

# HBCUCONNECT

WINTER 2011

INSIDE:  
FEATURING  
**HBCU  
ALUMNI**  
ON THE MOVE  
FROM AROUND  
THE COUNTRY!

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Black College products  
worldwide!



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MEET AMERICA'S  
**TOP 50 EMPLOYERS**  
OF HBCU TALENT



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**The McGraw-Hill Companies is proudly recognized as the #1 employer on the HBCU Connect Top 50 Employers list for the 3rd consecutive year.**





ON THE COVER  
HBCUCONNECT.COM  
IS NOW THE LARGEST  
OUTLET FOR HBCU  
PRODUCTS!

P. 9

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Central New Mexico Community College  
Froedtert HEALTH  
Harvard Medical School  
Mays Care, LLC  
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United States Department of State  
Wisconsin Department of Natural Resources

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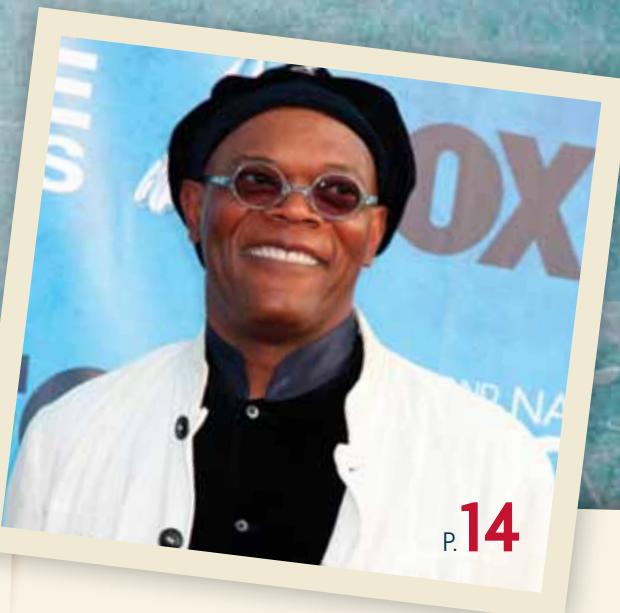
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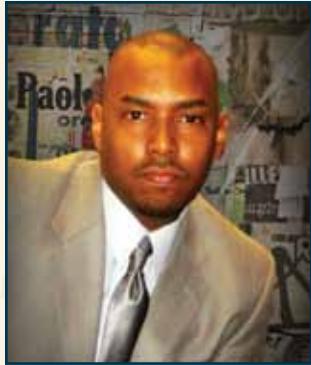
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### ADVERTISER INQUIRIES

Please contact our sales department at **614.864.4446**  
or [sales@hbcuconnect.com](mailto:sales@hbcuconnect.com)



# A Letter from the Publisher

Well well well... 2011 is just about out the door and we are flying into 2012 just like that! Despite all of the negative news about the economy and loss of jobs, there are many reasons to be not only thankful but also excited. Many people don't realize it, but it is at times like these when entrepreneurs are born and empires are built. Call me an optimist, but I like to just

look back in history for the success stories that came out of the great depression for example. More millionaires were made during that time period in America than in any other time in our history! I think that is pretty exciting.

Not the entrepreneur type? Well most folks aren't actually, so don't feel bad, because there is also good news in the employment sector! Anyone that keeps up with HBCU CONNECT knows that we pride ourselves in our ability to build relationships that result in opportunities for African American professionals. So as you will see in this issue and on our website, there are literally thousands of jobs available for our members to take advantage of. The cool thing to note is that these are jobs from employers that specifically work with us to hire African Americans! So be encouraged and go onto our website to apply for some of the career opportunities and share the links with your friends.

In this issue we are honoring the Top 50 Employers targeting Black College students and alumni. This is our third year producing the list and there are some new companies on the list, with the most notable effort being seen from Microsoft looking to hire HBCU talent. Also again this year we would like to congratulate all of the employers that made the list but a special kudos goes to McGraw-Hill who is our #1 employer again this year!

Take a look at the list and spread the word to folks looking for employment.

Lastly, thanks for continuing to support HBCUConnect.com by visiting the site. We have some new things on the site that we think are just in time for the holidays. Check out our new marketplace, where you can find the most HBCU related products online in any one place!

Thanks again, enjoy the end of 2011 and make 2012 YOUR year!

*Will Moss*

Will Moss, Publisher

Connect and sound off online - [www.hbcuconnect.com/willmoss](http://www.hbcuconnect.com/willmoss)

