

Congrats to the 2010 Top 50 Employers of HBCU Graduates & Alumni!

HBCUCONNECT

WINTER 2010

GREEK
LIFE
101

ONLINE
DATING—
GO FISH!

THE ULTIMATE
MOREHOUSE MAN...
ISAAC KEYS



HBCU CONNECT.COM



**THE OFFICIAL TOP 50
HBCU EMPLOYERS LIST!**



Diversity & Inclusion at McGraw-Hill 2.0

Learn more at www.mcgraw-hill.com/careers

When you work for The McGraw-Hill Companies, you'll find our inclusive environment helps you perform to your fullest potential. We have many internal programs that make everyone feel valued: from our Hispanic Heritage Network, to our Women's Initiative for Networking and Success, to our Black Employees at McGraw-Hill, just to name a few.

With a 2.0 career here, you'll see that our diversity is as sophisticated as our technology. You'll be backed by stability, boosted by technology and strengthened by commitment to a multi-cultural workforce. **And together we can help create a smarter, better world.**

The McGraw-Hill Companies is proudly recognized as the #1 employer on the HBCU Connect Top 50 Employers list for the 2nd consecutive year.



**STANDARD
& POOR'S**

Capital IQ
A Standard & Poor's Business

**McGraw
Hill
Education**

platts

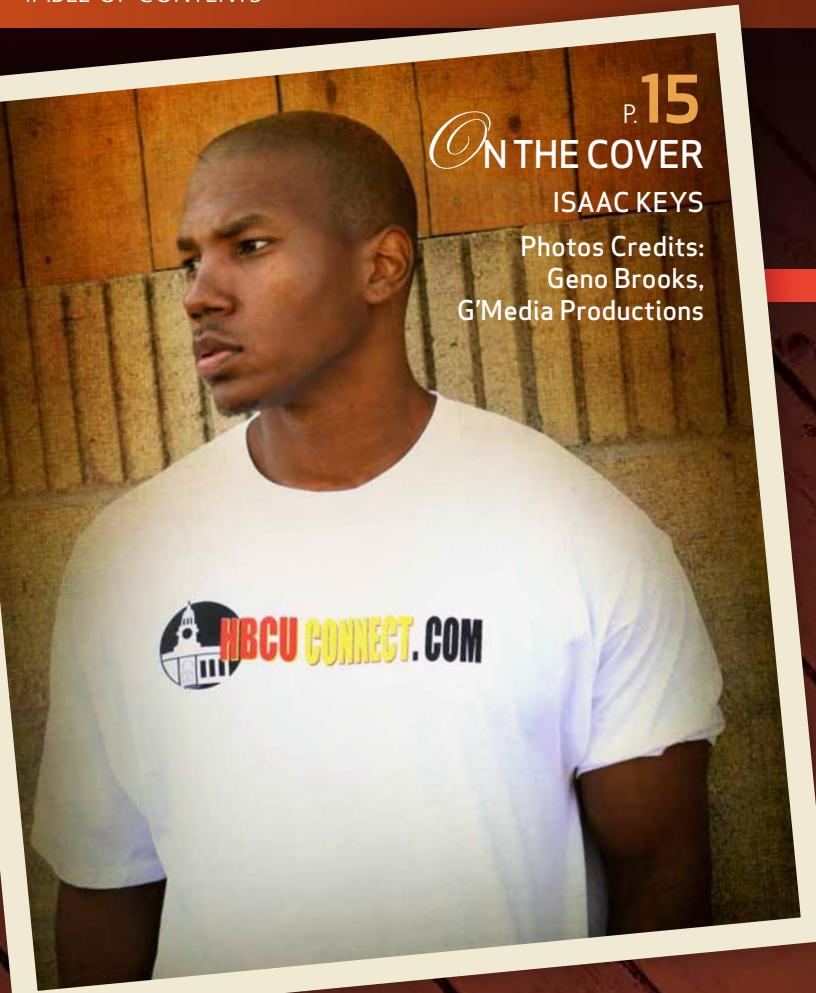
**J.D. POWER
AND ASSOCIATES**

**McGraw_Hill
CONSTRUCTION**

AVIATION WEEK

**McGraw_Hill
BROADCASTING**

We are an equal opportunity employer.



EMPLOYER SPOTLIGHT P. 13

The McGraw-Hill Companies

FEATURES

- 9. YOU'VE GRADUATED, NOW WHAT?
- 11. TOP 50 HBCU EMPLOYERS
- 16. GREEK LIFE 101!

DEPARTMENTS

- 4. LETTER FROM THE EDITOR
- 8. WHO'S WHO
- 15. FEATURED ALUMNI: ISAAC KEYS

ADVERTISER INQUIRIES

Please contact our sales department at **614.864.4446** or
sales@hbcuconnect.com

P. 14
Who's Who
EBONY STEELE



A Letter from the Editor

Greetings HBCU Family!

What a pleasure it is to reconnect with you! I hope this has been a great year for you. If you were not able to accomplish all of your 2010 New Year's Resolutions, don't worry, you're entitled to making some for 2011! In this issue, you will find helpful ways to adjust to life as an HBCU Alum. It is our goal to provide you with information that will help you live a balanced lifestyle. As Alumni, it is our duty to go out into the world and make a difference, represent like we should for our Black Colleges and our future generations.

If you are looking for a career working with a company that values you as an HBCU graduate, check out our list of "2010' Top 50 Employers of HBCU Students & Graduates". Not only is The McGraw-Hill Company our top employer of choice for HBCU talent, but they have ranked #1 two years in a row! Our list is created specifically to provide you with an idea of companies that are continuously reaching out to hire from the HBCU audience. Check out the list to see what company would be a great fit for you!

Our featured alumnus Isaac Keys who was a Bachelor contestant on "Donald J. Trump presents THE ULTIMATE MERGER" romance reality show with Omarosa, wants you to know what he values most about his experience at Morehouse, his current projects, and what type of woman he is looking for. Since he did not make a Love Deal with Omarosa, maybe one of you will connect with him and make a HBCU Merge! Read the interview to find out how to connect with him. Many people find their life long partners on a college campus. If you have not yet found the right love connect, check out our Online Dating feature and login to our dating site HBCULOVE.COM!

