Morehouse and IBM Co-develop E-business Course

ACCORDING TO PROJECTIONS by the U.S. Department of Labor, 1.5 million new IT jobs will be created by 2007. Meanwhile, however, graduates with computing degrees continues to sharply decline, making an IT labor shortage eminent.

“There will be more technology jobs than qualified applicants unless we do something about it,” said Lee Torrence, IBM Atlanta’s senior state executive. “The business sector needs to step up and be part of the solution.”

IBM has done just that. The Technology Transfer Project (TTP) is a collaboration between Morehouse and IBM that seeks to develop business-savvy technology students and technology-savvy business students.

“It is about providing in-demand skills for an on-demand world,” explained Torrence.

TTP’s overarching goal is to build the academic strength of Morehouse students in areas that have emerged as critical in the workplace, including e-business design, Linux and “open” technologies, business process modeling and networked collaborations.

The initial focus of TTP is a new course co-developed by Morehouse and IBM titled Special Topics: Foundations of Applied E-Business, which started this fall.

Taught through equal parts best practice case studies and fundamental e-business theory, the course explore’s the strategic and operational value creation opportunities associated with cheap, fast, secure digital connectivity of everyone with anyone and everything. Students interact with and understand the processes associated with transforming an existing business to an e-business, as well as learn what it takes to successfully launch an e-commerce initiative.

IBM contributed courseware modules in emerging business technology topics, as well as the equipment and software for the 30-station laboratory located in the new Leadership Center building. The company also trained a team of Morehouse faculty in teaching the course.

For its part, Morehouse will bring in local business technology leaders as guest lecturers throughout the course. The College also will help students get internships with Atlanta-area companies and organizations engaged in e-business initiatives. The course will also enable students to command a higher starting salary, up to $70,000 a year.

“Through establishing a formal academic integration of business administration and computer science, the Technology Transfer Program will facilitate and augment the subsequent training provided by ‘practice’ in linking these disciplines for the effective delivery of computer and financial services,” said John E. Williams ’69, dean of the Division of Business and Economics.

TTP’s long-term goal includes the tight integration of emerging business technology courses and skills with the charter of the Morehouse Entrepreneurship Center, a continuing education program of the Division of Business and Economics. The Center, which works with various companies and organizations on a range of leadership and process improvement projects, will offer a course titled Foundations of Applied E-Business to help professionals develop strong workplace differentiation.

As the 21st century unfolds, ushering in more major change and innovation at such an unprecedented pace, programs such as TTP will help to develop Morehouse men who are competitive on a global scale and are ready to launch into a skills-hungry professional marketplace.

—Reported by David Samuel

Morehouse Offers MBA Through Collaboration with Edinburgh Business School

MOREHOUSE HAS COLLABORATED with Edinburgh Business School (EBS) of Heriot-Watt University in Edinburgh, Scotland, to offer a program of graduate studies leading to a master’s in business administration.

The new offering will benefit individuals who need to fulfill the 150-hour requirement to take the American Certified Public Accountants Examination, working professionals who want to enhance their career opportunities through advanced studies, and anyone who is interested in obtaining an MBA.

Courses are split between the two institutions and include several online courses. Program participants must currently hold a baccalaureate degree from an accredited institution and must meet both institutions’ admission requirements.

For more information, please contact the Office of Admission at Morehouse at 404-215-2632 or e-mail Terrance Dixon at tdixon@morehouse.edu.
Morehouse Above the Norm in Annual Performance Rankings

IF THE 2004 INSTITUTIONAL Benchmark Report, a summary of educational and learning practices from the National Survey of Student Engagement (NSSE), is any indication, then Morehouse is well on its way to fulfilling the vision of President Walter E. Massey ’58 to be “the finest liberal arts college in the nation—period.”

In all five categories—which ranged from the level of academic rigor to the supportiveness of the campus environment—Morehouse’s scores ranked above the average scores of other schools. The benchmark surveys only freshmen and seniors, and uses a 100-point scale to measure effective educational practices.