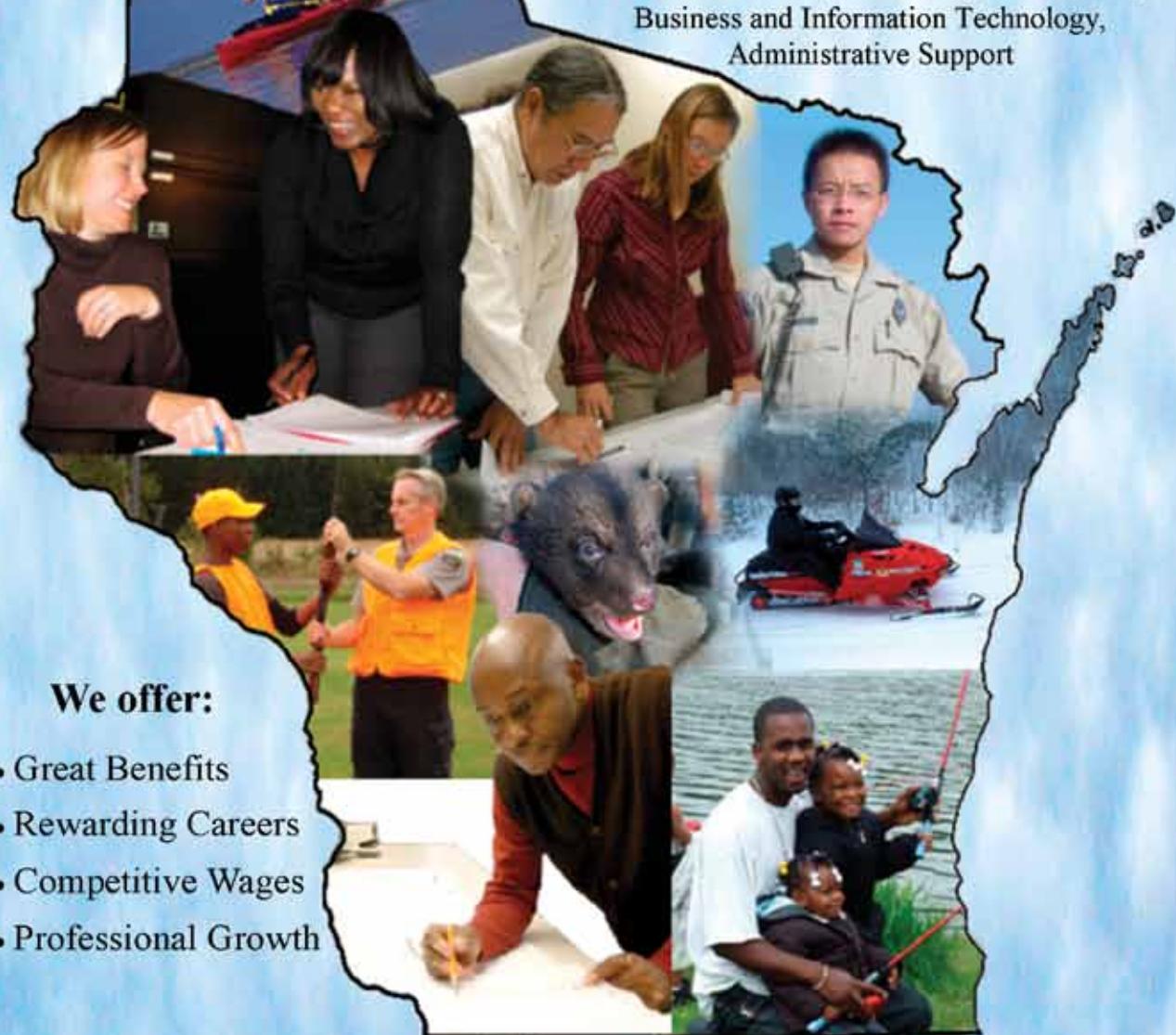
*Happy  
New Year*

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We typically employ from the following fields:

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The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services and functions, under an Affirmative Action Plan. If you have any questions, please write to Office of Diversity Affairs, 101 S Webster St, Madison WI 53707-7921.



2011 FEATURING OUR

# Top 50 Employers

## of HBCU Students & Graduates

Based on our extensive relationships with faculty and staff members at our nation's Historically Black Colleges and Universities and also the largest database of companies actively hiring from the population of students and graduates from HBCUs, HBCUConnect.com has announced their 2011 list of the top 50 employers of HBCU Students & Graduates.

In order for companies to be considered, we use a standard list of criteria, which includes such things as a company's HBCU specific outreach, conversations with the companies to learn about their recruitment efforts, relationships the companies have with HBCUs or alumni organizations and the overall visibility of the efforts made by the companies being considered. Consideration for the actual rankings for the companies was based on their consistency in effort, level of investment, actual hires and creativity in their outreach.

Over the last 11 years, the HBCU CONNECT team has been working hard to connect employers with the talent produced by our nation's Historically Black Colleges and Universities. Having a top 50 list is a great way to congratulate and encourage these companies to continue their efforts, and it is also a great way to notify HBCU faculty, students and graduates about the employers really putting forth an effort to recruit them.

For more details visit [www.hbcuconnect.com/top50employers](http://www.hbcuconnect.com/top50employers)



# 2011 Top 50 Employers

1. The McGraw-Hill Companies
2. Microsoft
3. Defense Intelligence Agency
4. Staples
5. Anixter
6. College of Lake County
7. Department of Veterans Affairs
8. General Dynamics C4 Systems
9. NextEra Energy
10. Verizon Wireless
11. National Security Agency
12. ADP
13. Chubb
14. Merck
15. U.S. Department of State
16. American Family Insurance
17. Comcast Cable
18. Target
19. Penske Truck Leasing
20. Home Depot
21. Progressive Insurance
22. Virginia Tech MBA Program
23. Samuel Merritt College
24. University of North Carolina at Asheville
25. Assumption College
26. Country Financial
27. Cardinal Health
28. St. Jude Children's Research Hospital
29. Cox Communications
30. Kellogg
31. Central Michigan University
32. U.S. Coast Guard
33. City of New York Dept of Parks & Recreation
34. Eastern Illinois University
35. Teach For America
36. Milton Hershey School
37. Environmental Protection Agency
38. Lehigh Valley Health Network
39. American Cancer Society
40. Community College of Philadelphia
41. Time Warner
42. Seneca Center
43. Clark County School District
44. Proctor and Gamble
45. Oakton Community College
46. Nationwide Children's Hospital
47. Boston College
48. Polk State College
49. Harvard University
50. Allstate

# **HBCUCONNECT.COM IS NOW THE WORLD'S LARGEST OUTLET FOR HBCU PRODUCTS**

Strategic partnerships with giants of online collegiate retailing ensure HBCUConnect.com's continued dominance as the leading portal for the HBCU Community.

Just in time for the holiday shopping season, HBCUConnect.com has launched The Web's largest online shopping destination for your favorite HBCU collegiate gear, accessories, souvenirs and gifts. The result of long negotiated partnerships among the online collegiate shopping leaders, HBCUConnect.com offers over 6,000 HBCU and Greek branded products in their one-stop online marketplace. From hoodies to hats, watches to T-shirts, you can now find everything you need in a single place.

Available at <http://hbcuconnect.com/marketplace/> you can conveniently, safely & securely shop for yourself and your favorite students and alumni with direct shipping anywhere in the country or even the globe. "We have really worked hard and put in a lot of effort to make this the premier shopping experience for our members." said William Moss, CEO of HBCUConnect.com. "This is a continuation of our effort to remain not only the number one HBCU site on the internet, but to give our members and shoppers

a complete, one-stop shopping experience at unbeatable prices."

Due to several inquiries, HBCUConnect.com remains open to a limited number of partnerships with other vendors meeting HBCUConnect.com's stringent quality and policy standards that have relevant, unique products they would like to market through the portal to the HBCU Community. Please direct potential partnership inquiries to <http://hbcuconnect.com/contact/>.

Founded in 1999, HBCUConnect.com is the first and largest portal targeted towards the Historically Black College and University (HBCU) community. Encompassing a complete web portal, recruiting engine, social networking site, forums, blogs, news feeds and shopping, HBCUConnect.com serves the needs of HBCU aspirants, students, alumni, faculty and staff by providing a single destination and launching point for the entire diaspora.

