

MICROSOFT ENCOURAGES NEXT GENERATION OF TECH LEADERS

# HBCU CONNECT

SPRING / SUMMER 2011

## OPRAH WINFREY

INSPIRES MOREHOUSE  
ALUMNI TO PAY IT  
FORWARD

## FROM COLLEGE TO THE REAL WORLD

ADVICE FOR MAKING THE  
TRANSITION SMOOTHER

OPRAH **25**  
*years*

INSIDE: TONI BRAXTON, RICK ROSS, FARRAKHAN AND OTHER HBCU ALUMNI LEADERS!

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OPRAH WINFREY  
TENNESSEE STATE UNIVERSITY ALUMNAE

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# A Letter from the Publisher

Well... It seems like just yesterday we were celebrating New Years 2011 right!?

The year is flying by, which reminds me of how important it is to set goals for the future and once you have those goals set, create a plan for achieving them. One of my personal goals, that my friends will all tell you, is to acquire more real estate. I'm sure you've heard your friends talk about buying real estate to "flip" houses or get rental properties for "cash flow". I too heard some of my friends talking about this, and saw some of them actually do this, but I really never paid too much attention to the opportunity until I started following some of my own advice. If you want something, and you are not exactly sure how to get it, just look at the people that already have what it is you want, and follow in their footsteps. Well, one thing I always wanted was to some how, some way accumulate wealth in such a way that one day, my work would only need to be fueled by my passion rather than the need to pay the bills.

So, following my own advice, I did some research and some experimentation, and I'm finding that most wealthy people I know and read about invest in real estate! So if I am really serious about my goal of working and managing HBCU Connect as a passion first and foremost, I need to get serious about acquiring more real estate.

Let me share a bit more insight with you... Most of you reading this magazine are fellow HBCU alumni and professional African Americans, so we are all familiar with the steps to success that the elders in our family taught us, right? Do good in school; make good grades; go to college; major in something constructive or something that you are passionate about; do well in college and get a great job after you graduate or maybe get another degree and then get an even better job; and then ultimately make money and support yourself and your own family while working a career... Well at least that's probably the advice most of us are familiar with and many of us followed that advice and now we are in the ranks of the American middle class, or upper middle class. So what's next?

Many of us did not have family around to guide us beyond the success of graduating from college and starting a career. Those of us that did have family or friends to advise us, or those of us that wanted more and made a way will tell you these next couple of steps I'm going to share with you. After you graduate and are working a great career, and you want to achieve further financial success, you need to take a serious look at investing in 3 things.

1. Always invest in yourself first (knowledge)
2. Invest your time in an entrepreneurial endeavor
3. Invest in Real Estate (some would argue the stock market also)

So just call me that crazy uncle that pops up at the family reunion and asks you, "Hey! So what are you working on now a days? How's the job going? So what are you doing with your money now?" and our funny conversation will lead us into a talk about next steps. You need to spend part of your free time reading books about investing in real estate, or read to gain more knowledge about starting the little side business you always dream of starting. Read. Read more. And then READ some more. Coming from someone who has never liked to read long books with words and no pictures, you can also buy audio books with inspiring stories about entrepreneurs or folks that have done well in real estate. Think about it, digest it, and then start taking action. If you have good credit you can jump in to the real estate market as a buyer now, while the market is down, and really build some long term wealth.

As always, enjoy the articles in this edition of HBCU CONNECT magazine, and I'd love to hear from you. Feel free to reach out to me via email at [will.moss@hbcuconnect.com](mailto:will.moss@hbcuconnect.com)

*Will Moss*  
Publisher



Ofentimes our generation is compared to that of the past decades—through music, social activism, education and community unity. Unfair or not, some of the most revolutionary and historical figures to ever grace our world were birthed and lived in the last century. There is no doubt that these comparisons are targeted at motivating us to become more than the modern typical media portrayals of African American youth, however, regardless of the intentions, it is highly improbable that we can bring the type of change that became a staple of freedom and equality in our nation. Today, the issues are economic development, education, healthy lifestyle, drug usage, family structure, etc., and they do not necessarily have to be solved through prolonged political promises, but can be solved internally through our own actions and leadership.

# MY GENERATION WILL MAKE A CHANGE

By Ezekiel Walker

We are living proof of the marches, protests, sit-ins, and deaths that blacks and whites died from in order to provide a better world than they were living in. Every civilization has to adjust to the new rules that are implemented to make their society more progressive and harmonious, and our generation is the one that has the most to prove. Why? Because we are the generation who has been actually given an equal chance to make something of ourselves—even if it means we have to overcome seemingly insurmountable odds. Our generation does not have any excuses but to achieve. Unlike our family of decades ago, we have never had dogs chase us, legally beaten by police, institutionally segregated, denied voting rights, and other forms of illogical degradation.

