



A MESSAGE FROM PRESIDENT ROBERT MICHAEL FRANKLIN '75

JUNE 2008

The Power To Make A Miracle

Morehouse College is a national and international treasure that, because of the success of every single Morehouse Man who has done well, is achieving the global reputation and visibility she deserves. Unfortunately, however, at a time when all nonprofits are facing financial challenge, only about 20 percent of Morehouse alumni contribute to the school. Recognizing that many of us are feeling the effects of a difficult economy, I challenge every Morehouse Man to make a concerted effort to support the College with a donation that is comfortable for your individual situation. I assure each of you that even a few dollars—given consistently—will help Morehouse. I want to demonstrate to our stakeholders that Morehouse Men support their institution and ask, accordingly, that you send your gift to the Annual Fund immediately to ensure a strong financial close to our first year. This is an excellent opportunity for brothers who have not given before or recently to renew their votes of confidence for Morehouse. Please consider making an online contribution (www.morehousealumniandfriends.com) or writing a check before July 1.

In the months ahead, we will be preparing for Tom Joyner's "School of the Month" campaign where College achievements will be highlighted. We should seize this opportunity to

double the giving rate of Morehouse Men within a brief span of time. It sounds like a small miracle, but we can do this if we take action now. Thank you in advance, Morehouse family, for rising to the challenge.

Reflections on a Memorable Year

When asked how Morehouse is doing, my consistent response is, "The school is on solid ground thanks to the competent and committed leadership of our predecessors." We are poised to *deepen our impact by aggressively marketing our brand, improving the quality of the Morehouse experience and increasing our resource base*. In spite of our overall health, I am saddened that last year over 150 of our students were unable to return due to modest financial needs. A non-returning student triggers a chain of unfortunate circumstances: America loses the benefit of another brilliant Morehouse Man, the College loses the revenue he would have contributed and our graduation rate decreases. Fortunately, we have a generous community of Morehouse supporters, who, when asked, respond readily. We still have more ground to cover to solve this challenge to our student enrollment, but we are thankful to all of our alumni, Board of Trustees and friends who are aware that a college of our stature should not struggle with this fun-

damental issue.

I have an overwhelming sense of gratitude for all who help to make us what and who we are. I am grateful to the trustees for the high privilege of leading and serving Morehouse College. Our trustees are a diverse, resourceful and highly networked group who offer valuable direction for a great institution. Former chairman Dr. Otis Moss Jr. '56, current chairman Willie 'Flash' Davis '56 and vice chairman Bob Davidson '67 have been reliable sources of good counsel during the year, and I am very grateful to each. I am grateful to all of our living presidents (Leroy Keith '61, Wiley Perdue '57 and Walter Massey '58) with whom I confer regularly. Each is a very special friend and adviser, and the College is blessed to have such sons. I also am grateful to the other Atlanta University Center presidents, especially Spelman College's Beverley Tatum, who have been great colleagues and who are now planning strategically for the orderly and rapid redevelopment of the neighborhoods surrounding our colleges. We want our long-standing neighbors, along with our students, to walk safe streets, shop in quality stores, reside in attractive housing and have access to good schools, reliable transportation and culturally enriching outlets (such as the Performing Arts Center). That collective work is moving steadily, and we will have more to report later in the fall.

I am very grateful to the faculty of Morehouse College. They are the keepers of the intellectual capital of a very strong institution. They stand ready to improve and are asking for support to accelerate their vitality and distinction. The Fac-

ulty Council, interim provost Willis Sheftall '64 and I have worked steadily to prepare the way for a new era of faculty excellence at Morehouse. I also am grateful to the Morehouse staff, who work tirelessly for the College, often making miracles happen with little or no recognition. We are good, and we can be better. That will be the focus of the coming year's work.

I am grateful to Morehouse alumni who have invested much and love their school. I have met them all across America (and heard from many around the globe). You guys are the 'best in class'. Thank you for all you do.

I thank heartily all Morehouse parents and guardians—the women and men who deliver students to Morehouse and support them sacrificially until graduation. The College appreciates and needs your support and love as we enhance the Morehouse experience of your sons.

I give thanks for the students who choose to attend Morehouse. Most of them have many great college choices, but we are glad they prefer Morehouse. I am so proud of these young "Renaissance men." They uplift each other and establish the trend of excellence that underachieving brothers can aspire to reach. I look forward to them becoming great alumni who continue to support each other and this great institution.

During the past year, I have called attention to a few of our students who are still maturing and have yet to appreciate fully the privilege of membership in the Morehouse community. They have not yet demonstrated their full academic po-

tential, and some have made poor behavioral choices. I want to alert all of our students and stakeholders that we will not tolerate the small but insidious subculture that devalues intellectual excellence and glorifies bad behavior. Not at Morehouse. We are better than that. And, we are on a mission to set the standards for under-achieving young men everywhere. We will not lower ours. It is incumbent upon all who love Morehouse to ensure that our students actually have the 'goods' that we claim for them.

Finally, I am grateful to all of our donors—the organizations and men and women—who see our value and, in turn, have chosen to invest in Morehouse. I have had the privilege of telling the Morehouse story to many of the nation's Fortune 500 CEOs, who are a special part of the Morehouse family and the reason that that we are ready to move from almost 83 percent of unrestricted revenue being derived from tuition to a level of operations that is independent of tuition. I am equally grateful to our grassroots friends who cannot afford monetary contributions but consistently pray for the continued well-being of Morehouse and her students.

Interim Provost and Senior Vice President for Academic Affairs, Willis B. Sheftall, Morehouse Senior Statesman

I will leave the final thoughts for Dr. Sheftall, who we all know as "Butch." Like many of our great teachers, Butch has served our College in innumerable ways for many years. In fact, he may be the only person in our history who was called upon by two presidents to offer leadership during periods of transition. I will be forever grateful to this wise counselor, faithful friend, great teacher, consummate manager and Morehouse senior statesman.

For the past year, it has been my pleasure to assist our dynamic new president, Robert Franklin, in his transition to Morehouse. Now, I look forward to my own transition back to the classroom and engaging students on topics about which I remain excited. As I do so, let me thank my colleagues and co-workers for the support and cooperation that I have enjoyed in carrying out the duties of the Office of the Provost.

-Willis "Butch" Sheftall

"All of the great leaders have had one characteristic in common: it was the willingness to confront unequivocally the major anxiety of their people in their time. This, and not much else, is the essence of leadership."

—John Kenneth Galbraith



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