For more details visit [www.hbcuconnect.com/marketplace](http://www.hbcuconnect.com/marketplace)



[www.hbcuconnect.com/marketplace](http://www.hbcuconnect.com/marketplace)





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Apply Yourself Today.**



**Froedtert Health** is a regional health care organization made up of Froedtert Hospital, Milwaukee; Community Memorial Hospital, Menomonee Falls; St. Joseph's Hospital, West Bend; and the Froedtert Health Medical Group with clinic locations throughout Waukesha and Washington counties. Joining the capabilities of an academic medical center affiliated with The Medical College of Wisconsin, two community hospitals and a primary and multi-specialty physician group, Froedtert Health delivers highly coordinated, cost-effective health care to residents of southeastern Wisconsin and beyond.

*We are proud to be an Equal Opportunity Employer.  
We maintain a drug-free workplace and perform pre-employment substance abuse testing.*

# Featured Employers Running New Campaigns on HBCUConnect.com!

Every year we have many companies that reach out to us on HBCUConnect.com in an effort to recruit students and graduates from our nation's Historically Black Colleges and Universities.



We would like to just share with you a brief list of companies that are now recruiting with us on the website. So if you or someone you know is looking for an opportunity, send them to the site! [jobs.hbcuconnect.com](http://jobs.hbcuconnect.com)

## New Employers!

- ◆ AECOM
- ◆ The Hartford
- ◆ Emerson Climate Technologies
- ◆ Walgreens
- ◆ ADP
- ◆ CH2M Hill
- ◆ U.S. Department of State
- ◆ Nationwide Children's Hospital
- ◆ Wisconsin Department of Natural Resources
- ◆ Home Depot
- ◆ The CIA (Central Intelligence Agency)
- ◆ Bucknell University
- ◆ Unlocking Potential
- ◆ Unilever North America
- ◆ Department of Veterans Affairs
- ◆ Progressive Insurance
- ◆ Abbott
- ◆ Milton Hershey School District
- ◆ Polk State College
- ◆ Skidmore College
- ◆ Oakton Community College
- ◆ Boston College
- ◆ Froedtert HEALTH
- ◆ Harvard Graduate School of Design
- ◆ Edgewood College
- ◆ Tarrant County College District
- ◆ University of Massachusetts Lowell
- ◆ Central New Mexico Community College
- ◆ Express
- ◆ Teach for America
- ◆ Harvard University

# Featured Advertisers Running New Campaigns on HBCUConnect.com!

## Recent Campaigns



### Choice Hotels

Comfort Inn ran an excellent campaign—"Ultimate Football Weekend" that offered a chance for 8 friends to hit the Florida Classic in Orlando!

Look out for more from Choice Hotels!

### Gillette® ProGlide

Check out Gillette's new ProGlide Razor which is being touted as the most advanced blade ever!

We wanted to give a special shout out to some of the companies investing in the African American community by running campaigns with us!

The following businesses have recently run campaigns on HBCUConnect.com (we are and have always been a 100% African American owned/operated company). So please show your support for their products and services.



### Nationwide® On Your Side

Nationwide has been offering discounts for HBCU alumni now for years and wants you to know about it! Give them a call and mention the HBCU CONNECT affinity discount: 866-633-5747



Make sure to catch the new show "Reed Between The Lines" about HBCU grads navigating life's ups and downs. Played by Malcolm Jamal-Warner and Tracee Ellis Ross.



Check out Mays Care Products – Offering innovative personal care products like the flagship Protected Toothbrush, which keeps your bristles clean by keeping foreign objects away from your brush.



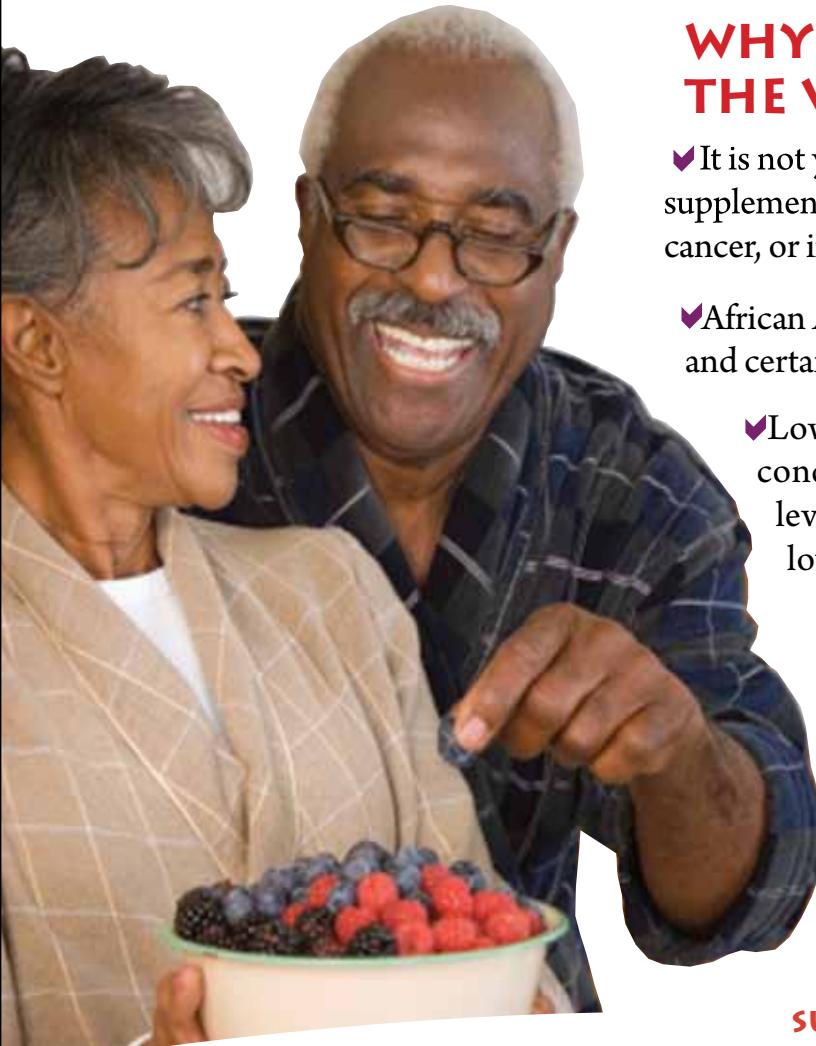
Visit our new online marketplace to view high quality name brand watches customized to include your HBCU by TheClassWatch.com!

