September 2012

Dear JCSU Family and Friends,

In July, we welcomed incoming freshmen and their families to Golden Bull Academy, a two-day pre-orientation experience where we shared information and expectations about the life-changing transition from high school to college. I promised our incoming students their college experience here will be one of personal growth and transformation. Over the next four years, they will become better equipped to communicate effectively, think critically, learn independently as well as collaboratively, and become competent in their chosen professions.

We want students to be innovative and confident as they go through this process and learn how to put their critical, creative and practical skills together to solve problems on their own. When they leave, we want them to know how to do this in their professions, their neighborhoods across the nation and around the world.

The purpose of higher education is to help students understand the fundamental facts of living and change. It’s what I call the growing edge. It means learning through adventure, innovation, problem solving, community building and moral strength. Taking risks. Embracing diversity. “Don’t apologize for who you are,” I tell our students, “we are going to support you so that your growing edge is authentic.”

Personal growth occurs when one is exposed to new experiences. Our students will expand their horizons as they literally meet the world, with more than 28 countries represented among our faculty, staff and other students. We expect our entire University family to embrace the fact that the world is their home, and that we are capable of creating positive change in ourselves, on our campus and beyond these gates.

As an urban university that literally stands at the growing edge of Charlotte’s core, we have a responsibility to our neighbors in the West End to rebuild the social capital that has long been depleted. Creative partnerships such as Mosaic Village and the “Passing Through Light” public art project are just a start in this transformation.

There’s no better way to illustrate the power of transformation than in the exhibit “Courage,” which has taken residence in Duke Library. We are grateful to the Levine Museum of the New South for this opportunity to bring “Courage” to campus as the most dramatic example of what we are trying to teach our students. That they, too, can seize opportunities to become change agents in the world. The transformation starts with us.

Ronald L. Carter, Ph.D.
On September 17, new freshmen began their first day of classes after wrapping up a week of orientation. The entering Class of 2016 arrived anxious and excited, with bags packed full of essentials for their transition to college. When it comes to academics, studies show that this generation of students responds to interactive engagement rather than traditional lecture-style teaching.

Following national trends, more females than males entered the gates of JCSU this semester. Of the 474 students who were validated by September 21, 60 percent were female and 40 percent male. The majority of entering freshmen (62 percent) represented the Carolinas, followed by Pennsylvania, Washington D.C., Florida, California, Virginia, Maryland, New York and Georgia, 8 percent of freshmen coming from international countries including Haiti, Jamaica, Mexico, Peru, Columbia and South Africa. Hispanic/Latino students represented seven percent of the entering class.

How do students find out about Johnson C. Smith University? Many students first hear about JCSU through friends, alumni, the University website, current students and high school counselors. According to admissions counselors, the traditional approaches such as college fairs are still effective recruiting tools. But the University’s on-campus events help students make their final decisions. Phone calling campaigns, area receptions and high school visits also help enhance marketing strategies as counselors gain personal contact with prospective students.

The number of students who use social media tools to help prepare them for their college selection is growing. Incoming students go to the University’s Facebook and Twitter social networks to find answers to basic questions about roommates, events, deadlines, financial aid, athletic events, tuition, cost of living and admission requirements. Those sites are facebook.com/smithites and Twitter: @JCSUniversity.

When they arrive, most students choose to live on campus to take advantage of all that college life has to offer. Nearly three quarters of incoming students opt for on-campus housing, while a smaller percentage live at home or in surrounding apartments such as the new Mosaic Village.

Business administration and biology remain the most popular majors on campus for current and incoming students. Psychology is the third most popular major for new students.

Financial aid continues to play a major role in the ability to attend college. More than 90 percent of students receive some form of financial aid. The University continues to assist all students with other financial needs, including providing scholarships, laptops and passports for studying abroad.

For the Class of 2016, the intangibles they receive go beyond laptops and tuition payments. The benefits of studying abroad and our global education on campus, learning in one of the nation’s largest banking hubs and living in a family-oriented campus community are some of the unique aspects of a JCSU education that will remain with them for a lifetime.
Once again, JCSU has welcomed a new class to the Golden Bulls family. During the week of September 11-16, the Class of 2016 attended an orientation where they learned about the University and participated in workshops to prepare them physically, emotionally and spiritually for the years ahead.