In 2011 you can expect an exciting year filled with outstanding opportunities! We expect you to take advantage of the career, and lifestyle resources. Share this magazine with your fellow alumni friends, and peers. Make New Year Resolutions for 2011 that will cause you to grow spiritually, mentally, financially, and help you plan to give back to your chosen HBCU.

I'll leave you with one of my favorite quotes shared with me by my father: "Good, better, best. Never let it rest. 'Til your good is better and your better is best."

Elynor Moss

Elynor Moss, Editor



Thurgood Marshall College Fund Program Recruits Minority Educators to Pursue National Board Certification

By Jazzy Wright

The Thurgood Marshall College Fund, a New York-based organization that provides merit scholarships and capacity building support to historically black colleges and universities (HBCUs), is actively recruiting minority teachers to become National Board certified through its Teacher Quality and Retention Program (TQRP). The yearlong professional development training program will host its fall leadership conference later in New York City next week.

The TQRP is a part of a national effort to recruit, support and mentor students to teach students in underserved urban and rural areas. Fellows must be in the junior or senior year at a Historically Black College or University, or a first or second year graduate. TQRP fellows participate in an intensive summer institute, online support sessions and two additional leadership conferences throughout the year. This is the second year for the program.

Historically Black College and Universities graduate more minority teachers than any

other source, according to the program Web site.

"The summer institute focuses on pedagogy, while the leadership conference includes sessions to teach the fellows soft skills, such as communication techniques, interviewing and resume writing," said Misha Lesley, senior director for the Center for Innovative HBCU School Reform Partnerships. "The fellowship teaches them to be both leaders and professionals."

This summer, the program held weeklong conferences to recruit African-American male teachers, an underrepresented group in the education sector.

At the fall leadership conference, the fellows will attend sessions on National Board Certification, as well as Take One!, a collaborative professional development program for schools and educators. Both National Board Certification and Take One! are offered by the National Board for Professional Teaching Standards.

Minority National Board Certified Teachers

(NBCTs) serve as adjunct faculty and mentors to the TQRP fellows. Participating NBCTs also host a virtual support program throughout the year to introduce the fellows to the National Board Certification process.

"This program is a worthy initiative for us to be a part of, not just to increase numbers of National Board Certified Teachers, but to support the fellows on the path to becoming strong education leaders with early exposure to our five core principles and rigorous standards," said Joyce Loveless, director of Program Access and Equity at the National Board for Professional Teaching Standards.

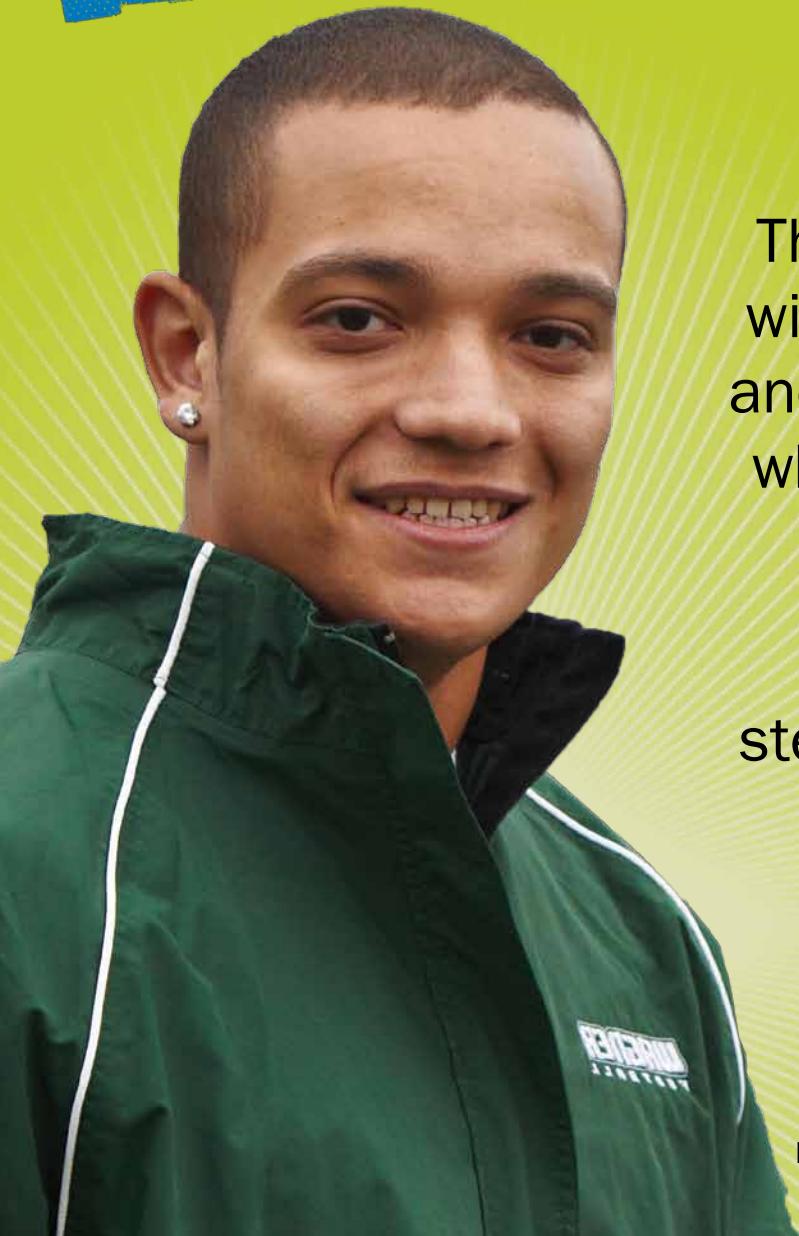
"This collaboration creates a pipeline for these students to become accomplished teachers."

Applications for the Teacher Quality and Retention Program will be accepted in January 2011. Interested applications can visit: <http://www.thurgoodmarshallfund.net/events/hbcu-teacher-quality-and-retention-program> .





SAY it LOUD!
SAVE LIVES AND be PROUD!



Thousands of black patients with leukemia and sickle cell anemia need a marrow donor who can give them a second chance at life.