# HELP MAKE A DIFFERENCE IN YOUR AND YOUR FAMILY'S HEALTH



## The ViTamin D and OmegA-3 Trial (VITAL Research Study)

VITAL is a research study in a diverse population of 20,000 men (age 50 and older) and women (age 55 and older) across the United States to investigate whether daily supplements of vitamin D or omega-3 fatty acids (fish oil) reduce the risk of cancer, heart disease, and stroke in people without a history of these illnesses.



### WHY IS YOUR PARTICIPATION IN THE VITAL STUDY IMPORTANT?

- It is not yet known whether vitamin D or omega-3 fatty acid supplements can lower the risk of a first heart attack, stroke, or cancer, or improve life expectancy
- African Americans are more likely to die of heart disease, stroke, and certain types of cancer than any other racial/ethnic group
- Low vitamin D is associated with these health conditions, and African Americans have lower vitamin D levels than other ethnic groups due to darker skin and lower dietary intake
- Omega-3 fatty acids are helpful for people who already have heart disease
- Participation of African Americans in medical research studies is low, so preventive health guidelines are often based on studies of other racial/ethnic groups

**THE VITAL STUDY WILL ASSESS WHETHER  
VITAMIN D OR OMEGA-3 FATTY ACID  
SUPPLEMENTS CAN IMPROVE THE HEALTH OF  
AFRICAN AMERICANS AND OTHERS**

### FOR MORE INFORMATION

Please call Brigham and Women's Hospital/Harvard Medical School  
at 1-800-388-3963 or visit [www.vitalstudy.org](http://www.vitalstudy.org)

# FAMOUS ALUMNI IN THE NEWS



## SAMUEL L. JACKSON

### HBCU: Morehouse College

Guinness Book of World Records just listed Samuel Jackson as the highest grossing actor of all time! His movies have made more than \$7.4 billion dollars.



## RICK ROSS

### HBCU: Albany State University

Recently the rapper known as "Rick Ross" suffered from a seizure while on a flight for work. He is OK now and said that the seizure was from sleep deprivation.



## OMAROSA MANIGAULT

### HBCU: Central State University & Howard University

The star of "The Apprentice" reality show with Donald Trump was recently in the news for delivering a powerful and positive message to attendees of the 82st Greater Warren-Youngston Urban League Dinner.



## TERRENCE J

### HBCU: North Carolina A&T State University

The BET Host and "VJ" was recently in the news for being a part of a positive event supporting education for youngsters called "I Will Graduate" with rappers Maino and Jim Jones in New York.



## RICHARD DENT

### HBCU: Tennessee State University

Hall of Famer Richard Dent, who played at TSU, was on hand for homecoming festivities (along with HBCU CONNECT!) on the sidelines during the recent game! He is currently campaigning to help the university raise funds to bring home games back on campus.

# HBCU CONNECT MEMBERS ON THE MOVE!



**JAMES BURRELL**  
Hampton University  
**Director of Enrollment Services – Albany State University**

James Burrell is a native of Williamsburg, Virginia, where he graduated from high school in 1984. Upon his graduation from Bruton High School he continued to Hampton University to major in Marketing. In 2003 he received a Masters in Public Administration with a specialization in Information Systems from Kentucky State University. He is married to Juanita Burrell with two children, Antoine and Keona Burrell.

In 1991, he began his career in higher education at Hampton University as an Admissions Counselor where he was responsible for recruiting potential students. In 1996, he accepted the Director of Admissions and Recruitment position for Elizabeth City State University. In 2003 he became the Director of Admissions at Kentucky State University where his duties included developing a comprehensive recruitment plan which resulted in Freshmen Enrollment increasing by 92% and total New Student enrollment increasing by 40% over a five-year period.

He's also active on campus where he served as the Freshman Class Advisor 2007 - 2008, the Sophomore Class Advisor 2008 - 2009, Alpha Phi Alpha Fraternity Inc. James is also a member of Alpha Phi Alpha Fraternity Incorporated.

Connect with James on HBCUConnect.com:  
[www.hbcuconnect.com/members/1633183/james-burrell](http://www.hbcuconnect.com/members/1633183/james-burrell)



**SEQUOYA A. MOORE**  
Howard University 2008  
**Personal Trainer/Group Trainer**

Sequoja Moore attended Howard University in Washington, DC on an athletic scholarship. While attending Howard University she began to develop her passion for fitness and overall healthy living. After watching the changes that took place in her own body within a year of playing Division I basketball, she became intrigued at the way the body could adapt and adjust as a result of the training that is rendered. After graduating in 2008, she moved to Atlanta and began her "kiddie boot camp," in-home and corporate training business that just celebrated its 3 year anniversary (Sequoja Moore Personal Training). Sequoja Moore uses a practical approach in her training where the main goal is to obtain an optimal level of health to improve the quality of life in each client. Unique training techniques, creativity, knowledge and an intense level of motivation help to improve each of her clients' strength, flexibility, aerobic and anaerobic conditioning, body composition and overall health. She believes that busy schedules, lack of equipment and finances should not be a hindrance to healthy living. Currently, she is also the Director and Lead Instructor at the National Personal Training Institute, a vocational training school for fitness professionals, where she teaches anatomy, physiology, nutrition, training techniques and is involved in curriculum development.

Connect with Sequoya on HBCUConnect.com:  
[www.hbcuconnect.com/members/1650681/sequoya-moore](http://www.hbcuconnect.com/members/1650681/sequoya-moore)

# Meet HBCULove.com's Featured Singles...

Who Are  
Ready  
To Mingle!



**Marilyn Aludogbu**

Houston, TX  
Prairie View A&M University  
Social Worker

I am a great catch because I am strong minded. I have the ability to come back from difficult circumstances. I carry myself in a royal fashion. I do everything with great passion that includes pushing myself to the limit both physically and mentally. I am a firm believer in God and he will always provide.



**Sang Kromah**

New York, NY  
Morgan State University  
Young-Adult fiction Author

I am interested in finding an educated and honest guy, who is worldly, cultured, adventurous, and has goals set for himself. I'm ambitious, but not overbearing and well aware that although

I have many strengths, there are things that men can do and women can't, and vice versa.



**Dalric "Dee" Webb**

Cincinnati, OH  
Hampton University  
Information Technology & Entrepreneur

I'm looking for a level headed, confident, intelligent, educated, non-judgmental, goal oriented (and working at it), sexy & fun woman. I'm a great catch because of my ability to persevere despite incredible odds. I stay humble and grounded during life's more challenging times. Also, I'm just a ton of fun to be with, especially if you love to travel.