I am not stating that acts of racism do not exist, however, there is a change in our culture and the way we encounter bigoted prejudices. Also, our generation has the benefit of seeing every level of African American culture, in all its successes and failures. In the past, our country has only had a limited view of the capabilities of African Americans, but now we are fully aware of how to succeed and conversely, how to fail. Presently, even though we are still the minority, there are African Americans in most fields of business, education, healthcare, labor, entertainment, politics and any other venture one looks to enter. They are living proof of what one can achieve with the right amount of focus and determination. We all know the stereotypical expectations of our culture and while it is great to be a college student or graduate, that it is only the beginning of your journey.

As a recently published author, I am now seeing that the older generation is glad to witness us remaining involved in social change, advocacy, and meaningful protest. For us to continue the legacies of years past, it will take a concerted effort in all aspects of American lifestyle. There are no more marches in the deep south but it is because of those protests, that we are able to freely create our own destiny, as we wish to define it. You hear it all the time, "I want my kids to be better off than I was," that is our responsibility—to ensure that we can provide more success stories and inspire those around us to want more for themselves.

While it is unfortunate that the majority of our nation's unemployment rate has African Americans nearly double that of Caucasians, it is important to use the education that we have acquired from our HBCU's to effect change in the real world. Altering our nation's false perception into reality is something to be extremely proud of and we can no longer look to others, if you want to see a change—you have the power to do it.

We are living proof of the marches, protests, sit-ins, and deaths that blacks and whites died from in order to provide a better world than they were living in.



Stay up to date with what's going on with your favorite alumni who are showing us how far one can travel with an HBCU education!

# HBCU Movers and Shakers

## Leslie Frazier (Alcorn State)

... will begin his first season as the full-time coach of the Minnesota Vikings. Last year, he was made interim coach after the firing of Brad Childress and went 3-3 in his head coaching career. Good luck this year Leslie!



## Oprah Winfrey (Tennessee State)

... will be airing her last daytime talk show on ABC in May. She has been a fixture on ABC for 25 years and a legend in her own name. You can see more of Oprah on her startup cable network, OWN, which launched in January of this year.



## The Honorable Louis Farrakhan (Winston-Salem)

... did a radio interview in April and made the following response about picking a fight with Jews when they have been an ally in the Civil Rights Movement: "Allies for what purpose? When the NAACP was founded ... it was never to be anything that would be economic development to Black people. So even though we got the right to vote, and we have all of these mayors, a few governors and sheriffs and city council persons, and whatnot, what is the condition of Black people under this so-called political advancement? We've had 40 years in the Congress with some of the most brilliant Black men and women in the Black Caucus—but what is the advantage to the 'little man' in the street? We have a Black president for the first time, but what is the meaning of that to the economic development, jobs and justice for Black people in the street? You have been deceived, Black America!"

## Rick Ross (Albany State)

... released a compilation album release, Self Made Vol I, in May under his Maybach Music Group label. The compilation features Wale, Pill, Meek Mill, J Cole, Drake, Jadakiss, and Ross himself. It sounds like it promises to be a decent pickup at the retail stores.



## Rick Gallot (Grambling State)

... a state representative of Louisiana, recently called out his governor for not appointing more diversity on the state's Board. Louisiana is 33% black but only one black serves on the Board of Regents of 15 appointees, a board that oversees higher education – and that appointee was made only after a filed lawsuit, that was thrown out, claimed a lack of black members on that same Board of Regents.



## Toni Braxton (Bowie State)

... is co-starring in a new reality series, Braxton Family Values, which airs on WE cable network. The 43-year old agreed to do the show for her sister Tamar while playing Monopoly. Her sister had Park Place and Toni landed on it and owed a couple thousand dollars. Tamar said that if she agreed to do the show that she would not make her pay the rent due for landing there – and she held her to it.

## Yvonne Johnson (Bennett and North Carolina A&T State)

... former and first black mayor of Greensboro, is asking the Guilford County Board of Commissioners to reconsider budget plans to help fund her nonprofit which helps adults and juveniles work out conflicts as opposed to them going to court and paying court costs. Under her nonprofit, each case averages \$27 a case (at 750 cases a year), which is a far cry from the costs to go to court. It also would help kids from going to jail.



## Terry Ellis (Prairie View A&M)

... and her En Vogue sisters are back on stage performing live across the U.S. I'm talking about the original members: Terry, Cindy, Maxine, and Dawn. The reunited group returns for their 20th anniversary reunion and celebrating the release of a new upcoming album later this year. Be on the lookout for them coming to a town near you.