While participating in the orientation, students jump started their freshman year with a wide range of events that informed and entertained them as they were introduced to college life and became accustomed to their new learning environment. Orientation enabled students to participate in the following opportunities:

• Meeting their professors
• Registering for classes
• Getting to know fellow classmates
• Learning about the JCSU campus
• Having fun at Carowinds amusement park
• Attending their first JCSU gym jam
• Cheering for the Golden Bulls at their first home football game
• Introduction to The Smith Way by President Ronald L. Carter and Executive Vice President and Chief Operating Officer Elfred Anthony Pinkard

From the moment students checked into orientation, they started a new personal journey. Participating in the orientation helped students to be more than prepared for their first year as freshmen. They left the orientation more inspired, informed and ready to experience life “The Smith Way.”
2012 Academic Year Starts with Professional Development

Faculty and staff assembled in late August for two weeks of professional development activities in preparation for a successful year. On August 20, Johnson C. Smith University’s 17 new full-time faculty, adjunct faculty and 42 full-time staff joined current employees in receptions, training sessions, workshops and informational meetings.

Highlights included:

• Staff customer service workshops
• New faculty orientation
• Adjunct faculty orientation
• College welcome meetings for faculty
• University communications, marketing and branding overview
• “Who are our Students?” faculty workshop
• Blue Ocean Strategy session for faculty
• Comprehensive campaign overview
• Faculty/staff diversity workshop

Activities also featured a welcome address by Dr. Ronald L. Carter, a reception at the Smith House for new faculty and staff, and networking opportunities for the JCSU family at breakfasts, coffees and luncheons. The slate of activities was designed to offer insight into the expectations for making this academic year productive and successful.

JCSU Welcomes 17 new full-time faculty members for the 2012/2013 Academic Year:

James Ashe, Assistant Professor of Mathematics
Mark Bernard, Visiting Assistant Professor of Interdisciplinary Studies
Kai Burkins, Visiting Assistant Professor of Social Work/MSW Field Director
Jeffrey Campbell, Visiting Assistant Professor of Chemistry
Hyung Jae Chang, Visiting Assistant Professor of Computer Science
Arend Clayborn, Visiting Instructor of Marketing
Jeanne Cook, Professor of Social Work/MSW Program Director
Martha Foye, Visiting Instructor of Mathematics
Antonio Henley, Assistant Dean of the Biddle Institute
Melvin Herring, Visiting Assistant Professor of Social Work
Brian Hunt, Assistant Professor of Mathematics
Godfrey Mbah, Visiting Assistant Professor of Chemistry
Matamba Mbayabu, Visiting Instructor of Mathematics
Philip Otienoburu, Visiting Assistant Professor of Biology
Bryan Patterson, Visiting Assistant Professor of Public Leadership
Shaun Stone, Visiting Instructor of Spanish
Gabriel Sealey-Morris, Visiting Assistant Professor of English
Some 15 months after breaking ground, workers with Balfour Beatty Construction and Shelco, Inc. are putting the finishing touches on Mosaic Village’s 299-bed residential and retail facility, which will open this fall semester for students. Its colorful façade, with a mosaic-like pattern, rises four stories above West Trade Street as a symbol of revival in the Northwest Corridor.

Most of the upperclassmen moving into the two-, four-and five-bedroom suites have been commuting from longer distances around the Charlotte area. They will soon enjoy the convenience of urban living close to campus as they share their residential experience with other JCSU students. Students like Yolanda Babb are moving to Mosaic Village for the location, as well as the atmosphere. Moving to Mosaic, she said, “will cut down on the commute to campus, save on gas, rent and utilities.” She also wants to “feel more a part of the campus environment and enjoy the on-site amenities, such as study rooms, in-suite washers/dryers and fitness room.”

