to students that attend our beloved institutions! Following the launch of the ABOUT LOVE campaign starring The Carters, Tiffany & Co. announced details on the launch of the About Love Scholarship program in partnership with BeyGOOD and the Shawn Carter Foundation. Along with the campaign, Tiffany & Co. pledged \$2M in scholarship funding for students in the arts and creative fields at HBCUs. The scholarship will be awarded to Lincoln University, Norfolk State University, Bennett College, University of Arkansas at Pine Bluff, and Central State University.

"We would like to thank the Shawn Carter Foundation, BeyGOOD, The Carters, and the Tiffany & Co. family for including Lincoln University in this amazing gift," said Dr. Brenda A. Allen, President, Lincoln University. "Over the years, we have developed a wonderful partnership being a part of The Shawn Carter Foundation HBCU Bus Tour. Lincoln has placed a high priority on supporting the arts and humanities on our campus. Providing financial support for students pursuing these majors enhances their ability to more fully engage their studies."



HBCU Partnership Challenge

"Best Buy is committed to increasing diversity within all levels of our company," said Amelia Hardy, Best Buy's Vice President of Strategic Community Engagement. "HBCUs are excellent pipelines for diverse talent and known to produce amazing graduates who go on to be very successful in their careers."

As part of these efforts, we partnered with the United Negro College Fund (UNCF) to launch a scholarship fund that helps reduce financial barriers for black students. Our desire is to invest deeply with our scholars allowing them to focus on their education and less on their finances.

Through the scholarship fund, we have committed to supporting a minimum of 24 students over the next eight years. Each scholar is eligible to receive up to \$20,000 in financial assistance each year for four years. For more information and to stay up to date with the application process, visit: www.uncf.org/scholarships





Michael B. Jordan Launches Hoop Dreams Classic to Showcase HBCU Athletes

Hollywood actor Michael B. Jordan is launching the “Hoop Dreams Classic” to show the world just how much talent can be found at our beloved HBCUs. According to Forbes, the showcase will feature four of the top HBCU Division I men’s and women’s basketball teams.

Jordan first announced that he would be sponsoring this HBCU basketball showcase late last year.

“This past year has been the tipping point for so many, including myself, in revving up support for Black people. As a Newark native, I am committed to bringing change to the community and am honored to be able to present The Hoop Dreams Classic as a way to celebrate the value of community, education, and Black college experiences. Through our shared love of basketball, I look forward to bringing the communal spirit of HBCUs to the city that helped shape me into the man I am today.”

This one-day event will take place on December 18, 2021, at the Prudential Center in Newark, New Jersey. Though the main event is centered around basketball, the showcase will include various events designed to highlight the HBCU experience. From Battle of the Bands to live musical performances and college and career fairs, attendees will be immersed in HBCU culture.

Kudos to Michael B. Jordan for choosing to put HBCU athletes on center stage while celebrating Black institutions!



Pepsi Awarding \$25,000 Scholarship to the Most Voted Fan- Favorite HBCU

Everybody knows that no one reps their school harder than HBCUs students and alumni. This year, Pepsi is putting our HBCU sports and school pride to the test with a competition that can help raise money for our favorite HBCUs. The major beverage company is calling on all HBCU fans to rally together and vote to help their favorite school win a \$25,000 scholarship donation.

Chauncey Hamlett, Vice President and Chief Marketing Officer of PepsiCo Beverages North America (South Division), spoke about the enthusiasm HBCU fans bring, saying, "As a long-time resident of the South, I love the energy, spirit, and sense of community that HBCUs bring, especially around the highly anticipated return of football. This scholarship opportunity isn't just open to students and alumni to cast their votes but to anyone who shares pride and enthusiasm for these great institutions. I have a strong passion for HBCUs, and I am proud of the work we continue to do, spotlighting these schools across the South to support and foster opportunities for students."

HBCU fans can visit <http://www.pepsipromos.com/hbcu>, select Choose Your School, then cast their vote. Fans can vote one time per day during the voting period. While on the site, fans can also check out the HBCU Homecoming Spotify playlist curated by Terrence J. Voting is open now through December 3, 2021.

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Meet an Intern!

Jessica
HR, Talent Acquisition

"This summer with Coupa Software has not only been a great learning experience within Talent Acquisition, but also for my overall professional development and career! Between the sourcing projects, scheduling interviews, and starting recruiting campaigns for hard to fill roles, I believe I got to experience some of the best parts of recruitment."

Message from our CEO

Coupa is a platform for your personal and professional growth. We value diversity and embrace the idea of people bringing new ideas and thoughts to the organization that will help enrich and strengthen our culture and the community we are collectively building.

- Rob Bernshteyn

Learn about our Coupa Cares Scholarships

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<u>& Inclusion</u>	<u>Coupa Website</u>

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How to Make the Most of Your College Education

As a student, you already know college is expensive, so it is crucial that you make every moment count. We know that is much easier said than done, so we're sharing three tips to help you make the most of your college education while you're still a student.

Go With A Broad Major: As a student, it is easy to feel like you have to be super specific when it comes to your major, but that can limit you in the end (after graduation). Because your interests and skills are bound to change in four years, it is best to pick a broad major. That way, you give yourself room to explore the different elements of that major and find what you are passionate about.

Choose Diverse Classes: Outside of your major-related classes, it is important to take courses that have nothing to do with your main subject of study. College is about more than just taking classes to get a degree; it is about becoming a well-rounded individual with several different tools in their toolbox. You never know how something you learned in a random class will help you later down the road.

Get Hands-on Experience: Getting hands-on experience with internships and part-time jobs is a great way to find out what you would actually want to once you graduate. These opportunities not only help you get experience in the field of your choice, but they can also help you find out what you are passionate about and what you're not so passionate about. Think of internships as a trial run for whatever career you are considering.

Top 50 Employers for HBCU Students



1. Microsoft
2. Intel Corporation
3. Visa, Inc.
4. Collegium Pharmaceuticals, Inc.
5. Agile Technologies
6. AMD
7. FBI
8. Deutsche Bank
9. Johnson & Johnson
10. Deloitte Services LP
11. U.S. Department of Veterans Health Administration
12. Wells Fargo
13. ServiceNow
14. Truist Financial Corp.
15. JPMorgan Chase
16. VHB
17. Guardant Health, Inc.
18. Credit Suisse
19. Nestle
20. Accenture PLC
21. Juniper Networks
22. CBRE
23. Fidelity Investments
24. TRIMEDX, LLC
25. Walgreens
26. Coupa Software
27. Trane Technologies
28. Sage
29. Red Ventures
30. Cardinal Health
31. Danaher
32. Palo Alto Networks
33. Pricewaterhouse Coopers
34. Wayfair
35. Athene
36. Stockx, LLC
37. Wiley Publishing
38. Alliance Bernstein
39. Lululemon
40. Rocket Mortgage
41. Nintendo
42. Chan Zuckerberg Initiative
43. Quartet Health
44. NextEra Energy
45. Tetrattech
46. Sinclair Broadcasting Group
47. Ball Aerospace
48. Otak
49. GE Appliances
50. Best Buy



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