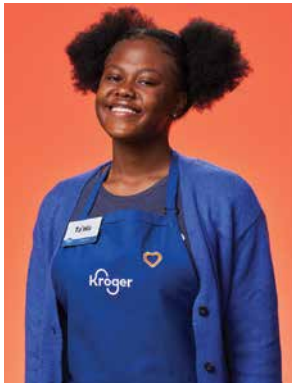


THIS MONTH, WE'RE
CELEBRATING
BLACKNESS
IN ITS ENTIRETY!

HOW
DEION SANDERS
IS CHANGING HBCU SPORTS

TOUGALOO
COLLEGE RECEIVES
\$10 MILLION
FROM NETFLIX CEO!



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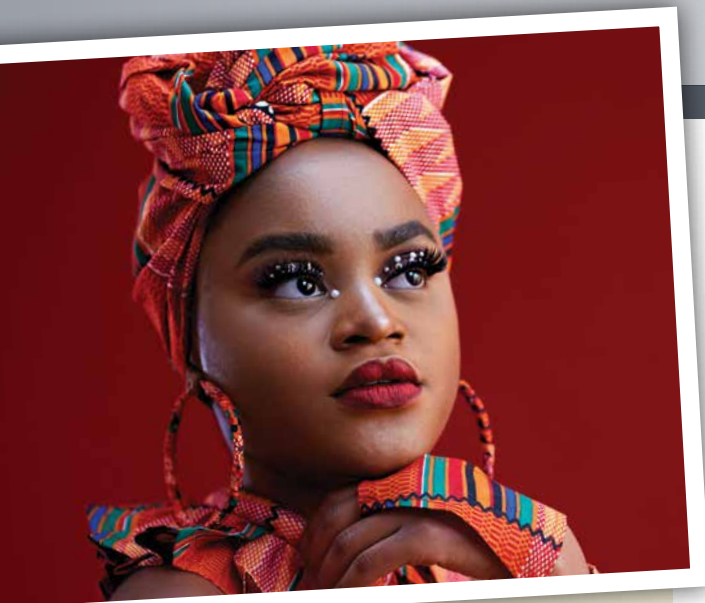
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A LETTER FROM THE PUBLISHER

Welcome to our first published magazine for 2022!

As we put the finishing touches on this issue of our HBCU Connect Magazine in February, Black History Month, we hope that you take this time to reflect on all of the sacrifices and contributions Black people have made not only here in the United States, but also worldwide. Remember as well, Black History is made everyday and everywhere. Let's celebrate it every day, not just in February!

We can't wait to show you the things we have in store for you over the course of this year. Can you believe, as of this writing, that we have over 23 special diversity recruitment events for our HBCU Grads, and Diverse professionals!

We have events on the schedule with companies like Microsoft, LinkedIn, Walgreens, Visa, TriHealth, GitHub, the FBI, Deloitte, Agilent Technologies, and more!

Make sure you upload your latest resume on our site, hbcuconnect.com/resumes to get invited to these exclusive virtual events and opportunities.

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Sincerely,

Will Moss

Will Moss | CEO | HBCU CONNECT
www.hbcuconnect.com/willmoss

THIS BLACK HISTORY MONTH, WE'RE CELEBRATING BLACKNESS IN ITS ENTIRETY



Black History Month originally started off as Negro History Week and was established by Carter G. Woodson in 1926. The week was purposed to highlight African Americans' contributions to this country. Thanks to the Black United Students at Kent State in 1970, that week later turned into a month, as our accomplishments were far too significant to fit in just seven days. Since then, the celebration has become more popular but slowly drifted away from its intended purpose.

Although every major company and organization now recognizes Black History Month, the mainstream presentation always ends up missing the mark. Even with all of the curated social media posts, articles, history lessons, speeches, and annual movie marathons, the celebration of those outside of the Black community focus on one overarching theme: the struggles of Black folks. It's always something like:

"The African American fight for equality has been long and hard and sad, and unfortunately, the fight continues." Or "In honor of Black History Month, here's an incredibly devastating movie marathon about the brutal horrors of slavery." Our joy is often overshadowed by our pain when we focus so heavily on our misfortune. It's time to change that.

The way we operate on our respective HBCU campuses is exactly how we should handle Black History Month. When we're at our beloved institutions, we know that even though the world may not know it, we're on the breeding ground

of excellence. Though they may try to keep us out of certain industries, we know that the world's greatest doctors, lawyers, musicians, poets, engineers, mathematicians, and artists will spring out of our student body. We recognize that even though the world can be a cold place when you look like us, there is still joy to be found and fun to be had. There are still highs to celebrate and goals to accomplish. We learn about our history and use it to propel us forward instead of holding us back.

