

Nearly 1200 GSU Alumni Take Attitude Survey



Grambling Black & Gold Foundation Update

During Fall 2007, the GBG Foundation Board presented our Strategic Directions document. It included several goals, one of which was to reach out to younger GSU alumni. The Advancement Division administered an Alumni Attitude Survey during July 2008 to learn more about the interests, concerns and desires of alumni nationwide, particularly the young or young at heart. Survey results were informative and will be shared during Homecoming weekend. Thank you for sharing your perspectives and experiences, all useful as the University moves forward.



Dr. David Jefferson

Goal # 2—Strategic Direction

Inspire a new generation of faculty, staff, students, alumni, volunteers, and friends to Enrich our traditional base of support.

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### Strategic Goals

◇ Younger alumni were born in an environment that uses technology for daily communication. By adopting and supporting the use of technology as an important tool, the Foundation Board and volunteers will expand their capacity to reach a younger generation of students and younger alumni.

### Strategic Initiatives

- ◇ Initiate an on-line Alumni Community to allow alumni to get and remain “in-touch” with foundation members, friends and university life.
- ◇ Initiate and support sustained efforts of the university to better recruit, train, involve and retain younger employees and volunteers.
- ◇ Aggressively reach out to diverse communities by creating messages, services and opportunities that address unique cultural characteristics.
- ◇ Develop programs targeted at youth and young adults focusing on engaging them in the University’s mission.

During July 2008, the GSU Alumni email community was invited to participate in an Alumni Attitude Survey to share their experiences when a student, their interests, concerns and perceptions about GSU. Of this email population, (N=11,505), 4580 surveys were presumed delivered and we received a response rate

of 25.9% (n=1190). The demographics of our email community follows:  
 3.46% = WWII (Mature);  
 14.36% = Boomers;  
 36.46% = Generation X;  
 26.30% = Generation Y;  
 19.4% = incomplete information. Moreover, 58.4% of the email community graduated between 1990

and 2007; 13.3% graduated in the 1980s; and 9.72% graduated between 1930 and 1979. Although representative by age and years attended, survey bias exists due to its limitation to GSU’s email community.

*Survey results will be shared during Homecoming weekend, Fri, Oct. 17 @ 1:00 p.m. at GSU.*

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### Congratulations 2008 Inductees of GSU Hall of Fame, Gallery of Distinction

(Banquet & Induction Ceremony—Friday, October 17, 2008, Assembly Center, 5:30 p.m.)

- |                                                |                                                  |
|------------------------------------------------|--------------------------------------------------|
| <i>Patricia Bibbs (Athletics)</i>              | <i>Fred Marsh (Business),</i>                    |
| <i>Bettye J. Davis (Professional Studies),</i> | <i>Ira McConnell (Business),</i>                 |
| <i>Lee Fobbs (Athletics),</i>                  | <i>Willie Spears (Business),</i>                 |
| <i>Thomas Harvey (Education),</i>              | <i>Betty Jean Smith-White (Education),</i>       |
| <i>Dr. Willie Hill (Education),</i>            | <i>Dr. Neari Warner (Education),</i>             |
| <i>Fred Irby, III (Education),</i>             | <i>Dr. Leon Whitaker (Education),</i>            |
| <i>Aaron James (Athletics),</i>                | <i>Dr. Allen Williams (Arts &amp; Sciences),</i> |
| <i>Michael Lyons (Athletics),</i>              | <i>Benjamin Williams. (Athletics).</i>           |

## Grambling State University Sees Consistent Growth in ENDOWMENTS, PROFESSORSHIPS AND PLANNED GIFTS



Mrs. Eleanor Lowery's goal, to establish a \$100,000 Student Scholarship Endowment to benefit GSU Students, is a dream well within reach. Friends of the Lowerys send donations daily and recently, the Class of 1958 contributed personal gifts to the **Truitt and Eleanor Lowery Endowed fund**. Mrs. Lowery states her husband was a dedicated teacher in Los Angeles, CA Unified School District. Advancement Staff and Alumni are happy to assist Alumni develop a five-year plan to meet their personal goals of becoming proud GSU benefactors.