**Vincent High**

Washington, DC  
Winston Salem State University  
Operations Administrator

My ideal mate is someone that is family oriented, secure, loves unconditionally, humble, optimistic, fun, ambitious, and desires to be great. To sum it all up she's beautiful. I enjoy having fun, laughing, and living life within reason. I am focused and committed to fulfilling my purpose. I love my family, I'm optimistic, ambitious, humble, and I desire to be great.



**Crestcencia Ortiz**

Las Vegas, Nevada  
Alabama State University  
Academic Success Coach at UNLV

I am looking for someone with a passion for the arts, great communication skills, and loves to travel. I am incessant in everything I do. I have no children, no drama, and I LOVE to have fun!



**Machere Johnston**

Landover, Maryland  
Saint Augustine's College  
D.C. Public Schools Employee

I'm looking for a mate who is attractive, well dressed, attitude must be presentable at all times, knows how to be respectable, able to carry a professional conversation, a sense of humor at all times and likes to try new things. What makes me a great catch is I'm very humble and such a lady. I believe in always making a man feel welcome, no attitudes, I'm always pleasant to be around and will keep a smile on someone's face.



# I'm committed to securing embassies worldwide.



I have a passion for foreign languages and cultures.



My work worldwide impacts diplomatic initiatives.



The Department's professional development programs allow me to continue to grow.

*Alioune, Foreign Service Security Technical Specialist*



★ CAREERS REPRESENTING AMERICA ★

[careers.state.gov/HBCU](http://careers.state.gov/HBCU)

U.S. citizenship is required. An equal opportunity employer.

Growing up in Senegal, West Africa, I never imagined my career would lead me to where I am today – installing, maintaining and repairing complex technical security equipment in embassies and consulates worldwide.

After 15 years working as a Security Engineer, I found an opportunity which would allow me to contribute my interests, skills and professional experiences in a meaningful way. I've always had an affinity for foreign cultures and wanted to apply my language skills in Arabic, French, Italian and Spanish professionally. So in 2009 I joined the U.S. Department of State as a Security Technical Specialist.

I receive exceptional training and development that allows me to continuously learn and grow. Currently, I am working on adding Mandarin to my list of languages as I prepare for my next adventure.

I couldn't be happier working here. My work directly impacts diplomatic initiatives – and that is a great feeling.

To learn more about careers with the U.S. Department of State, visit [careers.state.gov/HBCU](http://careers.state.gov/HBCU)



Now more than ever, HBCUConnect.com is the best source on or off the web to find money to fund your higher education.

Continuing to expand and grow, the popular HBCUConnect.com HBCU Scholarships and Grants Directory provides students and their families a one-stop clearinghouse for finding money to fund higher education. The site is both compiled and edited by HBCUConnect.com staff, but also utilizes crowd-sourcing to allow the greater community to contribute and share scholarship information that may be discovered outside of cyberspace.

"One thing that should be noted is that we actually spent time and money researching all of the scholarship opportunities actually offered by each Historically Black College and University so make sure you have a look if you are in need of scholarship money or if you know someone that is," said William R. Moss III, CEO of HBCUConnect.com.

The HBCU Scholarships and Grants Directory contains over 1000 scholarships and grants including those targeting minority and disadvantaged students as well as those for anyone wishing to attend a Historically Black College and University (HBCU). The directory is a free resource for registered members of HBCUConnect.com and registering for membership is instant and

free for everyone.

Students, parents, and other interested individuals may easily access the HBCU Scholarships and Grants Directory at [www.hbcuconnect.com/scholarships](http://www.hbcuconnect.com/scholarships), where you can also register for HBCUConnect.com membership if you have not signed up. Organizations, educational institutions, foundations and other entities that have scholarships and grants to offer may also list them for free, simply go to [www.hbcuconnect.com/scholarships/?add=1](http://www.hbcuconnect.com/scholarships/?add=1) and enter the pertinent information after completing the free and easy registration process.

Founded in 1999, HBCUConnect.com, [www.hbcuconnect.com](http://www.hbcuconnect.com) is the first and largest media outlet targeted towards the Historically Black College and University (HBCU) community. Boasting over 1.5 million registered members and encompassing a complete web portal, magazine, recruiting engine, social networking site, forums, blogs, news feeds and shopping. HBCUConnect.com serves the needs of HBCU aspirants, students, alumni, faculty and staff by providing a single destination and launching point for the entire group.



Check it out online! [www.hbcuconnect.com/scholarships](http://www.hbcuconnect.com/scholarships)



# Looking for a great career!?

## › Consider Central New Mexico Community College!

Working in higher ed can be quite rewarding, so we wanted to highlight Central New Mexico Community College in this issue of HBCU CONNECT Magazine. They have posted over 20 active job openings on [jobs.hbcuconnect.com](http://jobs.hbcuconnect.com) so make sure you take the time to get online and apply!

Now, a little bit about one of our Top Employers – Central New Mexico Community College in Albuquerque New Mexico...



For 42 years, Central New Mexico Community College has excelled in its duties to deliver high quality education, support workforce development and contribute greatly to the wellbeing of its students and communities. The college's successes and its strong reputation in the community are well-earned through decades of wise planning and a common devotion among employees for advancing its honorable missions.



**Vision Statement:**  
Changing Lives, Building Community

**Mission Statement:**  
To create educational opportunities and community partnerships while pursuing a level of community college excellence that is worthy of local and national recognition.

**Core Values:**  
Caring, Civility, Excellence, Hope, Integrity, Leadership

**Consider employment with Central New Mexico Community College!**

Visit the jobs section of [HBCUConnect.com](http://HBCUConnect.com) or go directly to:  
[www.hbcuconnect.com/cnm](http://www.hbcuconnect.com/cnm)



By Dr. M. Charlton David

**In 2011, the world lost a Rap/Hip Hop icon in the person of Dwight E. Myers (Heavy D). As a person who grew up on Rap/Hip Hop I was saddened by his loss, especially at such a young age, but I was relieved that he didn't die as a result of foul play or some beef with another rapper. Heavy D's death not only prompted me to reflect nostalgically about Rap/Hip Hop but also ponder what the next big thing would be in the industry.**

I remember The Sugar Hill Gang's "Rapper's Delight" as if it were yesterday. There wasn't a house party, block party, or Black radio station that did not play this song in 1979 when the hit made its debut. I also remember many of the rapper's that followed, like Grand Master Flash and the Furious Five, whose hit song, "The Message," brought attention to some of the issues that plagued poverty stricken, urban communities.