While many people on the outside looking in may see Black History Month as a time to shine a light on the long, hard fight towards racial equality (which is very important), we know that Black History Month is so much more than that. That's why every February (and every month after that), it's critical that we take the time to celebrate how far we've come.

And while we are glad that a month has been set aside to celebrate our people, we are calling on the rest of the world to catch up and realize that Black history is so much more than suffering, hardship, and injustice. Black History is passion, originality, and perseverance. Black History is finding gut-busting laughter and overwhelming joy in any situation. Black History is out of this world talent and influential creativity. Black History is running a race that no one else on the planet would be able to run and doing so with class, style, and grace. Black History is ALL that we are and not just the ugly parts. So that's how we're choosing to honor this month—celebrating Blackness in its entirety. Happy Black History Month, family!

HOW BLACK HISTORY MADE LIFE BETTER: 10 THINGS YOU DIDN'T KNOW WERE INVENTED



THREE-TRAFFIC LIGHT: Garrett Morgan acquired the patent for an early version of the traffic light. He later sold the rights to General Electric for \$40,000.

LAWNMOWER: John Albert Burr made a living repairing and servicing farm equipment and other machines. Burr went on to completely makeover the lawnmower, adding better traction, rotary blades, and improving the machine's ability to cut closer to buildings.

POTATO CHIP: George Crum was working as a chef at a resort in New York, and after a customer complained about his french fries, Crum cut the potatoes as thinly as possible, fried them until they were burnt crisps, and season them. Voila! The world's favorite snack was born.

IMPROVED IRONING BOARD: In the late 19th century, the ironing board was improved by Sarah Boone. One of the first Black women in U.S. history to receive a patent, she created a narrower and curved design, making it easier to iron garments. Boone's design morphed into the modern board that we use today.

CENTRAL HEATING FURNACE: if it weren't for Alice H. Parker's invention of the central heating furnace, we would feel every bit of the winter months.

HOME SECURITY SYSTEM: Nurse Mary Van Brittan Brown devised an early security unit for her family home. She and her husband took out a patent for the system in the same year, and they were awarded the patent three years later, in 1969. Many modern home security systems use elements from her design.

AUTOMATIC ELEVATOR DOORS: Alexander Miles took out a patent in 1887 for a mechanism that automatically opens and closes elevator shaft doors after his daughter almost fell down an elevator shaft.. His designs are largely reflected modern elevators.

REFRIGERATED TRUCKS: Thanks to Frederick McKinley Jones, the produce you love can be transported back and forth. Without his initial creation of the refrigerated truck, grocery stores would be out of luck.

ELECTRET MICROPHONE: James E. West co-invented the microphone that helps us all communicate with ease.

COLOR IBM PC MONITOR AND GIGAHERTZ CHIP: Mark Dean co-created the Color IBM monitor and the gigahertz chip processor. Without him, we wouldn't have color computer screens and higher processing computers.



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HAMPTON UNIVERSITY GRAD SASHI BECOMES PRESIDENT OF THE BALTIMORE RAVENS

It's official. After nearly two decades, Baltimore Ravens team president Dick Cass is retiring from the organization, and guess who is set to take his place...an HBCU graduate! Attorney and sports executive Sashi Brown will serve as the organization's new president.

A Boston native, Brown studied mass media at Hampton University and graduated with a bachelor of arts in 1998. He also attended Harvard Law School before heading to Washington D.C. to begin his career in law. At his first firm, Wilmer, Cutler, and Pickering, he handled a range of cases, including sports-related transactions, which would later serve him well in his many sports-related roles.

Throughout the course of his career, Brown has served as executive vice president of Cleveland Browns football operations, senior vice president and general counsel of the Jacksonville Jaguars, and most recently, the president of Monumental Basketball and special advisor to the Office of the CEO at Monumental Sports & Entertainment. He will be only the second Black president of an NFL team, behind Jason Wright, who leads the Washington Commanders organization.

In a statement to NFL.com, outgoing president Dick Cass praised Brown years before he was chosen to carry the

torch. "He's always had good judgment," Cass said. "He's easy to get along with, and he's a consensus builder. Good temperament. Doesn't fly off the handle."

Considering the NFL gets a lot of flack for its lack of representation in executive roles, despite people of color accounting for more than 71% of the league. Brown's hiring is not only a big deal for HBCU grads; it's a big deal for all people of color associated with the NFL. "I think I have a strong will," Brown said of himself in a statement back in 2019. "To keep proper perspective is critically important. These are privileges, not something everyone gets a chance to do.

In his new role, Brown will oversee all business, finance, budgeting, corporate sales, operations, communication, and business ventures of the organization.