The summary scores are the combined average scores of freshmen and seniors for the average combined scores of each benchmark:

- **Academic Challenge:** Morehouse scored 58; other HBCUs scored 55.6; Bachelor Degree Granting Liberal Arts Colleges scored 59.9; and the national sample of colleges score was 55.6.

- **Active and Collaborative Learning:** Morehouse's score was 52.1; other HBCUs scored 44.1; Bachelor Degree Granting Liberal Arts Colleges scored 48.8; and the national sample of colleges score was 38.6

- **Student-Faculty Interactions:** Morehouse’s score was 41.5; other HBCUs scored 44.1; Bachelor Degree Granting Liberal Arts Colleges scored 44.8; and the national sample of colleges score was 38.6.

- **Enriching Educational Experiences:** Morehouse’s score was 38.8, other HBCUs scored 35; Bachelor Degree Granting Liberal Arts Colleges scored 40.8; and the national sample of colleges score was 33.8.

- **Supportive Campus Environment:** Morehouse’s score was 58.3; other HBCUs scored 60.5; Bachelor Degree Granting Liberal Arts Colleges scored 64.9; and the national sample of colleges score was 61.2.

—Scores compiled by Zaid A. Ansari

Spanish Program Extends Reach to Faculty and Non-majors

OAXACA, MEXICO, HAS LONG been the destination of choice for Morehouse Spanish majors enrolled in the summer Intensive Spanish Language program. But as of December 2004, it’s not just for students, or Spanish majors, anymore.

Lee Gallo, associate professor of Spanish, began the program more than 20 years ago to give Spanish majors the opportunity to immerse themselves in another culture. Now, thanks to an almost $70,000 Fulbright-Hayes grant, it is open to all majors and faculty.

“Our goal was to expand the current study abroad program in Oaxaca so students could get credit in other areas aside from Spanish. Students in business and community service could work on public health [projects] and can later institutionalize programs across campus,” said Gallo.

“The other goal is to provide faculty with development opportunities. They can study Spanish in seminars on Mexican culture, establish projects of their own, make professional contacts there to help them and develop a topic students will be able to work on for credit.”

The initiative, called “Morehouse in Oaxaca,” will support a four-week faculty development seminar as a collaborative effort among the Modern Foreign Languages and Sociology departments, the International Studies Program, the Public Health Sciences Institute and the Emma and Joe Adams Public Service Institute.

What makes Oaxaca so special is a little-known group of black Mexicans who live in Pueblos Negros, or, literally, black villages. According to Gallo’s research, the village inhabitants “are descendants of Africans shipwrecked along Mexico’s western coast during the slave trade.”

Gallo believes Oaxaca is the perfect place for immersion—whether it’s cultural, social or academic.

“It’s our goal for Morehouse to develop stronger relationships with groups from the African diaspora,” she said. “We want it to be a true exchange.”

—mc
Committed to Success
New Administrators Bring New Energy to the ’House

DAVID VASSAR TAYLOR
Provost and Senior Vice President for Academic Affairs

Education: Bachelor’s and doctoral degrees, history of African people, University of Minnesota; master’s degree in history, University of Nebraska

Why Morehouse: “I came to Morehouse because of the different quality of commitment to issues. And I perceive that to be because embedded in the curriculum here is both the sense of historicity—the historical context for the training, the struggle of African peoples coming into their own and imprinting themselves on the country and being imprinted by their experiences here…. Morehouse has decided that it’s going to be a cut above and has marshaled its resources in that direction.

“If I can come in, pick up where [Willis "Butch"] Sheftall ’64 and his predecessors left off and make that next leap, then we all profit. It’s about effectiveness and efficiency and decision making—understanding the changing world of higher education and how we take advantage of technology and new ideas and how we incorporate it into historically classic, educational programs that work and produce because we want to make it better.”