# OPRAH:

## *Thank You For The Years*

By Reginald Culpepper

**F**or years, she has invaded our living rooms. She has, at times, leapt out of the TV set and entered our hearts and minds. She has that kind of power and she doesn't even have to know you or be within your locality. Her power and influence is felt around the world—and I'm sure if there were aliens receiving her broadcast, they probably were influenced not to invade Earth. For decades, she has blasted through the airwaves and cable cords with a huge following. It did not matter what race, creed, or color—her audience has been captivated by her words and content of her shows.

Yes, Oprah, you are that person.

She has received so many thanks from fans and friends that it is astounding. There has been thanks given in person, thanks on the internet, thanks on the streets, thanks on the bus, thanks in the air, and thanks in prayers from millions of people. The words from Jada Pinkett-Smith on one of Oprah's final tapings, "Thank you for the 25 years that you have given of you. And I know you don't have children of your own, but you have mothered millions."

For those who will suddenly feel as though a huge, gaping hole is starting to form directly in the middle of their chest, do not despair. Hope is only a few button clicks away. Although Oprah will be ending her day-time talk program on ABC after 25 years, she will still be working hard on her new cable network, Oprah Winfrey Network, or OWN, which launched in January 2011. It will not be

as intense as her ABC show, but I'm sure she will put everything into it to make it a success while at the same time, giving her extra free time to actually enjoy life even more.

Yes, we may miss her beaming face that we are so used to seeing everyday on the tube, but she will definitely still be lit in our hearts everyday. I'm guessing OWN will be getting a nice ratings boost in the next few months, especially when Oprah starts appearing on new programming that should be set to air with Oprah's new availability.

I do not watch Oprah's show as religiously as most, but I know what we have witnessed in the last 25 years was one for the history books. I know that probably most of the people that I have come in contact with may have at some point in their life watched your show and came away with something uplifting, something motivating, something intuitive, something great, or something that made them feel fantastic for the day.

So from one HBCU alum to another, I want to say thank you, Oprah. Thank you for your time, your dedication, your success, and even your failures so that we may learn from them. Thank you for giving us 25 years of yourself for the greater good of the human race.

*Thank you!*

# Oprah's Generosity Spurs Morehouse Alumni to Pay It Forward!

By B. Denise Hawkins

As Oprah Winfrey ended her decades-old talk show this past May, a grateful group of Morehouse College students and alumni paid homage to the Queen of Talk by paying it forward.

Recalling the academic leg up and second chance Oprah Winfrey's full-ride scholarships gave them when they were striving and struggling students at the historically Black Atlanta institution, the "Sons of Oprah," as they are known, announced that together they will pledge more than \$300,000 of their own money to educate other deserving Morehouse men.

"We're thrilled to be part of the historic moment, milestone in television history and Oprah's life and in Morehouse College History," Morehouse President Robert M. Franklin said in a television news interview after the "Surprise Oprah! A Farewell Spectacular" event. The show featured more than 100 Morehouse students and alumni scholarship recipients who flooded the stage and streamed down the aisles of Chicago's United Center bearing white candles.

As Oprah's devotees and pundits ponder "the Oprah Effect" and recount her public largess—the cars, international trips and even homes she gave away—few knew about the several hundred young men whose education was made possible by the Oprah Winfrey Scholarship at the all-male Morehouse. When she launched the scholarship fund in 1990, Winfrey pledged then to educate 100 men at the school.

Today the number of students served has swelled to 415. When the Rev. Dr. Martin Luther King Jr., one of Morehouse's most well-known alumni, attended the college in 1948, tuition was \$90. Today, the annual tuition is about \$22,000.

When Shaka Ameen Amir Rasheed, a 1993 graduate, received his scholarship, he was a struggling sophomore, working two summer jobs and waging a creative but unsuccessful letter-writing campaign to try to pay his way through Morehouse. Then, nothing short of a "miracle" happened: he was chosen as one of the inaugural Oprah Scholars.





"To be honest, I cried," said Rasheed, who is now an attorney in New York. "That's when I knew I could achieve my goal without worrying about survival and paying bills. It changed my life and the possibilities. I keep thinking that \$1,400 almost kept me from staying at Morehouse. I want other alumni to know that little gifts matter, and big gifts help; that we can help provide a life-changing experience in young men's lives."

Todd L. Campbell, a 1995 Morehouse grad, also said an Oprah scholarship spared him from a difficult decision. Without enough money to pay for classes, Campbell said that he had to decide whether to "go back home and attend a public college, or work extra jobs and stay at Morehouse."

He wanted to stay at Morehouse, an institution where he said he found "an educational home" with other Black men with similar goals and big dreams.