Congratulations to Mr. Brown on this major accomplishment. His diligent work and persistence in the industry have landed him a top spot, and we are proud to know that he is a product of one of our beloved institutions. We hope to see a lot more Black men and women (especially HBCU grads) gaining leadership roles in sports so that the higher-ups are more representative of the people who play every season.

FAMU GRADUATE WILL PACKER TO PRODUCE THE 2022 OSCARS



FAMU graduate and Emmy-nominated producer Will Packer will produce the 94th Oscars! This will be the Hollywood media mogul's first time producing the prestigious award ceremony, which will be held on Sunday, March 27, 2022, at the Dolby® Theatre at Hollywood & Highland Center® in Hollywood and will be televised live on ABC and in more than 200 territories worldwide.

A St. Petersburg, Florida native, Packer attended Florida A&M University and studied electrical engineering. Though he was a STEM major, he always had a passion for filmmaking. In fact, in 1993, he and fellow FAMU student Rob Hardy joined forces to make their first film, *Chocolate City*. Packer went on to graduate with a Bachelor of Science degree in 1996. Even after leaving FAMU, Packer has continued to support his alma mater. Just last year, the former rattler donated \$500,000 to the school, which would later go towards a brand new performing arts amphitheater. The school was so appreciative of the generous donation that they named the amphitheater after him, and now his legacy will be remembered on the campus for years to come!

This will be his first time procuring the Academy Awards, but Packer is no stranger to major or successful productions. Packer has produced, or executive produced a wide range of movies, including such films as *The Photograph*, *Little*, *What Men Want*, *Night School*, *Breaking In*, *Girls Trip*, *Ride Along 2*, *Straight Outta*

Compton, *No Good Deed*, *Think Like a Man Too*, *Ride Along*, *Think Like a Man*, *Takers*, *Obsessed* and *Stomp the Yard*. His television credits include *That Girl Lay Lay*, *Blackballed*, *Ambitions*, *Bigger*, *Being Mary Jane*, *Uncle Buck*, and the remake of *Roots*, for which he received an Emmy nomination. He is the founder and CEO of film production company Will Packer Productions and Will Packer Media, a television, digital, and branded content company.

"Will is a powerhouse producer who has enjoyed success across all movie genres. He's already bringing boundless energy and a focus on innovation to this year's Oscars to entertain the widest spectrum of fans. Many wonderful surprises ahead!" said Rubin and Academy CEO Dawn Hudson.

Packer expressed how thrilled he is about the opportunity saying, "The power, the beauty, the romance of the imagery in movies has always attracted me. I'm fully embracing the challenge of bringing an ode to one of the most iconic mediums in the world to life. What an honor!"

"There is no one better than Will Packer to celebrate our collective love for cinema," said Craig Erwich, president, Hulu Originals and ABC Entertainment. "Will is a world-class hitmaker and the ideal producer to capture the prestige of The Oscars and deliver a powerful and moving event."



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 A portrait of Spike Lee, a Black man, wearing a purple suit, a purple cap, and purple-rimmed glasses. He is holding a golden Oscar statuette in his right hand. The background is a red and white geometric pattern with a silhouette of an Oscar statue.

MOREHOUSE ALUM SPIKE LEE TO BECOME THE FIRST BLACK DIRECTOR TO RECEIVE THE DGA LIFETIME ACHIEVEMENT AWARD

Congratulations to Morehouse College alumnus and award-winning filmmaker Spike Lee! He is set to be honored with the lifetime achievement award by the Directors Guild of America (DGA) for his contributions to the film industry, making him the first Black director to receive the award.

DGA president Leslie Linka Glatter praised Lee in a statement saying: "Icon. Trailblazer. Visionary. Spike Lee has changed the face of cinema, and there is no single word that encapsulates his significance to the craft of directing. From his groundbreaking *Do the Right Thing*, *BlackKkKlansman*, and everything in between — to his signature 'double dolly' shot, Spike is an innovator on so many levels. His bold and passionate storytelling over the past three decades has masterfully entertained, as it held a stark mirror to our society and culture."