While commuting students are given first priority on the units, according to Dean of Student Success Cathy Jones, others may have the option based on space availability. The facility has a hotel-like feel with fully furnished suites equipped with all of the comforts of home – from kitchens to laundry facilities and common living areas. By August, half of the units had been leased. Rent for the units runs between $750 and $850 per month per tenant.

However, students won’t be the only ones moving into Mosaic Village. Plans are being finalized to lease 7,500 square feet of retail space on the first floor to small businesses, including a barber shop, convenience store and express restaurant, all of which will be open to the public. Soon visitors and tenants alike will be able to relax at the sidewalk café facing West Trade Street and catch the Gold Rush Trolley to campus. They’ll also have the option of parking in the 400-car garage. For special events, the open green rooftop is available with a spectacular view of Uptown Charlotte.

JCSU is making history with this new facility as the University partners with the business community to revitalize the Northwest Corridor. A grand opening celebration for Mosaic Village will be held October 4 followed by special events for the University family and the community as students move into their new home. Details about the celebration will be announced in the coming weeks. Johnson C. Smith University is grateful to all of the community partners, including the Griffin family and the city of Charlotte, who have helped make Mosaic Village become a catalyst for positive change.
Wellness Director Victor Romano tests new fitness cardio equipment.

On September 11, doors opened to the new HealthPlex, giving students, faculty and staff access to free wellness programming and research opportunities. Inside the new facility are multipurpose rooms with SMART classroom technology, an impressive array of equipment including free motion fitness cardio equipment, incline trainers, TRX suspension trainers and a sophisticated combination of research equipment and software. A test kitchen with a cooking demonstration cart is ready for nutritional cooking classes for the community.

The applied health research and wellness facility requires participants to complete a fitness assessment as part of the facility’s research component, funded by government grants.

Student researchers and faculty will use the facility to conduct research in health, human performance and sport as part of their academic training and as a community benefit. Current research projects involve the following:

- The evaluation of health coaching within an HBCU
- A perspective view of health and wellness: a community forum approach
- A multidimensional study of wellness within a university setting

The University’s Wellness Department, housed at the HealthPlex, has hired coordinator Marquia Price to organize the programming that promotes positive attitudes, healthy lifestyles and responsible self-care. Wellness Director Victor Romano said the facility will offer dance classes, water aerobics and strength fitness instruction for the fall. Operating hours will be Monday through Friday from 7:30 a.m.– 6:30 p.m.

JCSU Gears Up for Bike Rental Program

Charlotte Center City Partners launched its B-Cycle bike rental program in July with 20 bike rental stations around the city, including a station at the University’s front gates. A group of employees participated in an inaugural bike ride from Uptown Charlotte to the campus on July 24. The program, made possible by BlueCross and BlueShield of North Carolina, offers a convenient network of public-use Trek bikes for rent at a low cost for short-distance trips.
The James B. Duke Memorial Library has received a substantial exhibit on long-term loan from the Levine Museum of the New South that promises to impact every visitor who walks through its passageways. The exhibit called “Courage: The Carolina Story That Changed America,” features the Reverend J.A. De Laine and other brave citizens of Clarendon County, S.C., who stood their ground to fight for civil rights and equality in education and in their community.

A section of the first floor of the library has been transformed into an interactive experience that invites visitors to step back in time to see, hear and touch the powerful grassroots story of the first lawsuit in America challenging racial segregation in public schools.

It is fitting for this exhibit to come to the University, given the De Laine family ties to JCSU. B.B. De Laine, son of the Rev. J.A. De Laine, is a 1960 graduate, who married classmate Edith Strickland De Laine. Rev. J.A. De Laine’s daughter, Ophelia De Laine Gona, is from the class of 1957.

“The ‘Courage’ story aligns very well with Smith,” said Monika Rhue, director of library services, who often receives questions from researchers on JCSU’s involvement in the Civil Rights Movement.