The Louisiana Board of Regents approved Grambling State University for three more professorships all named after distinguished scientists in the following areas:

**Dr. Ernest Everett Just, Professorship in Biology**, (b. Aug. 14, 1883—d. Oct. 27, 1941) was a zoologist, biologist, physiologist and research scientist. He was the son of Charles and Mary Matthews Just.

**Dr. Percy Lavon Julian, Professorship in Chemistry**, (b. April 11, 1899—d. April 19, 1975) was an American research chemist and pioneer in the chemical synthesis of medicinal drugs from plants.

**Dr. William Waldron Schiefflin Claytor, Professorship in Mathematics** (b. Jan. 4, 1908—d. 1967), became the third African American in the nation to earn a PhD in mathematics.

### Grambling Black & Gold Foundation

**Board Members** step up their efforts to donate to the University by establishing scholarship endowments to benefit future GSU students. **Thomas A. Moorehead** and his spouse, Joyce, recently established a student endowment at GSU. Owner/Operator of BMW of Sterling and MINI of Sterling, VA, a top performing franchise in unit sales and customer satisfaction nationwide, Thomas is a 1966 graduate of GSU with a B.S. degree in Business Administration, a GBGF Board Member and 2007 inductee in GSU *Hall of Fame*. He joins other Board Members, Dr. Richard Rayford and Dr. Janet Barnes in establishing student endowments at GSU.



## MEET ADVANCEMENT STAFF

The Division of Advancement is composed of a small staff of trained professionals in the area of Development, Research, Events Management, Database Management and Alumni Relations. After reorganizing and rebuilding the Division over the past two years, Staff are available to assist Alumni, Faculty, Staff and Friends of GSU meet their personal goals of financially supporting their favorite nonprofit organization, Grambling State University. If you have any ques-

tions, feel free to contact them.

**Suzanne Douglas, Advancement Services Coordinator**, responsible for technology, training, database management and report retrieval. She also is coordinator for the Central Region. Suzanne can be reached at (318) 274-6571.



**Brenda Williams, Gift Processor and Bio Desk**, is responsible for ensuring all gifts to GSU or GBGF are entered timely, donors acknowledged and financial records accurately reflect the donors wishes when applying gifts. If you have any questions, call Brenda at (318) 274-6032.



## ALUMNI & MEDIA RELATIONS OFFICE



The Offices of Media Relations, Alumni Relations and Public Relations have been covered by a skeleton crew over the past two years.

When the campus is quiet, the job of covering all areas is much easier for the three-person staff working in these departments: Glenda Jones, Ralph Wilson and Valencia.

Multi-tasking is very common in the Division of Advancement and most staff try to support each other during peak periods. Following a ten-year position as Lecturer of English, Ralph Wilson came into Advancement and headed the Media Relations area, pinch-hitting as Interim Alumni Relations Director in recent months and helps proof communication documents prior to printing or publishing them. He is coordinator for the Southern Region and can be reached at (318) 274-6564.

**Valencia Clemons**, new to Advancement, brings experience in coordinating publications such as eNewsletters, website updates, and Special Events in Advancement & Athletics. She coordinates the Eastern Region and will be in touch with alumni from those states. She can be reached at (318) 274-2233.



# Melissa Y. White-Higgins Endowed Memorial Scholarship at GSU

## Locals recall deadly attacks of 7 years ago

By Warren Watkins  
*The Daily Citizen*, Sept. 11 2008

While some residents of White County don't remember that Sept. 11 is called Patriot Day, almost all are keenly aware of the tragedies that occurred seven years ago today. On Sept. 11, 2001, often referred to as 9/11, al-Qaeda terrorists hijacked four passenger jets, crashing two into the Twin Towers of the World Trade Center in New York City, N.Y., causing both buildings to collapse within two hours. A third plane was crashed into the Pentagon and the fourth plane crashed into a field near Shanksville, Pa. In all, 2,974 victims died in the attacks. I just