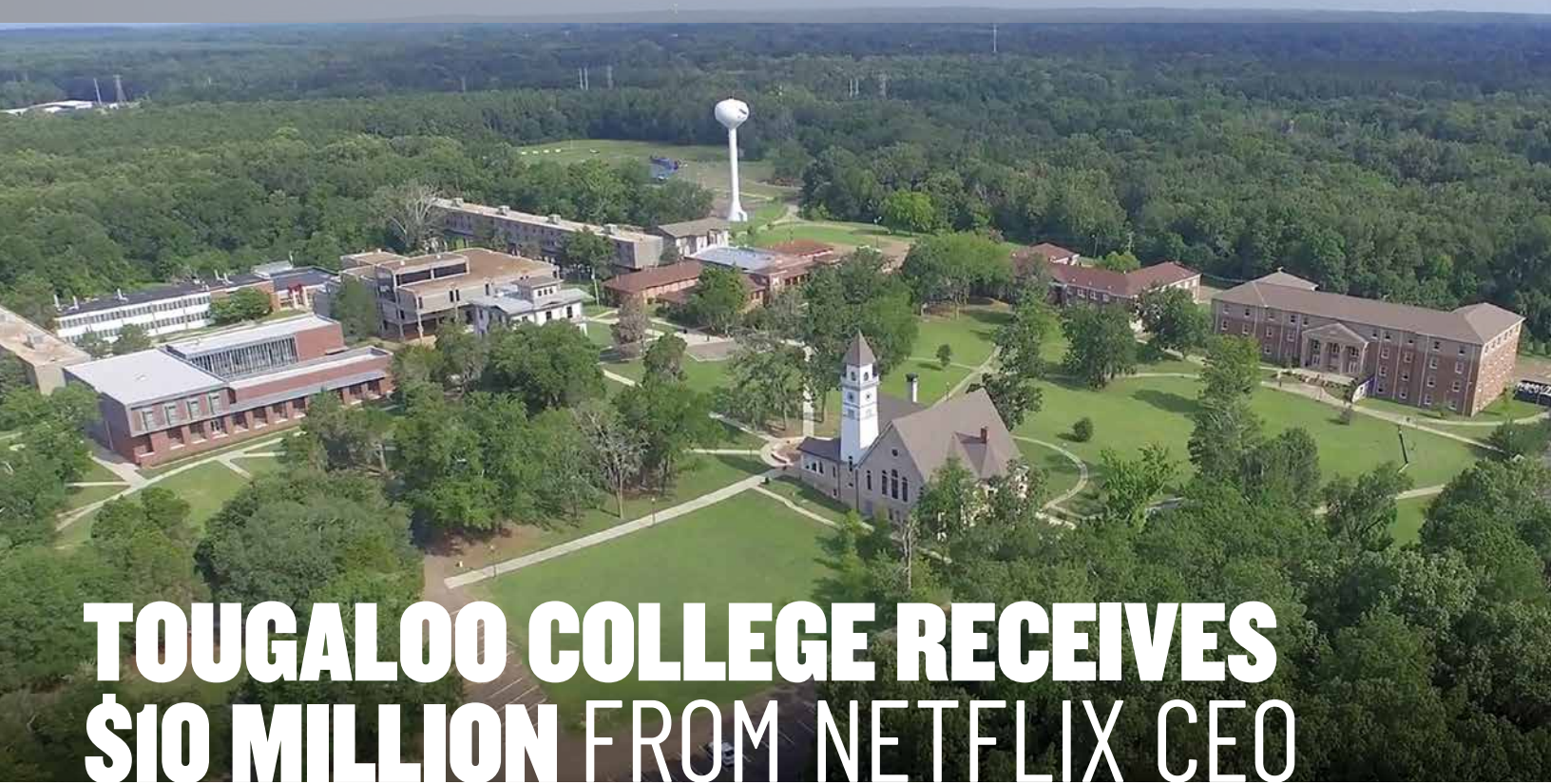
While a student at Morehouse, Spike Lee studied mass communications and took film classes across the street at Clark Atlanta University. Upon graduating from Morehouse, Lee attended New York University's Tisch School of the Arts, where he earned a Master of Fine Arts in film and television. Spike Lee would later go on to direct numerous classic films, including, *Do the Right Thing*, *School Daze*, *Malcolm X*, *Inside Man*, and *Mo'better Blues*.

In all of his films, Spike Lee celebrates the beauty and complexity of Black life. He highlights the diversity of Black culture through brilliant cinematography and dialogue. His characters are relatable, funny, and vibrant, and their issues are real. Spike Lee's work continues to empower and inspire the Black community through his willingness to tell the truth about what it is like for Black people in America.

Today, Spike Lee remains an influential director and cultural icon. He is also a major proponent of Black cinema and supports other Black directors. If it weren't for his contributions to the world of film, there would be no Tyler Perry or John Singleton. Black Cinema owes much to Spike Lee.

Even through his commercial success in the film and television industry, Lee has never stopped repping his beloved HBCU. When he received his very first Oscar for his film *BlackKkKlansman*, he received the award from fellow Morehouse alum Samuel L. Jackson and proudly gave a nod to the "House."

Congratulations, Mr. Spike Lee. We are so proud to see an HBCU grad honored and recognized for his extraordinary contributions to the entertainment industry. Your Lifetime Achievement Award is well-deserved, and we can't wait to see how you continue to make history through your craft.