“Many of JCSU’s alumni were instrumental in desegregating schools in the South. You have the Briggs vs. Elliot case led by the De Laine family, the Swann vs. the Charlotte Mecklenburg Schools case made up of African-American families in Charlotte, including JCSU Professor James Swann. Another JCSU professor, Mr. Counts, and his daughter Dorothy Counts, forged ahead to lead the desegregation of Harding High. The Courage exhibit opens up the opportunity for JCSU to share its alumni stories. In addition, the exhibit allows JCSU to tell the story of how its extraordinary students helped to reshape America’s educational systems.”

The exhibit also complements the James Gibson Peeler photography collection recently donated to the University, which captures the inspiring and the ugly moments of the Civil Rights Movement in Charlotte. In fact, some of Peeler’s photographs were included in the “Courage” exhibit.

The exhibit first came to Charlotte in 2004 to commemorate the 50th anniversary of the Brown v. Board of Education U.S. Supreme Court decision and has toured the nation’s major cities including Baltimore, New York, Atlanta and Los Angeles. “The board and staff of Levine Museum of the New South are delighted that the “Courage” exhibit has found a Charlotte home at JCSU,” said Emily Zimmern, president of the Levine Museum of the New South. “It is an especially meaningful location given the De Laine family’s deep connections to the University. It is our great hope that the exhibition will be a source of inspiration and a catalyst for activism for years to come—a fitting memorial to the legacy of Smith alumnus, B.B. De Laine.”
The Golden Bulls football program started off this season in an unfamiliar position… as reigning champions. JCSU football finished the 2011 season with a 35-33 victory over Miles College in the Pioneer Bowl. The team concluded the year at 6-5 overall; their first winning season since 2006. So, after finally reaching some success and raising expectations, what does the program do next? Move forward.

“A lot of football programs talk about going undefeated or winning a championship, but I always set the goal for us to win two more games than we did the previous year,” said head coach Steven Aycock. “Whether we get two more wins out of 10 or 11 games, it’s about raising the bar; championships are the spoils of winning.”

Offense: For the first time in Aycock’s four-year tenure, he has a solidified quarterback returning to the fold. Sophomore Keahn Wallace (Homestead, FL) is under center again after his record-setting freshman season. Last year, Wallace led the CIAA in total offense and completed more than 58 percent of his passes. He threw for 1,946 yards with 16 touchdowns and averaged 48.4 yards per carry along with five rushing touchdowns. Wallace started all 10 games and was named CIAA Offensive Rookie of the Year. He is the first student-athlete from JCSU to ever win the honor.

“Keahn has really trained hard this off-season, and I’ve seen more dedication to film study,” stated Aycock. “He has lost some weight that he needed to drop in order to improve his footwork. As our top signal caller, I’m expecting him to be more accountable off the field and improve in his preparation and reads on the field.”

In the backfield, senior Dedrick Anderson, junior Denzel Hartley and sophomore Freddie Jones tote the load as the team’s tailbacks. Senior Matthew Jeffries is a top target for JCSU at wide receiver. Jeffries had a strong second half to the 2011 season. In the last six games, he caught 20 passes for 345 yards and five touchdowns, including two 100-plus yard receiving games.

The offensive line has been highlighted as the best core group of any of the positions on the offensive side of the ball. Junior center George Orr is the other offensive captain. He has started at center for the last two seasons. Junior tackle Rico Arellano is the only returning All-CIAA selection from last year’s team.

Defense: The defensive line couples their offensive counterpart as the best core group on the defensive side. Senior and defensive captain Derrick Johnson II is the only returning All-Conference selection for the defense. Johnson concluded the year third on the team in tackles with 58. He led JCSU in sacks with 11.5 for a loss of 66 yards, including two sacks in the Pioneer Bowl. He ranked fourth in the CIAA and 14th in NCAA Division II for sacks.

Senior Michael Coats is the lone standout returning linebacker. He led the team in tackles (76) and interceptions (4) last season. He started all 11 games and also tabbed seven pass deflections, one fumble recovery, and five and half tackles for a loss of 19 yards.

Sophomores Damion Miles and Frantz Charles are the starting defensive backs. “Freshmen like Brett Love and Michael Grant are new recruits who will help us in the secondary,” mentioned Aycock. “Chris Sams and Jerren Banks know the system and have experience playing in the safety role.”