"That scholarship energized me and recharged me," Campbell said. "I knew it was an honor to get it. It took all of the financial pressure off and I didn't want to let anybody down—especially my family and Oprah."

He now wants to help pay Oprah's generosity forward.

"I want people to understand that it's not just about making it," he said. "If we work to help others, it creates a ripple effect that helps all of us."

Today, Rob Eskridge III, a former Oprah Scholar, is an Ohio assistant attorney general. But at Morehouse, paying tuition was a struggle, Eskridge said in a recent Columbus Dispatch interview. The \$120,000 scholarship kept him in school.

"Ms. Winfrey's act of generosity is the single most generous thing anyone has done

for me in my life—other than my mother raising me by herself," Eskridge said in the interview.

In his senior year, Oluwabusayo "Tope" Folarin, a 2004 graduate, had a grade point average of 4.0. He was only months from being named the college's third Rhodes Scholar, which allowed him to pursue two master's degrees at England's Oxford University and eventually work in Google's London office for two years.

At a gathering of Oprah Scholars just hours before the "Surprise Spectacular" show, Folarin said he was thankful that perseverance and philanthropy paid off.

"It's about her tonight and her philanthropy," Folarin said. "It is great for alumni to reconnect."



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## FEATURED ALUMNI

## J. THURMAN

AUTHOR/ POWER SPEAKER/LITERARY CONSULTANT/ENTREPRENEUR

A native of Chicago, J. Thurman uses his experience as a researcher, educator, published author and student of life to bring forth an offering that will start the movement to redefine the ideas of relationships. He is a graduate of Southern University A&M Baton Rouge, LA and lives in Atlanta, GA.

**HBCU: INTRODUCE US TO YOUR BOOK, THE MAN-YOU-ALL.**

The Man-You-All is created for women who want answers in real time. Is it designed for women to look at traditional means of making choices in relationships and turn those ideas upside down. Can you be put to the fire when it comes to what you think you know about relationships? Who really chooses for you when it comes to relationships? Do you have a plan or are you lead by your EGO (Exercising Genius Obnoxiously)? The beauty of this book is that you can see how ideas about relationships have or have not evolved over the centuries. This book is a mirrors image into the deep thoughts of women, rather they will admit it or not.

**HBCU: ULTIMATELY, WHAT DO YOU WANT READERS TO GAIN FROM YOUR BOOK?**

I want readers to wake up and seize their power back while learning to embrace their human frailties that controls them. That would be their beguiling fear of loss and hope of gain. I want the reader to feel a sense of empowerment that eludes many women in this day and time. Many women fake it and use their fear to control their actions. It is through the truth of their power that they can have real dominance.

**HBCU: WHAT WOULD YOU SAY HAS BEEN YOUR MOST SIGNIFICANT ACHIEVEMENT WITH THIS BOOK?**

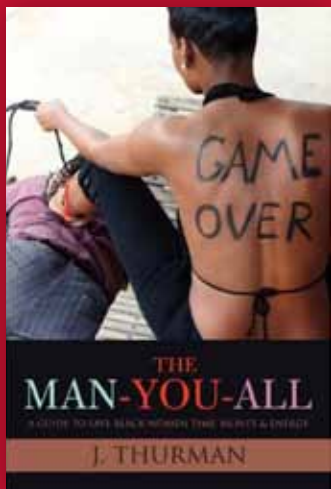
I feel that the most significant achievement with this book, besides self publishing this project, is using it as a platform to address issues of sex, perception and how women can develop their ideas about relationship. This book's message is clear. You can live and flourish with your own specific ideas about relationships or wait for someone to give them to you.

**HBCU: WHAT IS THE MOST SURPRISING THING YOU HAVE LEARNED FROM THE COMMUNITY?**

The most surprising thing that I have learned from the community is that there are women who want to free themselves from the old ideologies on relationships, but don't know where to start. No matter their socioeconomic level or education women still have issues with taking complete ownership of their feelings and autonomy.

**HBCU: WHY WAS THIS BOOK SO IMPORTANT TO CREATE?**

This book was important to create because there was no book out there at the time that talked about developing a plan and conveyed a sincere message in a real time dialog. The people deserved better, not less. They deserved to hear what they were thinking but were too afraid to say. This book was important because a lot of women never stop to think where their ideas about relationships come from. They never stopped to think about redefining their relationships specifically to their needs and not their predecessors.