Some young people today think the first Rap/Hip Hop beef started with Tupac Shakur and Biggie Smalls as an east coast west coast rivalry. But the first Rap/Hip Hop beef I remember was between LL Kool J and Kool Moe Dee, both of whom were New York rappers.

I recall the political activist and socially conscious lyrics of Public Enemy, Professor Griff, Poor Righteous Teachers, and KRS One, as well as the raunchy, sexually explicit lyrics of 2 Live Crew and the many debates the group sparked over censorship.

Rappers like The Beastie Boys, Vanilla Ice, Snow, Eminem, and Bubba Sparks reminded Rap/Hip Hop fans that the genre could not be only be patronized by whites but also performed by them and other ethnic groups as well. MC Lyte, Sister Soulja, Queen Latifah, Salt-n-Pepa, The Brat, Foxy Brown, Lil Kim, and Eve likewise reminded fans that there were talented female rappers that needed a voice in this male dominated art form.

When Gangster Rap hit the scene in the 1980s with a series of NWA hits, Rap/Hip

Hop music reached yet another plateau. The group brought attention to police brutality, gang violence, and other issues that seemed to oppress urban youth. Some of the lyrics even seemed to glorify retaliation against law enforcement officers. In fact, I recall one person who actually attributed his shooting of an officer during a traffic stop to the lyrics of Rap/Hip Hop music that glorified "cop killing".

When the Rodney King Verdict led to riots in South Central, Los Angeles, some of the gangster rappers seemed to be vindicated, for the violence they spoke about in their music seemed to come full circle. The downside of this vindication is that the lyrics became more violent and increasingly disrespectful of women.

By the time Kanye West came on the scene I have to admit my affection for Rap/Hip Hop had faded. Nonetheless, I think he brought a fresh look and sound to the industry as a striking contrast to the thug, gangster rap grain that had dominated the genre.

I watched Rap/Hip Hop move from content in lyrics to the nonsensical. When I attempt to decipher some rap lyrics today, I am sometimes dumbfounded. Last year, I asked my youngest daughter to help me interpret the lyrics from a famous Rap/Hip Hop artist, and even she had to admit that the lyrics made no sense. But one thing my daughter said did make sense. She said, "Dad, Rap today is not about lyrics anymore. It's about beats. The lyrics are secondary. At a party, no one listens to the lyrics anyway."

Over the years, I have seen many rappers fall on hard times, while others like Jay-Z, Sean Combs, 50 Cent, LL Kool J, and Queen Latifah have reinvented themselves by starring in movies, becoming entrepreneurs, and authoring books. When I was a professor at South Carolina State University, I remember Jay-Z performing in the football stadium during homecoming when he was just emerging as a rap artist. Today, Jay-Z is one of the wealthiest artists in the business, having investments

in the music industry, urban apparel, and professional sports. Interestingly enough, Jay-Z still sells out venues worldwide and is sometimes referred to as the greatest rapper of all time.

Although I do become a little nostalgic when an old school rap song plays on the radio, as I stated, I am not much of a fan anymore. But I do watch for trends. For several years, I have noticed that artists have been rapping about jewelry, clothes, cars, mansions, power, women, and excessive living.

Now that our nation has hit rock bottom economically and entering the recovery stage, will rappers rap about that as well? After so many years of rapping about excess, it may seem odd to hear a rapper rap about foreclosing on a home, having a car repossessed, selling jewelry to pay bills, buying off of the rack, flying coach, dining at fast food restaurants, or having to work at Wal-mart to make ends meet. But at a time when even the wealthiest Americans are being asked to tighten their belts, wouldn't a move in this direction be appropriate?

What about all of the current events that make headline news? Will tomorrow's rappers rap about the Arab Street, the death of Bin Laden, the fall of the Taliban or Al Queda, or the Occupy Wall Street Movement? Will they rap about the natural disasters that have impacted our planet recently, the rise of China as an economic power, or famine in North Korea? With all of the talk about the end of the world, will rappers rap about Armageddon? And what about political gridlock in Washington or any of the many social issues that will be coming up in the next election?

Who knows what the next big thing will be in Rap/Hip Hop music. I just hope it will evolve into something that old heads like me will be able to relate to and enjoy once again.

*Dr. M. Charlton David is an Associate Professor and Division Chair of Religion and Humanities at Morris College.*

An Excerpt From

# A Day In the Life Of A HBCU Alumni Cruiser

After we finish looking over our rooms, we head out to explore the ship. The two main things we are looking for are the pools and the food. So we head to one of the elevators to get to the Lido deck where all the pools are. Once we get off, we are greeted by the first pool. I am almost tempted to put on my trunks and dive in, but I want to explore the ship more.

A thorough and quick trip around the Lido deck proved useful. Aside from two pools and a couple of spas on this deck, the Lido deck is also home to some rooms, a few bars, and of course - food! There's a pizzeria; a grille that serves burgers, hot dogs, and fries; and a buffet restaurant with a Deli and Mexican Grill – all free. The pizzeria and grille were closed at the moment, but the buffet was on and poppin! Sounds like a great time to eat! The food selection is great. After we slam, we head to other decks of the ship to look around.

We check out the Venetian Palace and the card game rooms before we glimpse a peek into one of the main dining rooms where we will be eating dinner. Next we slip by the Guest Services desk and make our way to the Promenade. The Promenade hosts a few shops where we can buy items, but we are just looking right now. The lounges and bars we pass by seem nice enough to chill at and let the piano man play his tunes. Next stop is the video arcade. It's not as lavish as a mall arcade, but it suffices if you feel the need to hit the sticks. We also pass by the night club which I'm sure we will visit later on tonight. Then of course, there's the Casino. Unfortunately, the machines are not turned on yet. Supposedly, once we get out to sea in international waters, then the casino will open.

On one of the upper decks, we spot another eating spot, Fish N Chips! I will definitely be making a few visits there. Up a few more decks, I spot the exercise/fitness section of the ship...the spa, gym, weights, massage, etc. I'm not much of a fitness type person so I don't think I'll make any rounds in there during my trip, but my buddies seem interested so we walk around there for a bit. My friend tried to show his strength off and loaded some weights on a Nautilus system and did a few reps. He tried to get me on it and lift some, but I did not want to pull any muscles and risk ruining my trip. So we continue on.

Ahoy! What do we have here? A basketball court? Nice. I will dunk on these cats another day. I want to explore more. Aside from the court which is transformable to a volleyball or tennis court, there is a nice sized jogging track going around this area so if I need to get my jogging on, I know where to go now.

So our initial tour is done. It is now time to go back to the room and relax a little...