TOUGALOO COLLEGE RECEIVES \$10 MILLION FROM NETFLIX CEO

A generous \$10 million gift from Netflix CEO Reed Hastings and documentary film producer Patty Quillin will provide a major boost in scholarship support for students at Tougaloo College in Mississippi!

The gift will fund much-needed financial aid for Tougaloo students working toward careers in medicine, public health, the sciences, education, business and other fields and aspiring to make a positive impact on their communities after graduation. It will also support Tougaloo students participating in a unique and enduring 58-year-old partnership between Brown and Tougaloo, which has connected generations of students, faculty and staff from both institutions through academic exchanges, fellowships, research projects and other initiatives.


Hastings and Quillin, a California-based couple who are longtime champions of equity in education, have supported HBCUs with multiple gifts over time, driven by the outsize role that HBCUs play in educating Black leaders who make a positive impact in a wide range of professions.

"HBCUs have been vastly undervalued for a long time," Hastings and Quillin said. "They have an incredible track record of graduating so many Black leaders across the U.S. — doctors, lawyers, engineers and more. By investing in the extraordinary students who attend Tougaloo and Brown, we're investing in America's future."

Of the total gift, \$5 million will go to Tougaloo College to bolster the school's endowment and provide annual scholarship funding that directly supports high-achieving students with high financial need. Hastings joined Tougaloo President Carmen J. Walters and other college leaders in a visit to the Mississippi campus on Monday, Feb. 21, that included the opportunity to meet with students and faculty members. Walters said the funds will provide crucial need-based scholarships to deserving and talented undergraduates, including many who continue to contend with the economic impact of the COVID-19 pandemic.

"The remarkable personal gift to the historic Brown-Tougaloo Partnership from philanthropists Reed Hastings and Patricia Quillin will transform the lives of Tougaloo College students," Walters said. "This donation, setting a new precedent as the largest gift to the Brown-Tougaloo Partnership, is a living testimony to their strong belief in the value of giving, the value of education and the value of HBCUs. This transformative gift is a life-changing opportunity for our students, and the impact will be far-reaching."

The remaining \$5 million will establish the Brown-Tougaloo Partnership Scholarship Fund as part of Brown University's endowment. The fund will provide annual support for Tougaloo students who come to Brown as part of the partnership, whether to pursue a graduate or medical degree or an academic exchange program.



SPELHOUSE ALUM SAMUEL L. JACKSON AND LATANYA RICHARDSON JACKSON MAKE LARGEST ALUMNAE DONATION IN SPELMAN HISTORY!

Morehouse College Alum Samuel L. Jackson and Spelman College alumna LaTanya Richardson Jackson have made history with their latest generous donation to Spelman. The HBCU power couple is donating \$5M toward the renovation of the college's John D. Rockefeller Fine Arts building, making this the largest alumnae donation in the school's history!