The time to celebrate 2011 has passed. This year is about new goals, new expectations and new accomplishments to reach. All of these can be achieved with the simple mindset to move forward.
JCSU Featured on WUNC Radio During DNC

Build awareness, engage students and realize that youth approach this election year from a personal level. These are just a few of the observations shared about the youth vote during a public radio show “The State of Things,” aired on WUNC radio September 5. The live 40-minute interview with Dr. Ronald L. Carter, Malcolm Graham and JCSU students Lauren Simmons and Michael Jordan with host Frank Stasio covered how the UFuture event at JCSU with the Congressional Black Caucus Institute empowered students to get involved in the electoral process.

Broadcast from the WFAE studio headquarters at Spirit Square in Charlotte, the participants shared their views on politics and whether young people will turn out to support President Obama again. Asked what questions were on her mind during UFuture, senior Lauren Simmons wanted to know whether Obama would be able to fix the student loan crisis. She said education will weigh heavily on the youth during this election year, and it’s one way President Obama will be able to reach many of the college students.

Dr. Carter recapped actor and UFuture host Hill Harper’s quote on Tuesday when he described the 2008 elections as historic but personal in 2012. “Students will approach the election from a personal point of view and the issue of the Pell Grant will hit home for many young men and women,” he said.

Carter added that other issues and topics raised during UFuture spanned from finance and technology to innovation, but students really wanted to know what was going to happen to their lives in terms of the educational process and whether they will be able to afford college.

North Carolina Public Radio WUNC broadcasts at 91.5 FM in the Chapel Hill/Raleigh/Durham area, as well as on 88.9 FM Manteo and 90.9 FM in Rocky Mount. The station also streams online. To listen to the complete interview, visit the WUNC website: wunc.org/programs/tsot.
With some 15,000 journalists and bloggers from around the world converged in Charlotte for the Democratic National Convention, JCSU’s involvement in DNC-related events was captured online, in print and on the air. National media outlets that covered JCSU include CBS, BET, National Public Radio, The Washington Post and Diverse Issues in Higher Education.

CBS “Evening News” and CBS “This Morning” news programs kicked off their pre-convention coverage over the weekend of September 1 and 2 from the JCSU Irwin Belk Complex and Eddie C. McGirt Field. The site was selected for its panoramic view of the Charlotte skyline.

On September 7, CBS ended the week with what the network found to be one of the best skyline views in the Queen City as they broadcast a CBS “This Morning” DNC post-convention wrap-up segment from the field. View those clips at: www.jcsu.edu/happenings/dnc_2012.

Next came coverage of the JCSU marching band as they led the CarolinaFest Parade on Monday, September 3. The International Institution of Sound started the festivities with the song “Celebration” by Kool and the Gang. Their performance appeared on WCNC-TV in Charlotte, as well as on 22 radio stations in New York, California, Illinois, Oregon, Nevada, Minnesota and Washington, D.C. A video of the band’s parade performance was featured on the The Washington Post’s SocialCam.

On Tuesday, September 4, the UFuture event at JCSU brought more than 300 college students and several local and national media outlets to campus for a live-stream cyber summit. BET, National Public Radio’s “All Things Considered,” North Carolina’s Black Television Network, NoMoreDownLow TV, The Charlotte Observer, The Charlotte Post and local Charlotte television stations covered the event, presented by JCSU and the Congressional Black Caucus Institute.

Also included in UFuture coverage was an interview with BET’s Tony Anderson and UFuture hosts Alfre Woodard and Nicole Ari Parker, as well as Dr. Carter, which was posted on BET.com and shown on the BET television network September 6. National Public Radio reporter Audie Cornish talked about students playing a key role in turning out the black vote in her coverage of UFuture. The story was picked up by other public radio stations across the country as it captured some of the students’ comments about youth and the black vote.