The HBCU community is stepping up and saving lives.

hbcu.Bethematch.org



Patrick, marrow donor, stepped up to save a life

THOUSANDS OF AFRICAN AMERICANS ANSWER THE CALL TO SAVE A LIFE DURING MARROW DONOR RECRUITMENT CAMPAIGN

Over the last year, thousands of African Americans joined the ranks of potential marrow donors through a partnership between Be The Match® and HBCUs. Nearly 3,000 people were recruited through the "Say it Loud! Save Lives and Be Proud!" program to help fill the need for more potential marrow donors who are of diverse heritage.

African Americans who need unrelated marrow transplants to help treat deadly diseases – such as leukemia, lymphoma and sickle-cell anemia – traditionally have more difficulty finding a matched donor. The tissue types used for matching patients with donors are inherited, so patients are most likely to find a match within their own racial or ethnic heritage. There are 8 million people on the Be The Match Registry®, but only 7 percent are African American. More people of African American descent are urgently needed on the marrow registry to save more lives.

Be The Match representatives recruited students during visits to college campuses across the U.S. Students also were encouraged to connect online with local Be The Match recruiters—as well as other HBCU students—at the new www.hbcu.Bethematch.org site.

"HBCUs have been excellent partners in helping Be The Match recruit a young and healthy group of diverse people who are motivated to help others," said Barry Huff, senior vice president, marketing, communications and recruitment for Be The Match.

Oklahoma state Rep. Mike Shelton knows the satisfaction that comes with helping someone who desperately needs a marrow transplant. He joined the Be The Match Registry in 1995 while attending HBCU school Langston University. Last summer, he was notified that he was the best match for a young woman who doctors said would die without a marrow transplant.

"Donating was one of the greatest feelings I've had," said Shelton, who donated marrow at the Oklahoma Blood Institute. "It doesn't cost the donor a thing, and there's no greater reward to give someone a second chance at life – I encourage people to step up and make a difference."

The National Marrow Donor Program® (NMDP), which operates the Be The Match Registry, has partnered with the Congressional Black Caucus Foundation, and has sponsored marrow registration drives. At the events, attendees heard from their U.S. representatives about the need to grow and diversify the Be The Match Registry.

More stories like Mike Shelton's—along with photos and videos—are available at www.hbcu.Bethematch.org, where people can also become members of the online community, find recruitment drive events near them or join the Be The Match Registry online.

ABOUT BE THE MATCH

Be The Match is a movement that engages a growing community of people inspired to help patients who need a marrow or umbilical cord blood transplant from an unrelated donor. The National Marrow Donor Program (NMDP), a leader in the field of marrow and cord blood transplantation, created Be The Match to provide opportunities for the public to become involved in saving the lives of people with leukemia, lymphoma and other life-threatening diseases. Volunteers can join the Be The Match Registry – the world's largest and most diverse listing of potential marrow donors and donated cord blood units – as well as contribute financially to Be The Match Foundation or give their time. For more information, visit BeTheMatch.org or call 1-(800) MARROW-2.

Who's Who



Rahman "Ray" Grayson

Celebrity Fitness Trainer
Florida A&M University

Rahman "Ray" Grayson is a celebrity fitness trainer and founder of Athletes and Entertainers in Motion (A.E.I.M.). Grayson's passion for health and fitness started at a young age while playing football, basketball, and running track. He was active in the weight room during the off season preparing for whichever sport was next. Rahman knew fitness training would be a good way to earn an income, so he became certified while attending Florida A & M University; therefore birthing his entrepreneurial spirit. He used his business degree which he obtained from FAMU in 2003 to launch A.E.I.M., a network of trainers and health professionals who provide Fitness Training, Nutritional Counseling, Massage Therapy, and Life Coaching. A.E.I.M. is based in Atlanta, Georgia. "The school of Business and Industry at FAM does a very good job of preparing you for the next level whether it's professionalism from the marketing courses, or the professional development course which teaches you how to interact in society." Grayson said.

So often, Rahman would hear clients complain and make excuses about working out. His philosophy "Results in Life Start When You Do" and "Don't Make Excuses, Make it Happen," has lead to his "Shut up and Train" movement. Grayson has a host of celebrity clientele which include Ciara, LeToya Luckett, NFL Pro Bowler Edgerrin James, and several cast members of the Tyler Perry film, Why Did I Get Married 2. "Helping people realize their dreams is what I most enjoy about what I do." He said.

Rahman Grayson continues to take strides to advance as an entrepreneur with future projects in the works such as "Shut Up and Train with a Cause" which will allow the A.E.I.M. agency to take their gifts of health and fitness to benefit as many different organizations as they can, as well as partnering with his alma mater for a Fitness Initiative. In his down time when he's not motivating others or working out himself, how does he unwind? Rahman finds that spending time with his son is not necessarily relaxing but most definitely rewarding. They enjoy watching movies and hanging out.

Connect with Rahman Grayson at www.mrshutupandtrain.com



Ebony Steele

Breast Cancer Ambassador
and Radio Show Co-Host
Tuskegee University

Ebony Steele made the decision to attend Tuskegee University for two reasons: to fulfill her childhood dream of becoming a campus queen who would be featured in Ebony Magazine's Campus Queen Edition and because her parents are Tuskegee alumni and traveling to homecomings with them allowed her to become familiar with the campus. While there she majored and received her degree in Mechanical Engineering. Entering Tuskegee as a freshman, she was anxious, unsure and teachable however, when she obtained her degree she felt esteemed and spirit-filled. As of today she is prepared to take on whatever comes her way and she credits this to her alma mater.

In regards to how attending an HBCU has contributed to her success and the lessons she learned while there, "A great balance, sense of identity (because I had a very diverse educational process) and a certain confidence is what Tuskegee gave me. I think that the social experience I received from attending an HBCU made me a well rounded person and I wouldn't trade that for the world." Steele said.

Steele was diagnosed with breast cancer in October 2007 after doing a self examination. She states, "It's ironic that I celebrate my diagnoses and survivorship within the same month." Ebony has been diligent over the past three years toward the abolishment of breast cancer forever. She is a Survivor Ambassador for General Mills' Pink Together Campaign and is on the Cheerios and Hamburger Helper boxes for the month of October 2010. Her current job as co-host of the Rickey Smiley Morning Show has provided her a platform to discuss breast cancer awareness and the importance of early detection.