Want to know how the story ends? See for yourself. Join us and other HBCU alumni for our 2012 HBCU Alumni Cruise at [HBCUCruise.com](http://HBCUCruise.com). Help us raise scholarships for underprivileged and deserving students!

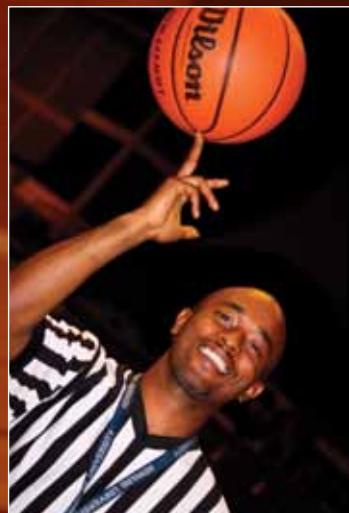
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## HBCU ALUMNI MAKING A DIFFERENCE!

~ FEATURING ~

# JOSHUA M. MERCER HOWARD UNIVERSITY CLASS OF 2003

**Growing up in Chicago's "Jordan" Era,  
Joshua was heavily influenced by sports!**



So much so that he often dreamed of becoming a professional athlete, and in the process, amassed a huge baseball, football, and basketball card collection. As an avid collector, Joshua quickly learned where various professional sports' teams/divisions were located (Geography), the statistics of his favorite players (Math), what it takes to succeed (Leadership and Discipline), how to

research his favorite teams (Language Arts), and even how to buy, sell, and trade his memorabilia (Investing).

Year's later, after graduating from the Howard University School of Business (2003), Joshua transitioned into a promising sales career in banking/financial services in Chicago's Englewood community. Englewood, consisting of only three square miles, has been victim to over 700 murders in the past ten years with 43% of residents below the poverty line. As Joshua learned more about his customer base, he was equally appalled to find that over 60% of the communities' population had no checking account largely due to poor credit scores. Frustrated by the communities' lack of financial education, high rates of illiteracy, and violence stricken neighborhoods, he felt compelled to integrate himself through volunteerism with the local youth. It is through his community service that he was made aware of an opportunity called the AUSL (Academy for Urban School Leadership) that afforded him the opportunity to receive his Master's degree in Education from National-Louis University (2006) and see firsthand the roots of educational inequity as

well as gain a grounded understanding of how to solve it. The mission of the AUSL is to improve student achievement in Chicago's high-poverty, chronically failing schools by providing a foundation of specially trained teachers.

Shortly after graduating from National Louis, Joshua began his teaching career at ACE Technical Charter High School where he taught Entrepreneurship/Physical Education and served as the school's Sophomore Boy's Basketball Coach.

After having noticed the high volumes of his students that were highly deficient in the areas of Math and Reading, but loved to compete in Sports, the idea of Swish Dreams & Educational Foundation was born! It was simple, every Saturday Joshua would open the gym for his students and friends...if the students wanted to play basketball, they had to come early for the Math and Reading portion, if Joshua's friends (or mentors) wanted to play basketball they had to agree to pay \$3 and be a positive influence on the students. For the first time in many of the students' lives, they were getting consistent exposure and forming relationships with African-American men that were business professionals, entrepreneurs, college educated, and most of all, were successful influences that looked like them. This gave many students hope and the belief that they could achieve anything!

After four years, the concept became so popular that Joshua used the money (from the sale of Gatorades and the Open Gym) to create a website, t-shirts, logo, a curriculum, marketing materials, and eventually form a board of directors that lead to the official formation of Swish Dreams as a non-profit organization.

To date, Swish Dreams has served over 250 students and has been blessed to have forged relationships with many prominent organizations; in July 2010, history was made when 35 boys from the Chicagoland area participated in the very first ever SWISH Dreams summer camp.

Connect with Joshua on HBCUConnect.com!  
[www.hbcuconnect.com/members/1635414/joshua-merc](http://www.hbcuconnect.com/members/1635414/joshua-merc)

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AFF-0130ML (05/11)

# ~ FEATURED EMPLOYERS ~



## ~ IN HIGHER EDUCATION ~

By Elynor Moss

Oakton Community College is always looking to hire HBCU Alumni! We interviewed Hiring Manager Craig Ahrndt to share the inside scoop with all you job seekers out there. Check it out!

### WHAT ARE THE BENEFITS OF WORKING AT YOUR COLLEGE?

Oakton is in two near north Chicago suburban locations, one near downtown Skokie, and one in a wooded lot in Des Plaines, near O'Hare Airport. Chicago has much to offer in the way of sports team, culture and the arts. Chicago is a metropolitan area featuring many diverse communities. Oakton offers a collegial environment and a full benefits package to full time employees.

### WHAT TYPE OF OPPORTUNITIES FOR PROFESSIONAL GROWTH DO YOU OFFER AT YOUR COLLEGE?

Oakton offers college credit courses on campus and tuition waivers for full time employees to take those courses. Also, Oakton offers workshops and seminars. Many employees take advantage of webinars on their computers. Many employees are members of professional organizations, and there is support for professional travel to conferences. Tuition reimbursement is available for full time employees is also available. Faculty have opportunities to develop courses and co-teach courses in different disciplines in tandem with another faculty from the other discipline.

### WHAT ADVICE DO YOU HAVE FOR ANYONE LOOKING TO INTERVIEW TO WORK FOR YOUR INSTITUTION?

Learn as much as you can about the College, the department, and the position prior to your interview. Study and learn documents available on our website on our recent accreditation visit and the Master Plan which we are beginning to implement.

## WHAT ARE THE TOP 5 SKILLS YOU SEEK IN A NEW HIRE?

Strong communication skills, including effective and innovative classroom presentation skills from faculty; professional competence; cultural competence; individuals up-to-date on teaching and learning technologies; challenging ourselves and our students to be ethical and capable global citizens.

## WHAT DO YOU THINK IS THE TOP REASON CANDIDATES FAIL INTERVIEWS?

Most interviewees do not fail interviews, they are up against top competition. Of those that "failed" interviews, some gave flat presentations of their teaching or in their answers to search committee questions. Others seemed to have a general lack of preparation for the interview, often referring to Oakton as a

"university" instead of a "community college." Another way an interviewee could "fail" an interview is by failing to ask insightful questions of the search committee—to interview the committee with 2-4 questions, showing that they learned what they could learn about Oakton Community College in advance of their interview.