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# Microsoft Encourages Next Generation of Tech Leaders

**2011 marks the first year that Historically Black Colleges and Universities (HBCUs) have participated in Microsoft's Imagine Cup.**

For the Imagine Cup, there are two rounds that take place both in the fall and the spring. Twenty-four teams in total were fielded by HBCUs for the spring competition and they include: Clark Atlanta University, Morehouse College, Spelman College, Howard University, Johnson C. Smith University and Tuskegee University. Round one was held on February 15 and the second round was held on March 14. Each school competed in both rounds this spring, but did not advance to the U.S. finals. However, Tuskegee University's Code Red team received the Imagine Cup Honorable Mention Award, which means it was recognized as having an exceptional entry.

In March, and in support of Microsoft's commitment to enabling broader and more inclusive access to technology resources, the company hosted a Realizing Your Dreams: Imagine Cup event at Tuskegee University in Tuskegee, AL. Two hundred high school students from the Macon County School District attended the event where they saw presentations from four of the 15 Imagine Cup teams that Tuskegee University fielded from its Ethics in Engineering course. The curriculum for this course was designed around the Imagine Cup.

Donna Woodall, community outreach man-



**Tara Walker, academic developer evangelist for Microsoft, delivers her presentation at the Realizing Your Dreams: Imagine Cup event held on March 7 at Tuskegee University in Tuskegee, Alabama.**

ager for Microsoft, said "The Realizing Your Dreams: Imagine Cup event was designed as a way to get students involved in the connection between people, information, and systems. It's encouraging to see Historically Black Colleges and Universities get involved for the first time this year. By engaging further with minority youth it is Microsoft's



**Dr. Legand Burge Jr., Dean of the College of Engineering, Architecture & Physical Sciences at Tuskegee University, addresses attendees at the Realizing Your Dreams: Imagine Cup event held on March 7 at Tuskegee University in Tuskegee, Alabama. The school's Ethics in Engineering course was designed around the Imagine Cup.**

...continued on page 13





# MY SKILLS ARE EXCEPTIONAL. MY IDEAS APPRECIATED. AND REWARDED.

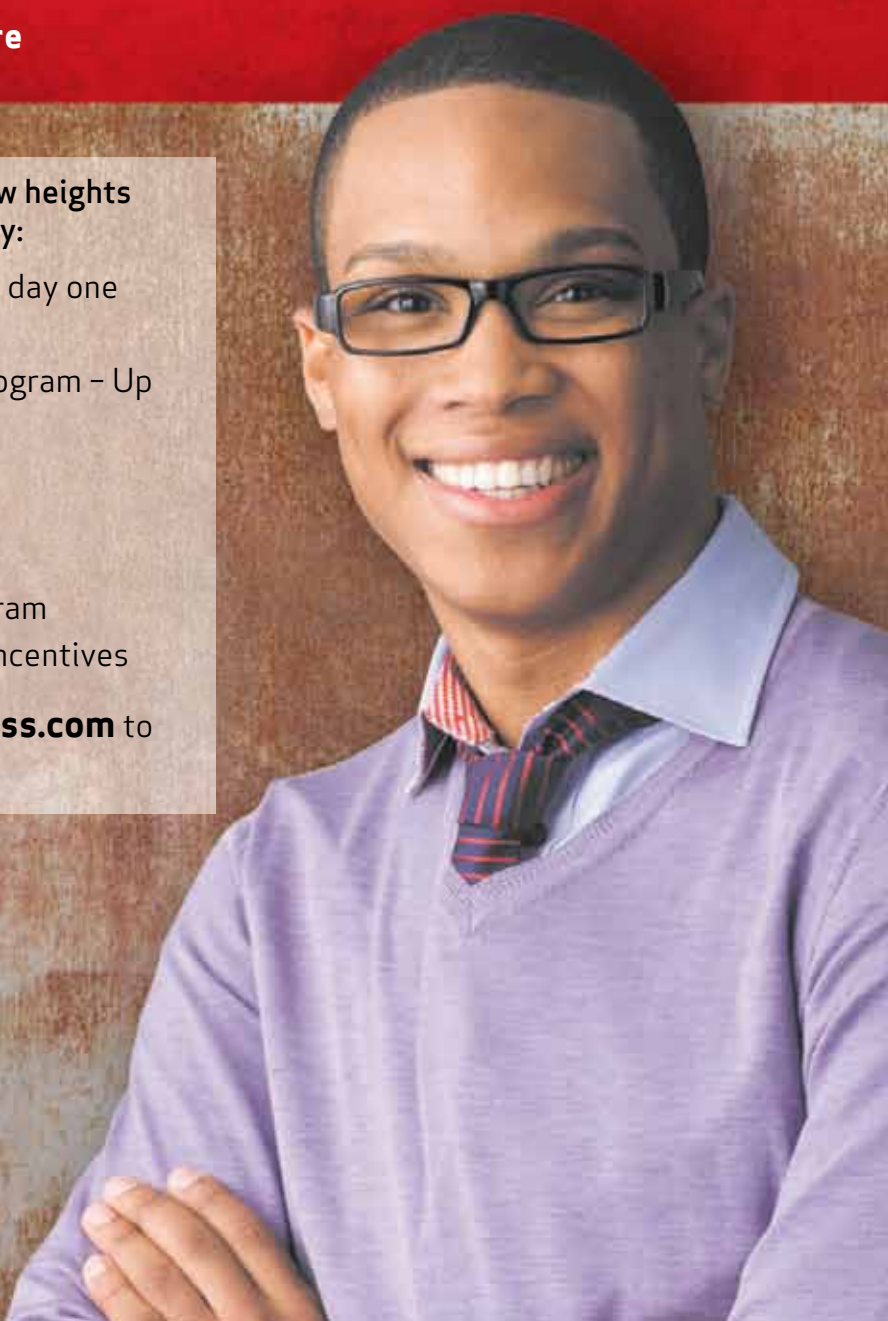
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## Microsoft Encourages Next Generation of Tech Leaders Continued...



