



A MESSAGE FROM PRESIDENT ROBERT MICHAEL FRANKLIN '75

NOVEMBER 2007

THIS MONTH, WE WELCOMED TWO VISITORS TO OUR 'HOUSE WHO ARE USING THEIR PASSION AND PLATFORMS TO SHED LIGHT ON THE DARK PLACES OF IGNORANCE, LOW AIM AND DEARTH OF LEADERSHIP.

Tavis Smiley, during his Talented Tenth Tour stop at Morehouse, urged our students to use their intellect and leadership training to debunk the prediction that the next generation of African Americans will—for the first time in history—be worse off than their parents.

Christopher “Ludacris” Bridges may be best known as a rapper and actor, but he is also a businessman and a philanthropist. Since its founding, the Ludacris Foundation has donated half a million dollars to support grassroots organizations that work to help our youth, and has invested more than 3,500 hours in devoted service to young people across the nation. Bridges brought a group of at-risk high school students to interact with Morehouse students in a panel discussion titled “Dreams, Resources and Reality.”

In the month that we pause to give thanks for family and friends, we are grateful for these two brothers. We embrace and support both of these Renaissance men as they devote their talent, energy and resources to securing the futures of our children's children and our beloved village.

Homecoming: A Beautiful Season

I commend the entire Maroon Tigers Football program for an amazing 7-3 season. I can't say enough about our champions, their coaches, fans, the band, cheerleaders, Mahogany in Motion, and the loyal and generous Torchbearers. I salute you all.

Of course, the thing that made the season so special was the Homecoming victory over Clark Atlanta University. As General James Hall put it, “In the early days, our team could be 1 and 8, but if that one win

was against Clark, then it was a good season.”

During our Homecoming week, thousands of alumni returned for the game and the tailgate parties. There is nothing more exciting and colorful than an HBCU homecoming parade, game, half-time and tailgate extravaganza. This is where we produce and present African American collegiate dignity, fun and class. Once again, the men of Morehouse and the women of Spelman rolled it out with style and gusto.

Thanks to all of you for coming home. I'll be looking for each of you next October.

Men of Morehouse Meeting the Challenge

Just days before Homecoming, the president of AT&T Georgia, Sylvia Anderson, called with a special opportunity. Anderson is a delightful, socially committed CEO who cares about increasing access to higher education for low-income students. Thanks to our alumnus Julius Hollis '72 (who brokered the introduction), Anderson issued a challenge for the alumni of Morehouse to raise \$250,000, which AT&T would match on a 1-1 basis.

Our immediate challenge was to raise the first \$50,000 before Dec. 31, 2007. When I heard this, I squared my shoulders and replied, “The men of Morehouse will do this.”

During my town hall meeting with more than 300 alumni, I mentioned this challenge with the intent of following up by mail. But, to my surprise, a generous alumnus, Eric Cunningham '80, raised his hand, stood and declared: “I'll give the first \$1,000.”

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This was followed by two, then five, then 20 Morehouse men. Within 15 minutes, we raised \$22,500. That was Saturday.

The very next day, a group of young alumni led by Jason Edwards '00 and Maceo Sloan '97 rallied to generate another \$20,000. Then, two weeks later, the Alumni Association of Washington, D.C. gathered 200 strong at the law offices of Reed Smith (hosted by alumni A. Scott Bolden '84 and James Henry '61, president of the D.C. chapter). Inspired by Lamell McMorris '95, Joe Press '84 and Delman Coates '96, the group carried us beyond our immediate goal and well on the way to making the full AT&T match.

Gentlemen, we need every dollar of this match as soon as possible as we have returning students who cannot finish their course due to financial needs that a few thousand dollars can solve. We need these young men to graduate both to lift our communities while also elevating our graduation rates to where they belong. We can and must give generously now. Morehouse needs your help today.

Trustee Meeting

We have just completed the fall trustee meeting, which was marked by high attendance and high energy. This was my first opportunity to meet with the entire trustee board and we are all excited about the future of Morehouse. I especially appreciated the spirit of our meeting as we candidly identified challenges, discussed strategies for solutions and pledged to assist in resolving them. During my report, I asked: "What excites you about Morehouse? Why is this College important? What draws you to invest and work for Morehouse?"