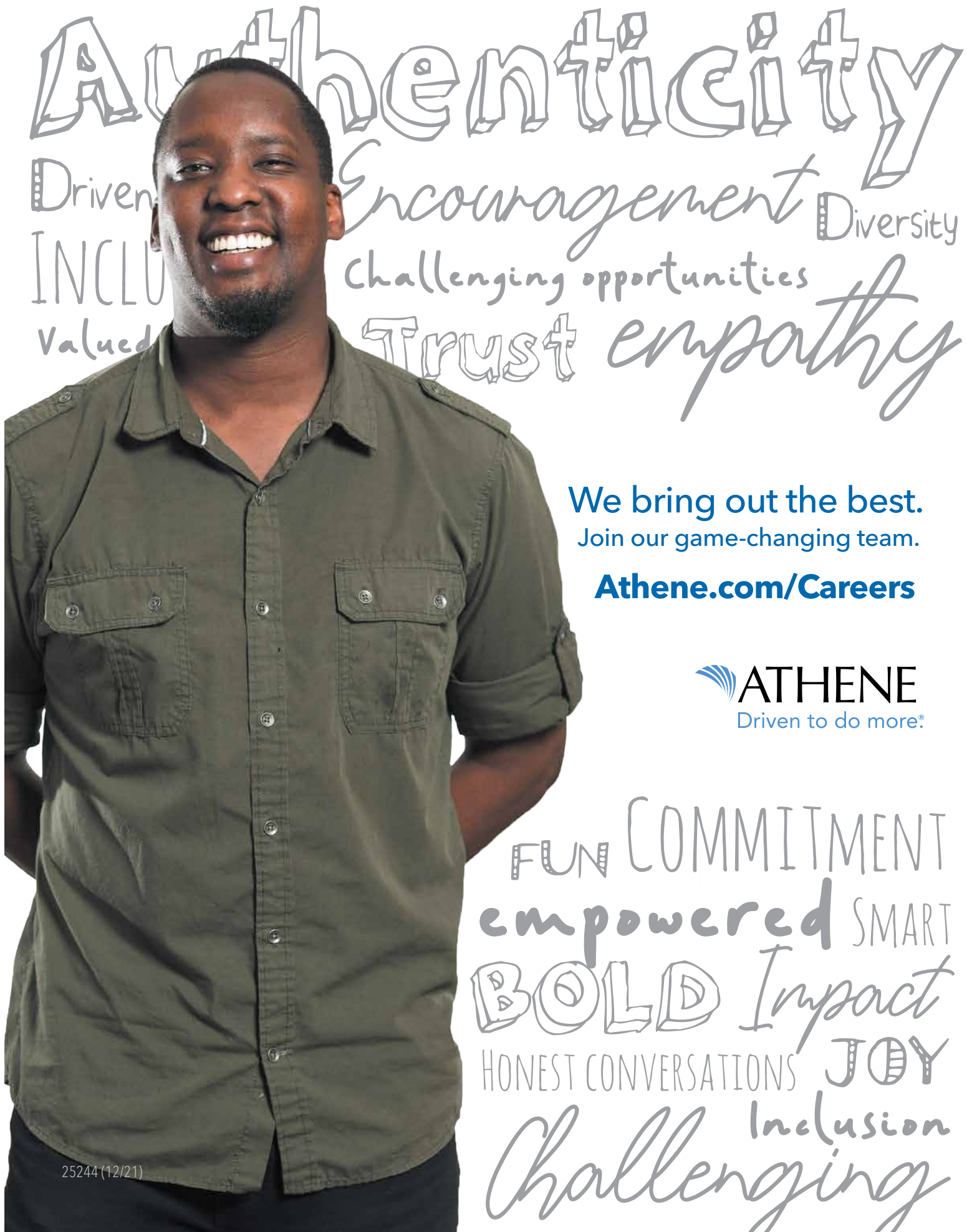
In honor of their generosity and lifetime of achievements, Spelman College will name its renovated theater, lobby, dressing rooms, and supporting areas the LaTanya Richardson Jackson and Samuel L. Jackson Performing Arts Center. Located in the John D. Rockefeller Fine Arts Building, the updated arts center is being made possible by a lead gift from the Hobson/Lucas Family Foundation and generous donations from Richardson Jackson and Jackson, Bank of America, and David Rockefeller Jr.

At the height of the Black Arts Movement in the 1970s, actress-producer-director LaTanya Richardson Jackson, C'71, was honing her significant talents on the stage of the Baldwin Burroughs Theatre in Spelman's John D. Rockefeller Fine Arts Building. She performed, alongside then Morehouse College student Samuel Jackson, as a member of the Morehouse Spelman Players in productions like "The Sale" by Pearl Cleage, C'71. Their auspicious debut in plays produced by Spelman's Department of Drama catapulted the couple into award-winning careers spanning nearly 50 years of artistic excellence and theatrical success.

"The love that both LaTanya and Sam continue to exhibit for Spelman since their time on stage decades ago is heartwarming," said Mary Schmidt Campbell, Ph.D., president of Spelman. "These living legends met and acted together on stage on our campus. Their dedication to their artistry will leave a legacy that will inspire students in the Atlanta University Center for years to come. We are grateful for their gift and that of the Hobson/Lucas Family Foundation, Bank of America, and David Rockefeller Jr. to renovate the space where these beloved talents got their start. Pioneers and leaders in producing important stories, LaTanya and Sam's excellence will forever resonate in the arts center named for them."

Richardson Jackson and Jackson both performed leading roles with the Morehouse Spelman Players on Spelman's theatrical stage in the 1970s. They were directed by Spelman drama professor Baldwin W. Burroughs, Ph.D., for whom the stage is named, and award-winning playwrights Carlton W. Molette, Ph.D., and Barbara Molette, Ph.D.

LaTanya Richardson Jackson sweetly summed up why they made the donation and continue to support the institution long after their time in the AUC, saying, "Sam and I are invested in the success of Spelman because Spelman first invested so much in us."