On Wednesday, WUNC radio interviewed Dr. Ronald L. Carter, North Carolina Senator Malcolm Graham and JCSU students Lauren Simmons and Michael Jordan for a 40-minute follow-up to UFuture. The show aired on public radio stations around the country, including Portland, Sacramento, San Francisco, Los Angeles, Chicago, Buffalo and New York City. The interview was posted on WUNC.org under the “The State of Things” program and is titled “Youth Vote.”

As one of the hubs of operations and activity for the Democratic National Convention, Johnson C. Smith University earned national media attention that provided momentum for and validation of our growing national reputation as one of the best premier urban universities in the United States.
National Journal and The Atlantic hosted on September 5, *Conversations with the Next Generation*, a town hall for college students and young Americans, during the height of the Democratic National Convention. Sponsored by Microsoft, the town hall took place at Discovery Place in Charlotte and was geared for those interested in engaging youth in the electoral process and finding the best way to approach youth political outreach.

Representatives from the media, politicians, businesses and social policy experts attended the event featuring actress and Voto Latino leader America Ferrera; President Ronald L. Carter, JCSU senior Charles Hauser; MTV correspondent Andrew Jenks; actor and former White House Associate Director Kal Penn; Atlanta Mayor Kasim Reed; StudentsFirst’s Michelle Rhee; Ourtime.org president and cofounder Matthew Segal; and Young Democrats of America President Rod Snyder.

During their segment of the town hall, Carter and Hauser responded to questions from the audience and moderator Chelsea Clinton of NBC regarding college costs, job opportunities and education quality. Carter stressed a point about the erosion of the Pell Grant and the need to continue financial support to a new majority that will become tomorrow’s leaders. The purpose of higher education, Carter said, needs to be defined as we talk about quality.

Hauser talked about how involved he and his peers have been during this election year and what it takes to engage students today. Hauser, who is a senior, plans to attend graduate school to earn a Master of Fine Arts degree. Like many of his peers, he has worked during college to help pay his expenses, but relies on student loans to complete his education. Hauser also attended a research fellowship in graphic design last summer at Berkley.

Carter and Hauser are pictured on the National Journal home page in a photo gallery of the event. *Conversations with the Next Generation* came to Charlotte from Tampa, where students voiced their opinions during the Republican National Convention.
JCSU and the DNC: A Week to Remember

Johnson C. Smith University sits on the highest point in Charlotte, and over the course of the Democratic National Convention, this premier urban university sparkled brilliantly across the cityscape as one of the Queen City’s brightest jewels.

Even though the start of the academic year was delayed until September 11 when new freshmen arrived, the campus was busy with activity as the University served as a hub for key convention operations. Since the ball dropped to welcome the year 2012, the faculty have been preparing students to be knowledgeable about civics and government while becoming engaged in the political process. Meanwhile, a core group of staff worked with the Congressional Black Caucus Institute in preparation for UFfuture: A Summit for Innovative Young Thinkers, the cyber summit held on campus September 4. The summit attracted high-profile politicians and celebrities to JCSU as the event amplified the voice of more than 300 students from 20 regional colleges and universities. Students from across the nation submitted questions via Twitter and text messages. During the event, President Barack Obama surprised the students with a tweet, and First Lady Michelle Obama surprised them with a letter about the importance of civic engagement. Both expressed pride in seeing young people involved in the political process.

JCSU’s involvement reached beyond the campus gates. The University was featured at the Legacy Village in uptown Charlotte, the JCSU marching band opened the CarolinaFest parade, students served on the Convention floor, and faculty and staff networked at numerous events around the city. President Ronald L. Carter and student Charles Hauser were featured panelists in a youth town hall presented by National Journal, The Atlantic and Microsoft.

The University’s involvement in the DNC was covered by local, state and national media. CBS, BET, National Public Radio (NPR), The Washington Post and Diverse Issues in Higher Education were among the media outlets that covered JCSU.

Now the elaborate sets have been dismantled. The speeches have ended. The parties are over. The hordes of people have departed. Charlotte has returned to business as usual, and the University is going about the business of higher education – teaching, learning, researching and serving as a catalyst for social change. DNC week was inspirational and motivational, but the work of democracy did not end. Get involved. Be informed. And above all, exercise your right to vote.