"As women we have to take charge of our health and know what's going on with our bodies!" This is the message that Ebony Steele would like to convey to women whom like herself at one time allowed talk of breast cancer to fall upon deaf ears.

Stay abreast with Ebony Steele by visiting:
www.ebonysteele.com www.ebonysteeleblog

You've Graduated, Now What?

By Tara Brown

The moment you've worked so hard for over the past four years has finally arrived – graduation day! All of the studying, late night cram sessions and stressing out over passing grades have finally paid off and you've accomplished a goal that you've set out for yourself. There is a feeling of euphoria that comes over you because not only have you achieved a great milestone, but you have made your loved ones proud beyond measure. While you now have to trade in college campuses and relationships for real-life work experience, you couldn't be more thrilled when you think of the many possibilities that lie ahead. It is a feeling that you literally have the world at your feet because what has been ingrained in your mind since your parents first dreamed of this day for you is that life is easier once you have a college degree; it is less complicated and it is a road paved with future riches. However, according to a recent article in the Chronicle of Higher Education, "there are 17 million Americans with college degrees who are doing jobs that the Bureau of Labor Statistics says require less than the skill levels associated with a bachelor's degree." There is no question that we are living in one of the most challenging and compromised economic times

Nowadays, college graduates aren't just competing with their peers for the dwindling number of available jobs, but now must compete with seasoned veterans who are trading in past salaries and expectations for the opportunity to work — anywhere.

So, what's a recent college graduate to do? Gabrielle McMahan, an optimistic and charismatic young woman who recently graduated from Florida A&M University with a Bachelor's and Masters in Business Administration is one of the more fortunate ones. She was offered a job before she graduated college as a management trainee for a major publicly held company and is getting invaluable training that will help this budding entrepreneur. While she is very grateful for the job she has, she isn't resting on her laurels. "I would still like to open my own business, a bakery, in the future, and I think that I am on a good track because I am learning quite a bit at my current job about running a business and how to best manage people and processes. All of this provides valuable experience and in the unfortunate event that the bakery doesn't work out right away, I will have something to 'fall back on,'" she says. Gabrielle's spirit of entrepreneurship seems to be a growing trend amongst college graduates. An article in the Wall Street Journal titled "The Next American Frontier" underlies this when it states that "half of all new college graduates believe that self-employment is more secure than a full-time job. So instead of waiting for that right job to come along, many are opting to blaze their own trails and create opportunities for

that many of us have ever seen, and with the numbers of those unemployed consistently stagnant, there doesn't seem to be relief in sight any time soon.

themselves. If successful, this will not just benefit them but could bode well for our struggling economy.

As one of the gainfully employed, one of the biggest adjustments Gabrielle says she has had to make in her new post college life was realizing that skipping work had greater consequences than skipping the occasional class had. She has also had to adjust to the changes that come when you move to a new city where you are not surrounded by friends you've known for years. However, she is embracing and welcoming these new changes as she knows that it will have a positive impact on her in one way or another. While she doesn't have a specific mentor, she looks up to the several women in her life as examples of what she hopes to one day accomplish and she turns to them often for advice, especially a cousin who is a F.A.M.U. Alum who can really relate to what she is going through. She has also heeded the advice of many who told her to cherish her time at F.A.M.U. because her life would never be as simple and fun again, a fact she realized shortly after graduation as the simplicity she once enjoyed as a college student was a thing of the past. When asked what advice she would give to college graduates, Gabrielle has this to say: "I would tell them like so many told me, to enjoy and take advantage of their time in school because there is nothing like it. But I would also say don't settle and keep an open mind. This time in our lives is the best time to try new things and take action to get what we want, graduating was only the beginning."

Tara Brown is a Publicist and Writer living in Charlotte, NC. She is author of the blog TarazTake. For more of her writing, please visit www.taraztake.blogspot.com or follow her on Twitter at TarazTake





Froedtert
HEALTH



A proud partner of
diversitynursing.com



Where *Everyday* Healthcare Professionals Become *Exceptional* Healthcare Professionals

Learn and grow at Froedtert Health, a premier, award-winning hospital system, where you'll have the opportunity to work with the best and the brightest in an environment committed to providing the best quality of care.

Froedtert Health is a regional hospital system 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 primary care and multi-specialty clinics, Froedtert Health delivers highly coordinated, cost-effective health care to residents of southeastern Wisconsin and beyond.

Froedtert Hospital has achieved ANCC Magnet Recognition® through the Magnet Recognition Program®.

Do you strive to be the very best? Apply yourself today.

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

froedterthealth.org

Apply Yourself Today.



2010'S TOP 50 EMPLOYERS OF HBCU STUDENTS & GRADUATES

1. The McGraw-Hill Companies
2. Defense Intelligence Agency
3. Internal Revenue Service
4. College of Lake County
5. Novartis Pharmaceuticals
6. Comcast Cable
7. ADP
8. Duff & Phelps
9. Cornell University
10. Denny's
11. Astellas
12. General Dynamics
13. Target
14. American Family Insurance
15. Altria
16. Disney Worldwide
17. NextEra Energy
18. Progressive
19. Pfizer
20. St. Jude's Children's Research Hospital
21. University of Kentucky
22. Assumption College
23. UNC Asheville
24. Central Intelligence Agency
25. United States Customs & Border Patrol
26. Raytheon
27. AOL
28. Choice Hotels
29. NAVY
30. West Valley-Mission Community College District
31. City of NY Dept of Parks & Recreation
32. Cook Medical
33. McKesson
34. Eastern Illinois University
35. Froedtert & Community Health
36. American Cancer Society
37. McAfee
38. Environmental Protection Agency
39. The Community College of Baltimore County
40. Boston College
41. The New Teacher Project
42. Eckerd Youth Alternatives
43. Lewis University
44. Kansas City Kansas Community College
45. Bipartisan Policy Center
46. California University of Pennsylvania
47. Initiative-New York
48. Chubb
49. Time Warner
50. Community College of Allegheny County



There's an agency looking for entry-level employees willing to enable growth for our entire nation.