**Tuskegee University students Taylor Leonard and Eric Marks present the details of their solution at the Realizing Your Dreams: Imagine Cup event held on March 7 at Tuskegee University in Tuskegee, Alabama. LeDarion Carter, who also presented his Imagine Cup solution this day, looks on.**

hope that students will become excited about technology and pursue an education in STEM (science, technology, engineering, mathematics) fields. At the end of the day, if we've inspired any of the two hundred high school students from Macon County School District to explore a career in technology, then our country's future is better for it. "

The Imagine Cup, which attracted more than 325,000 students last year alone, empowers them to use technology, innovation and creativity to help solve some of the world's most challenging social issues outlined in the United Nations' Millennium Development Goals. From designing mobile healthcare applications to enabling access to quality education for all children and creating games that teach disease prevention, young social innovators are using technology to make a difference in the lives of people all over the world. Contests are conducted in several categories including: software design, game design and web design.

Studying science and technology can provide many career opportunities for students. Despite the nation's struggling economy, the U.S. Bureau of Labor Statistics estimates that more than 300,000 technology-related jobs remain open due to a lack of qualified workers. However, it also estimates that only five percent of American college undergraduates today are pursuing degrees in science or engineering, compared with 42 percent of university students in other countries, such as China and India.

Tara Walker, academic developer evangelist for Microsoft, said "According to the National Science Foundation, 26 percent of blacks earned science and engineering bachelor's degrees from HBCUs in 2000, while only 20 percent earned them from HBCUs in 2008. Hopefully, the representation of HBCUs in Imagine Cup 2011 will result in an increase in more students pursuing science and engineering degrees. Microsoft is committed to attracting talented women and minorities to the company and high-tech industry at-large and the Imagine Cup is a great way to build excitement about a career in computer science and technology."

The White House Initiative on HBCUs was impressed with Microsoft's outreach to HBCUs regarding their Imagine Cup participation. So it requested that Microsoft host an event to engage HBCU leaders nationwide to discuss the Imagine Cup and Microsoft resources to enhance their STEM degree programs, which ultimately became the Education Alliance Forum. Here Microsoft joined the White House Initiative on HBCUs to inform presidents, chancellors, chief information officers and deans at these institutions about Microsoft Education offerings for faculty, administrators, and students. As well, Imagine Cup teams from Morehouse College, Spelman College and Clark Atlanta University presented their Imagine Cup solutions at the forum.





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**Congratulations to the winners of the 2011 Nationwide HBCU Case Competition.**



The Case Competition gave students from 8 schools the opportunity to present their best business ideas on how to gain alumni support.

Congratulations to the following winners from North Carolina A&T State University who were each awarded a \$2,000 scholarship: **Porsche Millington, Winnie Quick, Joshua Hill, and Taylor Dicks**

Second and third place winners – Winston-Salem State University and Fayetteville University – were also recognized for their innovative ideas and hard work with academic scholarships. Congratulations to all who participated.

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# RULES OF THE GAME FOR HIGH SCHOOL, COLLEGE, LIFE

By Harvey Coleman

Like it or not, if you don't play the game you can't win!

- Do you know the season that fox hunting begins?
- Do you live in a Social Register city?
- Do you know what is the most difficult split to pick up in bowling?

Believe it or not, your answers to these seemingly trivial questions might determine your level on the 'life pyramid.' Life-pyramid expert and author of *Rules of the Game for High School, College, Life*, Harvey J. Coleman, has developed a manual to enable students to understand their current position in society, how to change their level, how to break the proverbial 'glass ceiling', and ultimately how to understand the unwritten rules of 'the game' and be a winner in life.