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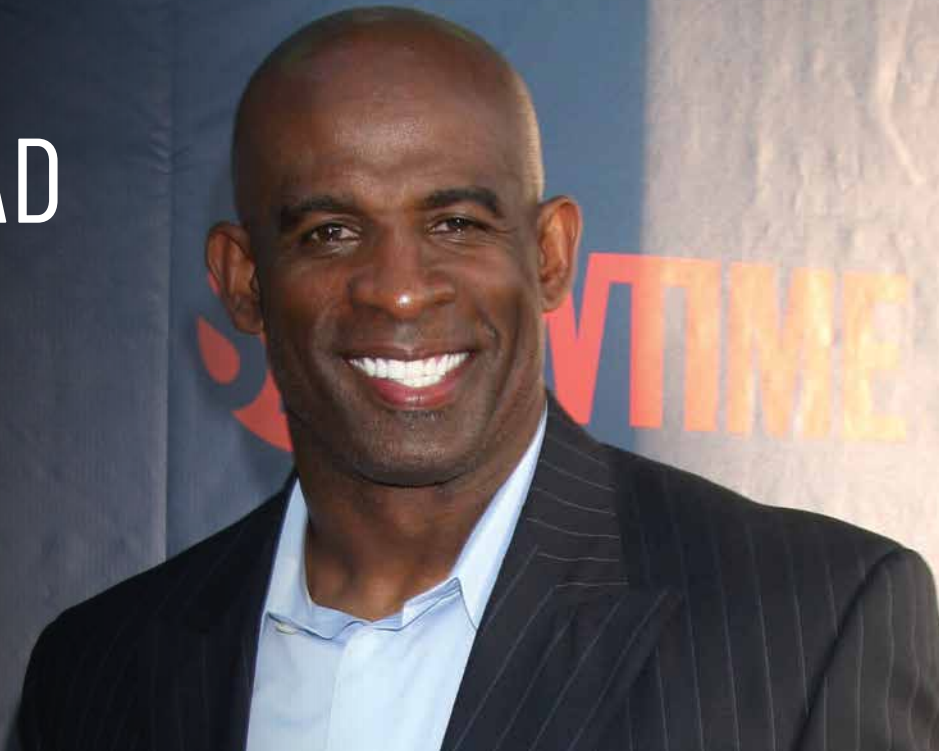
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HOW HBCU GRAD AND FOOTBALL LEGEND DEION SANDERS IS CHANGING HBCU SPORTS



Did you know that NFL superstar Deion Sanders is an HBCU graduate? Though he attended Florida State University before being drafted by the Atlanta Falcons in 1989, he got his college degree from Talladega College in 2020 after completing the FASTtrack program at the school.

Shortly after graduating from his HBCU, Sanders moved to another HBCU, but this time as a coach. Since signing on as the head of the Jackson State University football team, Sanders has not only helped turn around the school's team; he has also had an incredible impact on the world of HBCU sports.

Coach Primetime's presence alone has drawn numerous top athletic recruits to Jackson, Mississippi. In fact, Sanders made big waves recently for managing to secure five-star corner and No. 1 prospect overall Travis Hunter. Though Hunter was previously committed to Sander's alma mater Florida State, Hunter ultimately decided to attend an HBCU where he could not only be surrounded by people that look like him but so he could also have a coach that looked like him.

"Historically Black Colleges and Universities have a rich history in football," Hunter said in his post announcing his decision. "I want to be part of that history, and more, I want to be part of that future. I am making this decision so that I can light the way for others to follow, make it a little easier for the next player to recognize that HBCUs may be everything you want and more."

For so long, predominately white institutions seemed to be the best option for young black athletes because they have always had more resources and more notoriety, which would lead to more exposure and opportunity. That's why what's happening now is so monumental. For Black athletes to choose to attend an HBCU over a PWI, they are sending the message that they see the value in what we have despite what other schools may offer. What we have, community, legacy, and history, is more important than all the bells and whistles.

The trend of top athletes choosing HBCUs over PWI's is not something that Coach Prime started, but it is definitely something he is continuing to fuel. "I'm pretty certain that this is why I'm here," Deion Sanders said in a statement about coaching at JSU. "I'm pretty certain that this is why God led me here to Jackson State University, HBCUs, and the SWAC. I'm pretty certain that's why. I tried to tell you. Nobody wanted to listen; you thought I was just running the mouth, and it was not that. I truly believe ... Everything I've done in my life, I've provoked change. Why not now?"

Kudos to Coach Prime for drawing a line in the sand and choosing us over anything else. For standing on and proclaiming the value of our beloved institutions. For encouraging and influencing so many young people to make the greatest decision of their lives by attending a historically Black college or university.



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WHAT PENSOLE LEWIS COLLEGE RE-OPENING MEANS FOR THE HBCU COMMUNITY

Major news! Nine years ago, Lewis College, an HBCU in Detroit, closed its doors for good after succumbing to financial difficulties. This year, that same school is reopening and is set to be even better than before! Starting in March, the former Lewis College of Business will officially be known as the Pensole Lewis College of Business and Design. Founded nearly 94 years ago by Violet T. Lewis, this HBCU initially served as a secretarial school for Black women and later emerged into a business school.