Now is the time to decide what kind of career you want to build. At the IRS, you'll be challenged and supported. You will also have the opportunity to develop a broad set of practical skills — all while making your nation stronger, every day. The individual perspectives and contributions of IRS employees ensure the success of our agency.

While working at the IRS, you may choose to explore a career path offering challenges and opportunities you may have never considered. Use your education and skills to succeed in one of many positions, including those in **accounting, business, finance, budgeting, economics, information technology, collections, advocacy, research and analysis, and law enforcement.**

The IRS is the foundation for our country. We are not only one of the largest tax administration organizations in the world, but also one that funds our nation's future. The bright, dedicated, diverse people that work here make it all possible. Build a career that helps to build your nation. To learn more about current IRS vacancies and opportunities, visit our careers site at:

www.jobs.irs.gov/more

Count on me.

Congratulations to The McGraw-Hill Companies

HBCUConnect.com would like to spotlight the company that has dedicated the most efforts towards hiring HBCU Talent. We sat down with Peter Castillo, Senior Director of Talent Acquisition, McGraw-Hill Education, Angela Smith, Bureau Administrator, McGraw-Hill Aviation Week, and John Marshall, Vice President Technology and Business Operations, McGraw-Hill Platts to find out what it takes to be the #1 ranked organization on HBCUConnect's "2010 Top 50 HBCU Employers" list! This is the second year The McGraw-Hill Companies is ranked in the top 10!

Q) Who is McGraw-Hill and what type of products and services do you offer?

A) McGraw-Hill is one of the world's leading publishing and information companies in the media space. Our business portfolio is broken up into three sectors: Education, (all public school books and tests are created by McGraw-Hill), Financial, (Standard & Poor's, we own S&P ratings), and Information and Media (J.D. Power and Associates).

Q) Does McGraw-Hill have a commitment to diversity?

A) Yes! We have a resurgence of a commitment over the last few years as well. We are top on the list of Women in Business Magazine and so they pay really close attention to how we rank against our peer companies. McGraw-Hill has built out considerable platforms, very strong platforms around the corporation for diversity and inclusion. Each segment of the three McGraw-Hill sectors has their own diversity and inclusion counsels that are well structured with presidents and executive team kind of structure. They have trained almost all of the hiring managers at a certain grade level across the company on hiring practices to ensure that the candidate pool for senior positions are as diverse as they can be across all elements of diversity. The ERG's (Employer Resource groups) that McGraw-Hill has invested time in over the last few years have really flourished. BEAM (Black Employee's at McGraw-Hill) started about 3 or 4 years ago and is now the 2nd most vibrant and active ERG within the five at McGraw-Hill. The largest being WINS (Women Initiative for Networking and Success).

Q) McGraw-Hill is ranked 1st place on the HBCUConnect.com "Top 50 Employer of HBCU students and alumni" list. How does that impact your company's ability to recruit new employees and retain existing employees?

A) In regards to recruiting new employees, sheer exposure is the answer. The exposure that HBCUCONNECT is going to give McGraw-Hill is going to pay off. When graduating students or student's from other companies learn that McGraw-Hill is a very diverse organization and is very interested in diversity that will simply get them to go to our website, look at some of the programs we have, look at our commitment and our vision in this area, and then it will sell itself. Internally, we have the platforms in place to let people looking for jobs and graduating students see that we are committed but we've got to first get them to our website. From the stand point of retention, this kind of conversation that



we are having in form of an interview is further evidence of our commitment and gives us a little bit of hope in pushing the ball forward as far as recognizing blacks and other minorities inside the company. McGraw-Hill's effort and willingness to invest in companies like HBCUCONNECT and other programs is not just lip service, we are actually trying to understand what black students are looking for and to cater our message and strategy toward that rather than just offer lip service and try to get on someone's list.

Q) Why is it important, to McGraw-Hill, for the public to know that your company is a Top 50 Employer of HBCU Students and Graduates?

A) First and foremost it's really important and it's our desire to have a work force that is as diverse as its customer base. And by doing so, these two go together and it helps to ensure that we have successful delivery of these products and services. Being a Top 50 employer of HBCU students and alumni demonstrates how McGraw-Hill is actively pursuing diversity in the employment market place and it helps the company move forward. We think that HBCU's are critical to the successful recruitment of top African American talent across the United States for us. So our involvement with HBCU Connect is critical, it's a critical piece of the overall puzzle. Over the 3 years or so that we have been working with HBCU Connect we have come to that realization more and more and more.



Q) What areas of Diversity Recruitment/Management is your company more focused on and why?

A) We have a multifaceted approach to diversity recruitment and management across the companies and we focus on all levels throughout the organization. We focus on tenure roles and we obviously focus on entry level beginning with internships. Some of our efforts include recruiting at HBCU's and working with different associations such as The National Black MBA Conference. We have a really great relationship with NABA (National Association of Black Accountants). We also work with different trade associations and we support various diverse organizations like the ones just mentioned. We talk about sharing best practices between the businesses. The different businesses that McGraw-Hill Companies own like Standard & Poor's, J.D. Power and Associates, McGraw Hill Education as well as some of our broadcast stations allow us to work and share best practices because we have different recruiting organizations within each of those businesses. The reason why it is

important to us is because of our ability to develop our employees, and we support individuals of diverse backgrounds with growth and development opportunities.

Q) Are there any programs or social activities that help integrate new employees into the workplace culture?

A) There are all types of programs but the main resource that would be beneficial to incoming employees will be the various programs we have within our ERG's which are Employer Resource Groups. There are numerous ones; one being BEAM (Black Employees at McGraw-Hill), WINS (Women Initiative for Networking and Success), HHN (Hispanic Heritage Network) and Toast Masters an organization that McGraw-Hill pushes which helps with speaking publicly, creating speeches and having impromptu speeches, and most recently added to the group is GLBT for gays and lesbians within the company. One of the main things that can help new employees is getting involved in some of the groups mentioned to help build networking and speaking skills.

Q) What type of internships and full-time positions are currently available for the students and graduates?