"Anyone who began their life in a working class family can end their life as part of 'old money' society if they understand the rules of the game," says Coleman. "When people don't know the rules they have little control over their life and major struggles can occur making them a victim of the system."

While most self-help books tell you how to improve one part of your life, like image or weight or career, *Rules of the Game* helps readers understand the 'unwritten rules' that govern our world, in all respects, from business acumen to social stature and from developing a power image to building productive networks. Having studied 'the rules of the game' for over forty years, Coleman's easy to understand formulas have helped executives realize that life really is a game, and that you must play by the rules to win. For instance, a high school student needs more than just a 4.0 to get into an Ivy League school and a dedicated intern needs more than an excellent work record to get asked to work another semester—they must also play the game to get what they want. Readers will also learn the root of 'the rules', why they were created and why the entire world now plays by them. They

will realize how the rules of life must be applied to life to get ahead in life, work, relationships and more.



*Rules of the Game* will guide student readers to unlock their full potential using powerful principles, relevant information, charts, exercises and techniques. The book includes an interactive set of exercises vital to understanding their life status and how to obtain their objectives. The challenges of young people to gain acceptance into the college of their choice, induction into their preferred fraternity or sorority, hired into the leading intern programs or landing their premier job after graduation, are ones that require not only hard work but more importantly, knowledge of the rules.

*Rules of the Game* allows students to gain control of their destiny early in their lives and maintain that control throughout their careers. Some of the book's topics include:

- The Rules of the Game Unveiled: Why Do They Exist
- The Steps Necessary to Successfully Negotiate the Moves from High School to College to Career
- Explanation of the Seven Levels of Life's Pyramid
- How Do You Advance on the Life Pyramid
- Understanding Your Environment and Its Requirements
- Personal Brand: The Power of Image and Exposure
- Proper Management of Facebook, Tweeting and Other Communication Channels
- How to Manage the Most Important Make or Break Factor: People
- The Skills Needed to Becoming a Successful Game-Player
- Understanding the Power of Choices and Personal Change
- Why Do Winners Win

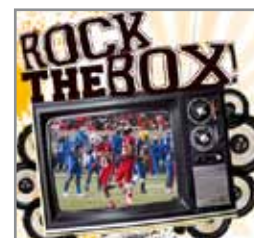
For forty-five years, Coleman has worked for and consulted with some of the most elite global institutions, including IBM, Xerox, NBC, AT&T, Johnson & Johnson, including Great Britain's House of Lords and more. He has consulted with and trained senior executives in over 100 of the Fortune 500 companies. A connoisseur of the arts, music and wine and many executive sports, Coleman practices what he preaches. He has witnessed what it takes to understand the system—this includes the whole global socio-economic system, from religion to military to government to corporate—and how to make changes and chart new directions to ultimately find success.

*Harvey J. Coleman is President and founder of Coleman Management Consultants, Inc., (CMC) of Atlanta, Georgia. Mr. Coleman's first book, Empowering Yourself...The Organizational Game Revealed, received widespread critical acclaim across the nation. He earned an undergraduate degree from Youngstown University and did his graduate studies at Emory University's School of Business. Rules of the Game for High School, College, Life is now available for purchase at AuthorHouse.com, Amazon.com, and other online booksellers.*





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The HBCU Network proudly acknowledges and sincerely thanks those who have provided their support for the launch of this critical programming service with an expected launch in February 2012 during Black History Month. The network is dedicated to the 105 Historically Black Colleges and Universities and providing a long-term asset value that aids the institutions sustainability. With your support millions of students and alumni and enthusiasts will not be disappointed.

Visit [www.hbcunetwork.com](http://www.hbcunetwork.com), to learn how you can add your name to the following list of organizations, legislators, celebrities, students, alumni, faculty and other supporters of The HBCU Network:

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College is often known as the segue from high school into the "Real World," but it often does not prepare you for all that lies ahead. How could it possibly? For what lies ahead is truly the unknown. Fear not, because although it is best to expect the unexpected, there are ways to gear up and face your future head on!

opportunities you seek. Here is a great word of advice: do as many internships as possible, and gain as much work, volunteer, and community service experience as you can while you are still attending college! In the Real World, employers want experience, and they will often choose the experience over the education.

## From College...

I arrived at Morgan State University a nervous, seventeen-year-old, shaking in my boots as they say. I didn't know anyone on campus and the orientation didn't really orient me at all. I had chosen to live off campus in order to save money and I did not own a car at the time, so I had to take the bus every day to and from school. I remember my first day like it was yesterday, I got all dolled up only for me to get lost amongst the buildings, unable to locate my class while it was pouring rain. Of course the horrendous wind inverted my umbrella, while snatching it from my grasp and leaving me drenched! Feeling defeated for the day, I took that long bus ride home in my sopping wet attire and hoped for a better tomorrow. This event is a great metaphor of the Real World. Sometimes "Murphy's Law" is in full effect, and sometimes you have a better tomorrow!