## WHAT IS THE KEY REASON AMBITIOUS, CAREER MINDED JOB SEEKERS SHOULD STRIVE TO WORK FOR YOUR COLLEGE?

Oakton integrates and transforms the knowledge we have about individuals and groups of people into specific standards, policies, practices, and attitudes used in appropriate cultural settings to increase the quality of our courses and services offered to the community. We offer a supportive environment which fosters innovation in the ways courses are taught to students and programs are managed.

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# The Beautiful Benefits of Luxurious Hair

By: Elynor Moss



HBCUConnect.com wants to explore the feminine qualities and the benefits of Tiffani Chanel Luxury Hair. If you are a fan of keeping a fresh creative style, image and flair about yourself, then updating your hairstyle is one way you do it. For the past couple of months we have partnered with one of the best places to buy Luxury Hair and Beauty Accessories, "Tiffani Chanel Luxury Hair".

Get to know Tiffani and find out the best Tips, Benefits, and Special Offers so we can all add a little flair to our hair!

**Tiffani tell us a brief history about what led you to form your business "Tiffani Chanel Luxury Hair" and what you love most about operating your own company?**

I call myself the "accidental entrepreneur" because I never planned to do any of this. I always saw myself reaching executive rank at a Fortune 500 company at a young age and was making strides in that direction. Back in 2009, around the same time that I finally had an opportunity to try the Indian hair that I had heard so much about, Chris Rock's documentary "Good Hair" came out. After seeing that movie, while working to procure more of the Indian hair for myself, I had an epiphany. The Black Hair industry generates over 9 BILLION dollars annually, and I knew that if I worked half as hard for myself as I did for others, I would see success. I saw an opportunity and almost impulsively started my company.

What I love most about running this company is knowing that I am giving women an alternative for high quality reasonably priced hair extensions. I also like the fact that I can help people avoid neighborhood beauty supply stores which are unfortunately notorious for poor customer service in several places across the country.

**What type of products do you offer and which ones are the most popular?**

We offer wigs, wefts (weave/tracks) for sew in, clip in and taped installation, fusion hair, microlinks, bulk hair for braiding, half wigs, frontals, closures, ponytails, lace eyebrows, eyelashes and various liquid hair and wig products. We also carry various accessories like breast cancer awareness items, feather extensions and earrings, and hair tinsel. Weave is always popular. Other items vary in popularity based on the season. For example, now that it is cooler, wigs are more popular. Last month for breast cancer awareness month, we sold a lot of pink clip in hair extensions and feathers.

## Tell us why you think Women should buy your Luxury Hair products?

Our products are excellent quality and priced lower than some of the larger competitors. And, although 100% premium human hair is more costly than what is in the beauty supply store, buyers save money in the long run because they are able to reuse the hair.

## What are three tips you have for aspiring Entrepreneurs?

1. They should know what they are getting into. I often hear budding entrepreneurs say things that lead me to think that they want to start their own business so that they don't have to work as hard. Not only do you work more hours as an entrepreneur, you have to work harder than you do when working for someone else, and be an expert at most things pertaining to your business to get it off the ground and make it profitable and sustainable. For me, that meant I had to not only understand hair, I needed to become an expert at logistics, importing and exporting, some aspects of business law, incorporation, and many, many other things.

2. Give the people what they want. So many people start companies based on how well someone else did doing the same thing, or because their idea could earn a lot of money. You have to know the market and be able to reach them, offer them a product or service that they want and can afford to invest in, and convince them why they should use yours instead of your competitors.

3. Know when its time to change. As an entrepreneur, its important to pay attention to your market to understand how things are evolving. When I started my company, I only sold lace wigs. In just two years, I've added several new products because of how things change. This time next year, I'm sure the store will have new products that it does not carry today. Everything changes. Don't box yourself in.

## What are some tips for maintaining your Lace Wigs?

Lace wigs have gotten a bad rap lately. There are groups dedicated to protesting lace wigs on Facebook, and if you Google "bad lace wig", the images that pop up will give you a good idea about what the protests are all about. It doesn't have to be this way. Purchasing a quality wig and having it professionally applied are two of the main factors that determine whether or not a person makes the "Bad Lace Wigs" list or not.

*I knew that if I worked half as hard for myself as I did for others, I would see success. I saw an opportunity and almost impulsively started my company.*

### Lace Wig Tips:

1. Keep it real. If you want your wig to look like your hair, the best thing that you can do is purchase one made of human hair. Because your natural hair usually won't show, it is not necessary for the wig to be an exact match of your hair (unless you want it to be), but the hair should be a believable texture, length and color. Also, although some synthetic wigs are really nice, they do not last as long as human hair.

2. One size does not fit all. I've had several customers ask me how much of their edges they needed to shave off to wear a lace wig. The first time I received that question, I was floored when I realized that people were allowing people (often stylists) to shave their hair off so that their own natural hairlines wouldn't extend beyond the wig. There is no wig worth shaving your hair off to fit.

Wigs come in all sizes and if your natural edges protrude beyond the wig, that means it's an incorrect fit. If your hairdresser asks to shave your hair, immediately find a new hairdresser and a custom wig, or at least a larger stock wig.

3. Invest in your wig. Buy the right products so that your wig looks good as long as possible. Why make the investment in a wig if you won't give it what it needs? When people skip this step, they often wonder why their wig has a bald spot (it happens), looks dry or feels brittle after washing? The right shampoo and conditioner will make the wig retain its original luster, especially if it's being washed in hard water. Ensuring that knot sealer is applied to the cap will prevent hair from slipping out of the lace. Moisturizing with the right product will prevent buildup and will keep it from looking or feeling greasy.

4. Become an expert. Many people spend up to \$100.00 to get their wigs applied, removed and washed. Properly applying a lace takes patience, trial and error but most people are able to master it in just a few tries (or less). You Tube is a great place to find lace wig tutorials, and most online wig stores have Do-It-Yourself videos on their websites. Being able to apply, wash and remove your own wig means that you don't have to wait for an appointment to look fabulous.

5. Give it a rest. While it can be really easy to get into the habit of wearing a lace wig every day, it's important to remember that your own hair needs maintenance. If you wear a glueless wig, chances are, you'll see and maintain your natural hair, but if you attach it for weeks at a time, in between wig applications, be sure to wash, deep condition, rebraid, and get your ends trimmed, if necessary. Your hair will love it!

## Do you have any specials available for the HBCU Alumni and Students?

Yes! We are offering HBCU Students and Alumni 10% off their entire order through January 31, 2011 at [www.tiffanichanel.com](http://www.tiffanichanel.com). Keyword at checkout: HBCU

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