The resurrection of Lewis College will make history as the nation's first-ever HBCU re-opening, and that's huge! More than 29 HBCUs in the past 100 years have closed their doors, never to reopen. That's why this new chapter with Pensole Lewis College is so monumental. Pensole's new chapter shows us the resilience of our people and the dedication many of us have to maintain and support our beloved institutions. Pensole's reopening is bigger than Michigan regaining its sole HBCU; it's proof that it is possible for an institution to be revived and to thrive.

Of course, none of this would have been possible without the drive and the passion of Dr. D'Wayne Edwards, founder of the PENSOLE Design Academy in Portland, Oregon, and controlling stockholder of the new institution. "The Lewis College of Business was first created in 1928 as a secretarial school for Black women. After relocating to Detroit in 1939, it became a critical source of economic

impact for the city's Black community. GM, Ford, and Michigan Bell hired their first Black office employees from the school. Eighty-two years later, and 14 years since it lost its accreditation as HBCU, I am honored to be resurrecting Violet T. Lewis's legacy in Detroit," says Dr. Edwards.

Thanks to a very generous \$500 million investment to the city of Detroit from The Gilbert Foundation, Pensole Lewis College is partnering with the College for Creative Studies (CCS) and will open in next month as a free design school for aspiring Black creatives, designers, engineers, and business leaders.

"As a predominantly Black city, Detroit should have an operating Historically Black College. Not having one has been a hole in our educational landscape for too long," says Detroit Mayor Mike Duggan. "To have the first HBCU anywhere to reopen happen in Detroit would be a tremendous demonstration of how our city is coming back as a city of opportunity for people of color... The partnership between PENSOLE and CCS seems like a perfect match, and I fully support Dr. Edwards in his efforts to have the Michigan Legislature designate PENSOLE Lewis College of Business and Design as Michigan and Detroit's only HBCU."

We are thrilled to see an HBCU finding its way after financial hardship, and we hope that this is a trend that continues!



TRAUMA FREE BLACK HISTORY MONTH MOVIE WATCH LIST

Looking for a fun way to celebrate Black History Month? Instead of sitting through 90 minutes of Black trauma, here's a list of films to help you celebrate how dope it is being Black.

CINDERELLA: Cinderella (Brandy) chafes under the cruelty of her wicked stepmother (Bernadette Peters) and her evil stepsisters, Calliope (Veanne Cox) and Minerva (Natalie Desselle), until her Fairy Godmother (Whitney Houston) steps in to change her life for one unforgettable night. At the ball, she falls for handsome Prince Christopher (Paolo Montalban), whose parents, King Maximillian (Victor Garber) and Queen Constantina (Whoopi Goldberg), are anxious for him to find a suitable paramour.

BLACK PANTHER: After the death of his father, T'Challa returns home to the African nation of Wakanda to take his rightful place as king. When a powerful enemy suddenly reappears, T'Challa's mettle as king -- and as Black Panther -- gets tested when he's drawn into a conflict that puts the fate of Wakanda and the entire world at risk. Faced with treachery and danger, the young king must rally his allies and release the full power of Black Panther to defeat his foes and secure the safety of his people.

DRUMLINE: A talented marching band drummer's inability to march to anything but his own beat lands him in hot water at a Georgia university. The film follows a young drummer from New York, played by Nick Cannon, who enters the fictional Atlanta A&T University and bumps heads with

the leader of his new school's drum section. Zoe Saldana, Leonard Roberts, and Orlando Jones also co-star.

THE PRINCESS AND THE FROG: Hardworking and ambitious, Tiana (Anika Noni Rose) dreams of one day opening the finest restaurant in New Orleans. Her dream takes a slight detour when she meets Prince Naveen (Bruno Campos), who has been turned into an amphibian by evil Dr. Facilier. Mistaking her for a princess and hoping to break the spell, Naveen plants a kiss on poor Tiana—thereby turning her into a frog as well. The pair hop along on an adventure through the bayous to seek the help of a powerful voodoo priestess.

SOUL: Joe is a middle-school band teacher whose life hasn't quite gone the way he expected. His true passion is jazz—and he's good. But when he travels to another realm to help someone find their passion, he soon discovers what it means to have soul.

THE WIZ: When Harlem schoolteacher Dorothy (Diana Ross) tries to save her dog from a storm, she's miraculously whisked away to an urban fantasy land called Oz. After accidentally killing the Wicked Witch of the East upon her arrival, Dorothy is told about the Wiz (Richard Pryor), a wizard who can help her get back to Manhattan. As Dorothy goes in search of the Wiz, she's joined by the Scarecrow (Michael Jackson), the Tin Man (Nipsey Russell), and the Cowardly Lion (Ted Ross).

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