Now that the economical climate is changing, it would seem as though a college degree is more vital than ever. This all depends on the type of

Another key point to keep in mind is your GPA and which elective courses you choose to take. When employers request your transcript they may be checking to see how well you fared for the duration of your college career, and they may also want to see how well you performed in classes that pertain to the position that you are applying for.

When I attended college I chose a general major that can be applied to many careers, Communications. My concentration was TV/Film Production because of my adoration of movies and entertainment, but as it turns out I didn't blossom in that career as I dreamed I would. Life often changes us; we experience things, we grow and evolve, and so do our goals and dreams. I am still thankful that I chose Communications because I enjoyed it and it is also a degree that can be applied to just about any career field because Communications is involved in everything.

degrees and anything related to Engineering, Computer Technology, or Energy Conservation are the wave of the future. So if you are undecided on a major, or you are thinking of switching these may be some fields worth considering, if you have any interest.

Another thing to be aware of before and after you graduate are the various interviewing styles that exist. You may already have some work experience under your belt, but post-college interviews can be quite different and even a bit intimidating, especially if you are seeking a government position. Panel interviews generally consist of three to five individuals who work in the sector that you are applying to. They have questions prepared for each member of the panel to ask you. It is a good idea to be sure to maintain eye contact and smile while responding. Each panel member will be rating you on your responses and this also gives you the opportunity to show your vibrant personality and stand out from all of the other candidates in today's competitive job market.

The Real World is chock full of trials and tribulations, but all of these experiences are meant to teach us a lesson and help us grow toward a brighter future! Be certain to take advantage of any opportunities that your college or university offers. Visit your Academic Advisor as frequently as you deem necessary in order for you to stay on track for graduation and have all of your questions answered. Make use of the counsel-

## To the Real World

By Vibe Vedanta

Employers seek employees with excellent written and verbal skills, as well as the ability to interact with others and speak in front of an audience. Even if you want to be an entrepreneur, Communications can apply to that, especially when it comes to networking, marketing and promotions. My experience has definitely helped with my own business endeavors. Business

ing center if you are feeling uncertain or in need of guidance. Join as many clubs as your schedule will allow and keep record of your extracurricular activities so that you may utilize this experience on a future job application to show how versatile and flexible you are. Also, make sure that you file away any certificates or awards that you may receive.

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# The Power of Presentation:

## Effective Communication Skills for Leaders

"The way we communicate with others and with ourselves ultimately determines the quality of our lives." Tony Robbins, Self-help author and success coach.

Can you think of a single profession, career, or entrepreneurial endeavor that wouldn't require strong communication skills to effectively convey your ideas and help you interact positively with other people inside and outside of the business? I don't think you will come up with one simply because we don't live on little islands unto ourselves. We must communicate and interact with people on a daily basis regardless of the profession.

Now, take a few minutes to think of a person, well-known or in your immediate circle, who you personally consider to be a truly effective leader. Think about the traits that person possesses. It's a very good bet that one of those traits is strong communication skills. If not, how would their leadership ability have been conveyed to you? Of course, it doesn't necessarily mean the person is overly loquacious but it probably means even their few words are effectively used.



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I believe we can all agree that success in the workplace, community, church, and even our homes largely depends on our ability to inform, influence, and motivate the people around us. And, that ability clearly stems from "the power of the tongue" and how effectively we present information. So, for your future communications, consider the following tips and best practices.

- 1 Practice effective listening—become an outstanding audience for others!**
- 2 Encourage others to listen to you without asking.**
- 3 Watch what you convey through "body language" and watch theirs for telltale signs.**
- 4 Build rapport and mutual support to store up "goodwill" for future communications.**
- 5 Balance advocacy of your ideas by inquiring about the concerns of others.**
- 6 Organize your thoughts for maximum effectiveness i.e. think before you speak.**
- 7 Make the most of e-mail (or text messages) if it's the proper mode of communication.**
- 8 Always be audience focused in your communication.**
- 9 Project a positive image.**
- 10 Always reflect on why you are communicating -i.e. to inform, influence, or motivate!**

I don't believe I can help you increase the "substance" of your communications but I also don't think you need me for that. As a general premise, I believe each of you already has something of substance to say as learned students, subject matter experts on your jobs, parents, and as community leaders. But, I do believe the ten tips for effective communication set out above that I have pulled together from my experience as a lawyer, a law school and college professor, and a leadership trainer, will help you convey that substance more effectively.





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