A) McGraw-Hill has a great internship program. The HR representatives go to various universities including HBCU's to recruit. It depends on what the intern wants his internship to be about and his initiative or drive that will get him where he wants to be. McGraw-Hill is hiring for various positions in education and you can use the website or newspaper to apply. The three sectors that are big for openings are editor, sales and market positions.

Q) What is the best advice you can offer hired diverse talent for succeeding in their career or internship at McGraw-Hill?

A) The best way to succeed within your career for McGraw-Hill is being self assured, creating a brand for yourself, and by finding people who will help you to grow, who will assist and direct you such as mentors. McGraw-Hill has a mentoring program within the various ERG's. Be willing to go outside your normal job and do something different; be open-minded to criticism because the only way you're going to learn is by someone critiquing you. Keep an open mind; if you realize that you have to start somewhere to grow then the sky is the limit! The good thing about McGraw-Hill is that there is plenty of opportunity for growth. It's your want, your drive and your eagerness, and realizing that whatever you're doing is going to be a prelude for your future. Finally, always ask questions.

To learn more about The McGraw-Hill Companies and career opportunities visit: http://hbcuconnect.com/cgi-bin/jobs/employerShowcase.cgi?showcase_id=321



Featured Alumni

ISAAC KEYS

ISAAC KEYS' PASSIONS HAVE A FUNNY WAY OF
TAKING THE PRO ATHLETE-TURNED-ACTOR
FROM ONE FIELD TO THE NEXT.

Some reality show fans may recognize the brawny 32-year-old from his debt on "Donald Trump Presents The Ultimate Merger," featuring reality TV star Omarosa Manigault-Stallworth. The Morehouse College grad was one of 12 contestants vying for the Central State University alum's attention on the dating show. While Keys wasn't able to "close the deal" with the 36-year-old diva, he said learned from the experience

While millions of people – especially women – are beginning to recognize Keys, his path to the small screen began humbly on the high school football fields of St. Louis. Even with varsity letters and accolades, as graduation day neared, the 6'3" Missouri native still wasn't sure if he would ever tear up college turf. The recruiters had all but ignored the teen because he still hadn't found his niche on the field.

"My high school coaches had me play a position that wasn't really right for me," Keys explained. "I wasn't considered a standout so my true ability wasn't seen and I didn't get the attention of the recruiters."

But, true to the Mid-western work ethic his parents instilled, Keys resisted the urge to give up and earned a walk-on spot at University of North Alabama. After playing there for a year, a nudge from this father, Isaac Sr., turned his thoughts toward transferring to a HBCU, he said.

He applied to several before Morehouse College accepted him. While there, Keys played football and chased down a degree in health and physical education. The academics were tough, but coming of age and eventually earning a degree on the historic campus taught the former linebacker even bigger lessons in life.

Seven years in the big leagues later—including one year in the Canadian Football League—the daily grind of the profession began to wear and he found himself considering other fields. Keys remembered his high school acting days and began taking acting classes. Then came the opportunity to audition for *The Ultimate Merger*.

"In making the transition from sports to acting, I was wary of the decision to do reality TV because I didn't want it to keep people from taking me seriously as an actor. I felt nothing came from reality TV but more reality TV. After being kind of put at ease by various people I know, that outlook on reality TV changed and I decided to do it," he said.

Though the show aired its final episode in August, Keys still keeps in contact with his cast mates and has fond memories of Omarosa and their HBCU connection. Keys said the starlet, who also attended Howard University, used to tease him, saying Howard was the better school.

"I quickly let her know that Morehouse is a prestigious and private college and we just don't let anyone in like Howard (LOL). That's our joke so no need for anyone else to get offended!"

With a reality show and other movie and TV credits to his name, Keys' passion for acting has him off and running in his newfound field.

"My next project is a stage play called *For the Sake of the Children* showing in Minneapolis in September. I'll also be in Faith Evans' love interest in her video, *Gone Already*, and I have a few more things in the works," he said. "My goal is for people to see me on the stage, on the big screen, and any positive media or social avenue you look down. After all, staying relevant is the name of the game."

When asked what advice he would give to students striving to graduate from the HBCUs and pursue their dreams like he did, Keys stays true to the no-nonsense work ethic that has carried him from the big leagues to the big stage.

"If you want to make something happen in your life, the first step is for you to take the initiative and then add your faith. Understand that 'a closed mouth don't get fed' and 'work don't get done if you don't work!'"

Enough said.

Greek Life 101

By Danielle Bell

Alpha Phi Alpha, Alpha Kappa Alpha, Kappa Alpha Psi, Omega Psi Phi, Delta Sigma Theta, Phi Beta Sigma, Zeta Phi Beta, Sigma Gamma Rho and Iota Phi Theta comprise what is known to most as the Divine Nine. These historically black sororities and fraternities are the mainframe of life for most African-American college students. They can be spotted with jackets and t-shirts stitched with a line name and number across the back, also not to mention the chapter and crossing year located on the left and right sleeve. These individuals can also be seen stepping it out or showing a more humble side by doing community service, such as feeding the homeless. Even upon graduation there is still something so rewarding about being apart of one these infamous organizations. Whether it is joining a graduate chapter to continue your service or keeping in touch with your chapter and or line sisters and brothers. Once you join an organization there is a very special bond that connects you for life.

Billy Williams a member of Kappa Alpha Psi Fraternity Inc. always knew being Greek was on his agenda. "Something that was always in my heart....I was told in high school by family members and

friends that had went to college that I would be a Kappa," said Williams.

Williams knew that Kappa Alpha Psi's "Pretty Boy" image would fit well with his personality and demeanor. "We have a cleaner more professional, fashionable image...," said Williams.