KEVIN D. ROME SR. ’89
Vice President for Student Services

Education: Bachelor’s degree in English, Morehouse College; M.Ed. in college student personnel, University of Georgia; Ph.D. in higher education administration, with a minor in social work, University of Texas at Austin

Lovin’ It: “It’s really important to know how we treat students, how they matriculate through the institution, how they feel while they’re students and how they feel once they exit the institution. I wanted to be able to affect the experience of students in a positive way so that when they left Morehouse, they would think, ‘I love my experience.’”

Office Space: “Students [don’t] bother me by coming to my office. They’re not getting in my way; they’re not preventing me from doing my job. Serving them is my job. I want to send a message to students that they really do come first. If they choose to go to school here, then I’m committed to helping them be successful.”

STEVENS A. WAYNE CROSSE
Associate Vice President for Human Resources

Education: Bachelor’s degree in business administration, University of Delaware; master’s degree in personnel management and industrial relations, University of Wisconsin

Morehouse Bound: “At this point in my career…I wanted to be able to make a difference in young people’s lives by making an experience that’s so critical to them better by trying to create a better environment for the College. I have had over 25 years of human resources experience in the private and public sector and I had the opportunity to make that transition.”

Career Lessons: “One thing you have to do is gain people’s trust. And the way you gain a customer’s trust—and I like to consider the people I serve as my customers—is by knowing that anything they share with me will be kept in confidence, that they’ll be treated fairly and that I’m going to listen to everything they have to say.”

ANTHONY L. PINDER ’85
Executive Director, Andrew Young Center for International Affairs

Education: Bachelor’s degree in finance from Morehouse College; master’s degree in international economics and Latin American studies from The Johns Hopkins University School of Advanced International Studies

Why Morehouse: “Michael Lomax ’68, then president of Dillard University and another Morehouse man, recruited me to develop an international profile for the school. As the associate dean of Global Studies and director of Dillard University’s International Center for Economic Freedom (DUICEF), I served as the principal fundraiser on a multi-million-dollar construction project, which contributed to the establishment of the physical site of the DUICEF Center, the first new building construction project at Dillard in more than 10 years.

“All alumni want to help Morehouse, and this is a real opportunity to help Morehouse and is consistent with what I was doing at Dillard.”
BEYOND THE CLASSROOM
Business and Economics Professors Help Young Alumni Plot Their Next Move

By Rori Francis Blakeney

IS IT TIME TO GET THAT MBA? How do I get beyond middle management and put myself on the fast track to the executive level? How do I get that new business started?

At least 29 alumni who graduated in the last 10 years got some answers when they returned to Morehouse for the Next Step: The First Annual Morehouse EBA Division’s Young Alumni Conference on Sept. 16 and 17. Designed to aid business graduates who are thinking about career advancement or an advanced degree, the conference’s primary goal was to help them answer the question: where do I go from here?

“We get in the mindset that we work with students for four years, but we still can be of value to our alumni,” said Keith Hollingsworth, assistant professor of management managerial consulting and productivity. The Next Step, Hollingsworth’s brainchild, allowed the recent graduates to interact with some of the brightest Morehouse minds in business.

For example, Reginald Davis ’84, northern banking group executive for Wachovia Bank, stressed the importance of communicating, building key relationships and providing leadership.

“It is better to be consistent than occasionally great,” he said. “There is a need for good, ethical leadership in corporate America. Perfect the art of leadership and you can write your own ticket.”

Davis, who volunteered his time to the conference, manages Wachovia operations in New Jersey, New York and Connecticut. He also successfully led the transition from First Union to Wachovia.

“Hearing Reggie Davis talk about 64 percent of employees are frustrated at work helps me to recognize that I’m not the only one,” said Nicholas Fletcher ’00, who works in sales with Cadbury Schweppes, distributor of beverages such as Dr. Pepper, Sunkist and Snapple. Fletcher said he came to the conference to reconnect with the school and to continue building relationships.