I wish we had recorded the eloquent responses as Dr. Otis Moss '56, Dr. Ben Blackburn '61, Herman Cain '67, Ann Fudge, Mike Duke, Judge Jerome Farris '51, Billye Aaron and others spoke with such passion and commitment.

The board conferred the honor of trustee emeritus on J. Douglas Holladay and Dr. Clinton Warner Jr. '44.

The Listening Tour Continues

So far, I've had an opportunity to visit with the alumni associations in San Francisco, Los Angeles, Nashville, Atlanta, Columbus, Ga., and Washington, D.C. I am learning a great deal at these sessions and

look forward to continuing them throughout the next year. We thank all of the associations for their patience as we schedule visits throughout the country. I want to meet the brothers as much as they want to welcome the president. We're on our way!

In the future, we will plan strategically to ensure that we have maximum impact with alumni, parents and friends in the business, religious, education, media and nonprofit communities. For instance, it would be good to convene school executives and principals, teachers and counselors along with promising students together for an occasion with the president.

Also, let's host occasions where we can greet and cultivate high net-worth individuals, CEOs and other potential friends who know Morehouse and those who need to know us. I sincerely believe that there are a lot of people out there who would invest in Morehouse if they knew our story.

Preparing for the Next Capital Campaign

As the success of the previous capital campaign demonstrates, President emeritus Walter E. Massey '58, trustees, staff and alumni cultivated many of the nation's leading corporate leaders. The Office of Institutional Advancement, led by Vice President Phillip Howard '87, has been busy with transitioning those relationships and introducing me to these friends of the College. We should all be grateful to Dr. Massey for expanding our roster of friends, donors and investors. As I've visited with some of the nation's leading CEOs, including Ken Chenault (American Express), Lloyd Blankfein (Goldman Sachs), Jean Case (Case Foundation and wife of Steve Case of AOL/Time Warner), Phil Kent (Turner Broadcasting), Ken Lewis (Bank of America), and Debra Lee (BET-TV)—all of them have spoken of how much they admire and love Morehouse College. That is evidence of our strong brand name equity and potential to generate the support we need to resource the renaissance of Morehouse.

Reaffirmation of the Business

Administration Department

The Association to Advance Collegiate Schools of Business visited us last month. Morehouse is among an elite number of undergraduate institutions with accredited business programs. Our host committee

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did an outstanding job of presenting the stunning quality of our faculty, students and facilities. Special appreciation to Dean John Williams, Professor Cheryl Allen and the accreditation committee for this signal achievement.

Also, I have just learned that Morehouse students took first place in the Deloitte Accounting Case Competition. Congratulations!

Two Finalists for Rhodes Scholarships

Seniors Quinn Rallins and Joshua Packwood distinguished themselves and their great college when they were named finalists for the Rhodes Scholarship program. Although they were not named Rhodes scholars, both young men represented the Morehouse tradition with appropriate dignity and excellence. Special thanks to Dr. Anne Watts and the team who coach and prepare our students to present their best during these high-profile, competitive events.

Morehouse Athletes Shine

Earlier, I commended the football team, but we should take note of the fact that our track coach, Coach Willie Hill, has been voted “Coach of the Year” for the past 12 years—an incredible achieve-

ment. We honored the track team and Coach Hill during the Homecoming half-time show.

Also, our tennis team earned the distinction of being the 2007 SIAC Conference Champions. And, not to be outdone, our basketball team has gotten off to a strong start with a record of 2-2. Hats off to Athletic Director Andre Pattillo '79 and all of those who support a strong athletic program that complements our primary academic mission.

Georgia's Drought

The state of Georgia is in a drought with very low levels of water in our lakes and little rain in our forecast. We have taken many measures to limit non-mission critical water consumption at the College and are urging all employees and students to take special measures to conserve water and be better stewards of nature's gifts. Shorter showers, flushing only when necessary, not wasting water and recycling where possible are among the conservation practices that we are promoting.

Happy Holidays

We wish all of you a good holiday season and will have a special year-end message for you next month.

“Based on my observations and experiences, I have come to the conclusion that Morehouse graduates become great leaders in society because they are told it is expected of them. It is the 'crown' that the College challenges them to grow tall enough to wear. With this challenge, students are also taught the means by which the challenge can be met—a plan, a brand and the belief that they can.”

Dr. Belinda Johnson White, Assistant Professor
Morehouse College Department of Business Administration
From her new book, *Leadership and Professional Development*
(McGraw-Hill Primis, 2007)



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