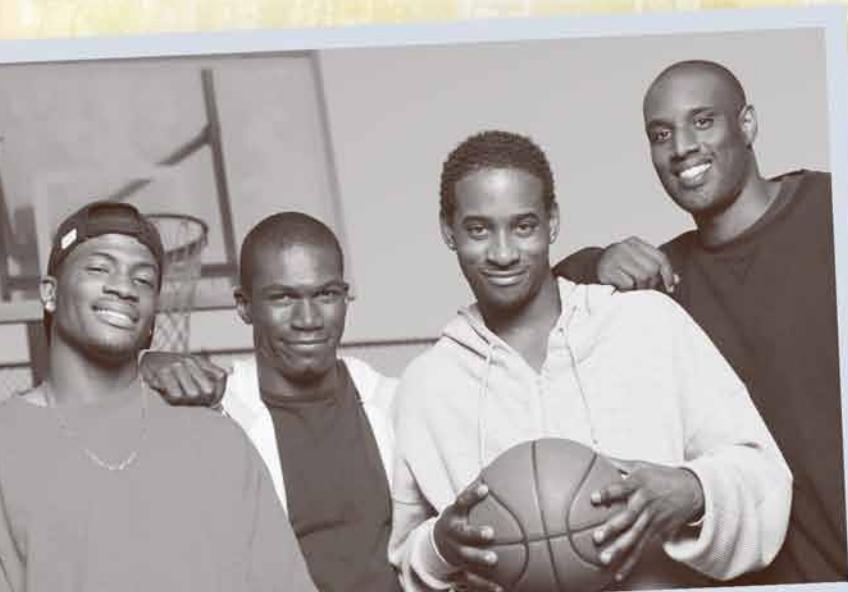
BEING IN A FRATERNITY DID MORE FOR WILLIAMS THEN SHARPEN HIS IMAGE, IT TAUGHT HIM LIFE LONG LESSONS THAT HE CAN CARRY WITH HIM IN ANY OF HIS FUTURE ENDEAVORS.

Being in a fraternity did more for Williams then sharpen his image, it taught him life long lessons that he can carry with him in any of his future endeavors. "As the president I became more patient, made me more of a leader. I had a zero tolerance level before," said Williams.

Prince Williams, who is a member of Phi Beta Sigma Fraternity Inc. definitely feels like being Greek also has opened his eyes as well. "It has given me the opportunity to meet people I would have never become cool with under any other circumstances," said Williams.

Williams is a legacy meaning his father is a member of the same organization and he even crossed the same chapter. Williams never imagined he would soon follow the same path as his father. "He really didn't influence me at all....he would say I don't care if you're in a fraternity or not, I just want you to graduate...I didn't even know what is was, I thought the blue and white birds had something to do with the Air-Force," said Williams.

After years of research and attending meetings Williams was called to Sigma just as his father had been many years before. " The things I learned about Sigma spoke to me and spoke to me as an individual...the brotherhood, scholarship and service spoke to me. Even though I know they are all about that, it actually matched up with what I saw in the



men of the organization," said Williams.

Black Greek organizations pride themselves on their service and how they give back to their community. Each organization has their own agenda and area of focus. But the common goal is to better the community any way possible.

"With each president that we have they bring in their own agenda....we usually try to base our programs around the agenda....with our current president now she has a focus on economics to better the black family," said Ashley East a member of Alpha Kappa Alpha Sorority Inc.

Even though the focus of these organizations is to promote sisterhood, brotherhood and service there are still some trials and tribulations that members face that is directly as a result of being a member.

"What the founders set fourth for the sorority to be about can sometimes get misconstrued...sometimes friendly competition amongst Greeks can turn into hatred," said East.

As Williams matures he has taken a step back to see what being Greek really means and how it has positively and negatively affected his life.

"I love family...I love the fact that I could go anywhere and meet sorors and frat...but on the other hand I could do without the Greek drama...I think people get so caught up in the Greek social world they loose sight of what is really important like the service and scholarship," said Williams.

Not only is the bickering and arguing amongst Greeks a distraction, but the fact that most members do not make the transition to graduate chapters is also an issue. Graduate chapters are the governing body that over see undergraduate chapters. The members of these chapters tend to be older men and women in their 40s and 50s. Purnell Sweeney a member of the Columbus Alumni Chapter of Kappa Alpha Psi says that only 1 out of 10 members make that



transition to a graduate chapter and actually stay active.

"When just graduating, with how hard the economy is having to pay \$250.00 to \$300.00 dollars a year for dues is kind of a dent in younger folks pockets," said Sweeney.

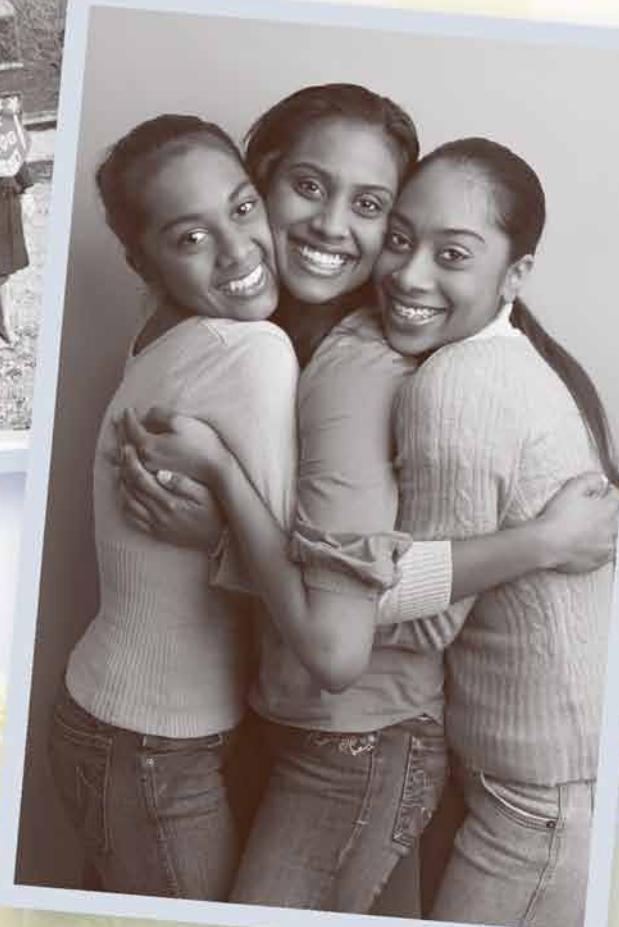
Sweeney has a close relationship with the undergraduate chapter in his area and serves as the undergraduate liaison. He hopes that with the programs and initiatives he is apart of, will help secure a tighter bond with younger and older members.