“I want to do more and give to the school. I want to learn how I can be a resource and have an impact on the school,” he said.

Cheryl Allen, professor of accounting, told the graduates that there are resources available to assist them in their Ph.D aspirations. KPMG Foundation started the Ph.D. Project in 1994 to increase the number of Native Americans, African Americans and Hispanics who earn Ph.Ds.

From 1992 until 2003, Allen said, the number of Ph.D.s in the area of business has increased to 527, an additional 200. She also covered basic information, such as selecting research topics, the do’s and don’ts of a graduate student, selecting committee members and a committee chair and choosing a school.

Todd McDonald ’03, a business management major from New Orleans who currently works for Liberty Bank, found out the strength of the Morehouse network when Hurricane Katrina devastated his hometown.

“I have been talking with alums about opportunities with the private and government sectors. They have been helpful because I am handling things that I would not have been exposed to normally,” he said.

In planning the conference, Hollingsworth said he wanted to provide something for everybody. So while corporate America and advanced degrees were talked about, so were issues on personal growth in everything from etiquette to entrepreneurship.

“Prepare. How do you prepare? Have good credit. Create a financial reserve,” said Arnold Martin ’89, president and CEO of Absolute Lending & Mortgage. An entrepreneur, Martin shared experiences he had as he created his business. “If you want to own a business,” he said, “it’s important to make the right steps.”
OSCAR IS THE MOST courted man in Hollywood. Filmmaker Shelton “Spike” Lee ’79, however, could care less.

In fact, if you’re in entertainment just for a chance to rendezvous with Oscar—the coveted gilded man given to the top film folk—you’re in the wrong business, said Lee, who spoke last February on “Black and White in Hollywood” in King Chapel.

“When you allow someone the power to validate your work, it’s over.”

At the forum, Lee, Beverly Guy-Sheftall, director of the Women’s Research and Resource Center at Spelman College, and Herbert L. Eichelberger, the Clark Atlanta University film professor who was also Lee’s mentor and instructor, spoke about the racial politics of Hollywood.

One of the most challenging aspects of producing films is getting the funding. Lee lamented the fact that there are no black gatekeepers—people who can greenlight a film. He encouraged students to pursue dual law and MBA degrees and climb the corporate ladder to get to gatekeeping positions.

“We have enough actors up the ying-yang. Even Denzel [Washington], who gets $20 million a film, has to go to the gatekeeper.”

In addition, Lee also held a press conference on campus to plug the DVD releases of his 2004 film “She Hate Me” and “School Daze.”

He touched on subjects like his reason for doing a sequel to “School Daze” after nearly a decade.

“I’ve always been very resistant to doing a sequel…but over the years, so many people told me that they went to a black school because of this film, that they became aware of black schools.”

The first “School Daze” dealt with a slew of controversial issues in the black community, and its sequel will have its share of controversial topics, as well—including hip hop, homosexuality and AIDS.

Currently shooting a documentary on the Hurrican Katrina disaster, Lee’s future plans include shooting the sequel, “School Daze Too,” on the Morehouse campus and on other Atlanta University Center campuses.

ELOISE USHER BELCHER, the oldest living Miss Maroon and White, died on June 22, 2005, in her Orangeburg, S.C., home at the age of 88.

Belcher, who was crowned in 1937, was with the Morehouse family during Homecoming last October as the College honored the former Miss Maroon and White courts during the “Crowns and Gowns” exhibit. The event was highlighted in Belcher’s funeral program, as well as in her obituary that ran in the Orangeburg newspaper.

“The entire city of Orangeburg was thrilled that we recognized her,” said Herman “Skip” Mason, College archivist and curator of the exhibit. “What a joy that we gave her roses while she could still smell them.”