"I schedule events for our undergrad and we go represent at their programs and we actually have a mandatory time where they come in and sit in on our meetings," said Sweeney.

Since the trend seems to be that most graduate chapters consist of older members or those who join later on in life, Ashley Hill has considered becoming apart of a graduate chapter. Hill attended Xavier University in New Orleans and this is when she first became interested in Greek life.

"I always associated Greek life with HBCU's....Greek life was really big at HBCU's...when applying to colleges that was something that I thought about," said Hill.

After the devastation of Hurricane Katrina, Hill transferred to another university and lost the interest of becoming a member of a sorority.



"I was at a new school and had switched majors and I know being in a sorority takes up a lot of time, and my focus was on work and my grades," said Hill.

Hill says that even though she does not regret becoming Greek joining the graduate chapter is still something that she thinks about and may consider for the future.

"I feel like it is a possibility that I may join a grad chapter. I honestly go back and forth about it," said Hill.

"Many are called but only few are chosen", is a common phrase amongst Black Greek letter organizations. The ones that are chosen to uphold the traditions of its founders must continue to carry the torch and build upon the legacy.

"The thing that I like about it the most is becoming apart of a legacy...leaving your legacy into a cohesive legacy...honoring and remembering the legacy that the people before you set is something powerful," said Williams.

SPEAKING TRUTH TO POWER

JOSEPH E.
LOWERY

SINGING,
THE LORD'S
SONG
IN A
STRANGE
LAND

From the earliest meetings of the Civil Rights Movement to offering the benediction for the first African American President of the United States, Rev. Dr. Joseph Lowery has been an eyewitness to some of the most significant events in our history.

But, more important, he has been a voice that speaks truth to power—inspiring change that moves us forward.

In *Singing the Lord's Song in a Strange Land*, you will find Dr. Lowery's most enduring speeches and messages from the past fifty years.

This book, however, is not simply a collection of words. It is the heart of a movement and a call to a new generation to carry the mantle—for all people.



Published by
Abingdon Press

Cokesbury
Resources for the Christian Journey



store, web, phone

Cokesbury.com | 800.672.1789

Online Dating:

There are more fish in the E-sea! Go Fish.



By: Khalila Perrin

The synthesizers. The costumes. The hairdos. An online search for "Computer Love" takes you back to the 80s, when boom boxes were thumping with the hit Zapp and Roger song. While they first sang it in 1982, the band must have had a sixth sense when they decided to write about dating in the computer age. Now millions of people are typing and clicking away in the name of love.

Could it be your face I see on my computer screen?

Millions of people worldwide post online profiles via their own websites, blogs, Twitter, and Myspace not to mention Facebook, which calls more than 500 million users friends.

No matter what your web presence looks like, the moment you create a profile anywhere your circle of potential new acquaintances skyrockets. That's especially true if you're setting up a profile on a dating site, where the name of the game is meeting.

While bumping into the love of your life at a grocery store or at the gym happens all the time, online dating offers benefits chance meetings never could.

"Online dating can reach across boundaries to find the perfect compatible companion," author Judsen Culbreth wrote in her book Boomer's Guide to Online Dating. "The computer transcends geography, luck, and timing to make the introduction."

And there are plenty of people to be introduced to. More than 20 million people

visit at least one online dating service a month, according to figures from Online Dating Magazine Today. Plus, 1 in 5 singles have dated someone they met on a dating site and 1 in 5 singles are in a committed relationship with someone they met on a dating site, according to figures posted on datingsitesreview.com.

Before any introductions can be made, those looking for their own computer love, have to choose the right site. Yahoo! Personals and Match.com are among the nation's largest dating sites, boasting millions of members each. Having an ocean of dating possibilities is something many online daters love, but more and more people want sites that run more like private beaches. Sites like these take a more exclusive approach to introducing like-minded people. For example, self-proclaimed geeks can meet on gk2gk.com, while agricultural types can link up on farmersonly.com.

Another site, HBCUlove.com, is the only online dating site exclusively dedicated to linking the students and alumni of the nation's 105 historically black colleges and universities. Like other niche dating sites, HBCUlove.com brings together daters based on unique shared experiences, common values and mutual interests all in the name of matchmaking.

I no longer need a strategy/thanks to modern technology

Internet dating takes some of the effort out of finding true love, but online daters still have plenty of creative work to do. No matter which site you choose, experts agree the power is in your profile. Creating one that is honest and uniquely you is key. Most sites offer easy steps to setting up a profile, using a few common features to help you market yourself.

Most sites ask you to create a:

- User name: a screen name that describes you in two or three words;
- Tagline: a 6 to 12 word phrase that captures the essence of you; and
- Brief bio: 100 words or less highlighting the positives about your personality, your goals etc.

Adding a current picture of you to your

profile is also a must. Everyone wants to put his or her best face forward online, but don't let it at the expense of honesty by selecting an outdated picture – or a picture that isn't you.

"Having a perfect photo is great, but an accurate picture also lets the other person know that you are honest about who you are," one writer wrote on a recent eHarmony blog post.

Yes, I found my computer love

Once your profile starts to generate interest, it's time to dive in, but not head first.

The first tidbit on Online Dating Magazine's list of Internet dating safety tips is to trust your gut. If you hear or see something that doesn't sound right honor your instincts and steer clear. ODM also suggests online daters hold back on giving out too much personal information too soon. Just giving out your full name, address and/or home phone number can open up a world of information so be cautious.

If you decide to meet face-to-face with someone you meet, decide on a public meeting place and drive yourself there, even if your date offers to pick you up at your home or workplace. Also be sure to tell at least one friend about where you're meeting, at what time and the name of the person you're meeting with.

Online dating offers a great opportunity to meet new people. Play it safe and enjoy!





Wrap your world around me!

**Looking for
LESS DRAMA and
MORE ROMANCE?**

HBCUlove.com gives you 5 easy steps
to find your **DREAM DATE**.

Simply sign up and log on to
www.hbculove.com
and find your magical
hookup **TODAY!**

HBCUlove.com is a social networking service that allows Members to create unique personal profiles online in order to find that special someone in their life. Please date responsibly!