Mason served as a pallbearer at Belcher’s funeral. “It was an honor to represent the College and pay tribute during the service to our queen,” he said.

Born in 1918, Belcher graduated from Spelman College in 1938 and went on to have an illustrious career in education at Atlanta University and South Carolina State College, where she taught English and directed theatrical productions.

Her late husband, Algernon Belcher, was a distinguished professor of business and economics at South Carolina State University. She is survived by a sister, Mary Lou Usher Hebert, a former Miss Fisk University, and a brother, Samuel Usher. Jane Smith, her cousin, is director of the Spelman LEADS Program and a former attendant to Miss Maroon and White.

Miss Maroon & White ’37 Eloise Usher Belcher, with Herman “Skip” Mason, College archivist, during the Crowns and Gowns Homecoming celebration in 2004.

Gladys Forde, who reigned in 1938, is now the oldest living Miss Maroon and White. Ruth Scott Simmons, attendant to Miss Maroon and White in 1936, is the oldest living attendant.
WHEN WILLIE ROCKWARD, assistant professor of physics, arrived at Morehouse in 1998, one of his first missions was to create a new physics lab.

He began writing grant proposals and solicited students to help clean the Dansby Hall room that would become the Micro Optics Research and Engineering Lab (MORE Lab). By fall 2000, as the lab received equipment grants, computers and a five-ton optical table for eliminating movement disturbances (a baby crane was used to place it in the room), the lab began to take shape.

Five years later, the research coming out of the MORE Lab is a testament to years of hard work.

“I see clearly now that a lot of the students enjoy the research environment,” said Rockward. “They get a chance to see what research is all about. They notice that it’s not something that’s in a cookbook. Research is actually making the instruction after you find out what works. They’re using the methods of the scientific process.”

Research in the lab focuses on combining the uses of light and a relatively new field of study: nanotechnology

A micron is a millionth of a meter—there are about 50 microns in the diameter of a single strand of hair—and a nanometer is a billionth of a meter. By studying the different ways light is refracted and contained, information can be shrunk to the size of a pinpoint.

“We want to be able to control the light and photonic crystals [contained in butterfly wings] are so small—smaller than a human hair—and the trend now is making everything smaller and compact,” explained, whose experiment probing the optical properties in butterfly wings earned him and his team (which included Rockward) 1st place at the Mapp Symposium. “Let’s look at nature, see how [nature] did it and try to remake it.”

Thomas Searles ’06, a physics and math major, said the work he’s accomplished in the lab will put him in the running with students from research-based institutions.

“It puts you far ahead because it gives you hands-on experience with theory discussed in class,” said Searles. “There’s no doubt that my experiments in the lab will allow me to get accepted to graduate school.”

—mc
SEVERAL TIMES EACH YEAR, the Morehouse College Corporate Alliance Program and the Leadership Center invite senior-level executives from the world of business to participate in its Presidential Chat Series and Executive Lecture Series to share their experiences and expertise with a select group of business students and other members of the campus community. The session includes a short presentation by the visiting professional and an opportunity for informal interaction between the executives and students.


Ken Gilman, president, CEO and director, Asbury Automotive Group, March 29, 2005.

Shaun Thomas ’91, former major gifts officer, and Donald R. Knauss, president and COO, Coca-Cola North America, April 6, 2005.

Cary McMillan, retired CEO, Sara Lee Branded Apparel, and Jourdan Jones, sophomore management major.

Dick D. Parsons, chairman and CEO, Time Warner, Inc., and Garrett M. Johnson, a sophomore, management major.

Walter E. Fluker, executive director of the Morehouse College Leadership Center, Shaun Thomas ’91, former major gifts officer, and Richard E. Thornburgh, executive vice chairman, Credit Suisse First Boston Group, April 22, 2005.


Ross Pillari, president, BP America Inc., talking to students, Jan. 31, 2005. Dennis A. Long (standing next to Pillari), director of Corporate Relations, looks on.