think it was a senseless act by some people that hated America, said Sylvia Ball of Bald Knob, whose younger sister, **Melissa White, 37**, was killed. A technology recruiter for an insurance investment firm, White was on the 99th floor of one of the towers when the attack occurred and presumably was killed instantly. Ball is a fifth grade teacher at Bald Knob Middle School. We were more like twins because we were only 18 months apart, Ball said. We were roommates in college and called each other every day. Closure for White's family was difficult as the days, then years, went by with no word on her fate. We left our DNA samples there but they never found any of her remains, Ball said. White's brother, Phillip White, Jr., resides in Bald Knob and another brother, Marc White, lives in Memphis, Tenn. The effects of 9/11 on America

can still be seen, Ball said. We don't take our freedoms for granted anymore as Americans, Ball said. Before 9/11 we just felt we could hop on a plane and go where we wanted to go. Now we have to think about terrorist attacks happening. The I.C. Corporation has set up a scholarship at Bald Knob High School, where White was a 1982 graduate, in White's memory. The effort has already benefited eight students, and the White family hopes to raise \$110,000 in endowments so a four-year college scholarship can be provided each year. Another scholarship has been set up in White's name at **Grambling State University in Grambling, La.**, where White was a graduate.

**As you remember events of 9-11, please keep the White Family in your prayers.**

## ANNUAL FUND & PHONATHON

The Annual Fund Program invites donors to contribute unrestricted gifts to assist GSU students. Funds from this program are designed to enhance common spaces such as computer labs, library, or the President's greatest need. Kimlin Quan Chee now heads up portions of the program including Parents Fund and Student Phonathon Center which works two shifts per day and weekends.

Alumni can expect GSU Students to call them annually or more often to request a donation in support of GSU. Last year, more than 20,000 calls were made to alumni and 2600 alumni pledged specified and unspecified gifts. GSU Faculty & Staff are also invited to

*Kimlin Quan Chee, a native of Trinidad, transferred to GSU to complete her four-year degree in the USA. She is enrolled in graduate school at GSU and manages the Student Phonathon Center.*

participate in the Annual Fund at the start of the each academic year.



Faculty/staff participation has tripled. Kimlin can be reached at (318) 274-6201.

## ENDOWMENTS & DONOR RELATIONS DEVELOPMENT RESEARCH & EVENTS MANAGEMENT



Shirley Clay,  
 Endowments/Donor  
 Relations

**Shirley Clay** has been in Advancement under one year. Formerly an Administrative Assistant in the President's Office, she spent the past 11 months learning all aspects of Endowment management. She is

also Stewardship Coordinator and oversees the Western Region. Ms. Clay can

be reached at (318) 274-6265

**Simone James Monroe**, a recent GSU graduate, is a native of Trinidad. She joined the staff one year ago while completing her Masters Degree in Mass Communication. She spent the first month of her time in Advancement learning Banner and by November 1, she does Research and Events Management. Responsible for

the Southwestern Region, she is likely to

call alumni any time to engage them in dialog about the university, special meetings for GSU President or other special events. Simone can be reached at (318) 274-2217



Simone James Monroe



**Grambling Black & Gold Foundation, Inc.**

GRAMBLING STATE UNIVERSITY

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*"Reclaiming Our Legacy and  
Claiming Our Place"*

*We're on the web!*

[www.gbgbfoundation.org](http://www.gbgbfoundation.org)



**OUR LEGACY**

**Campaign Status**

**Committed** —

**Committed** —

**Received 2008**

**Received 2007**

2012—\$30 m

\$25 m

2011—\$20 m

\$15 m

2010—\$10 m

\$ 5 m

2009— \$4m

2008— \$2m

2007— \$1m



## GSU Alumni State "Plans" to Donate to Alma Mater on Alumni Attitude Survey

**Q. 20 Which of the following best describes your financial support of GSU:**

- 1—Have not and do not plan to in future
- 2—Have and do not plan to continue
- 3—Have not but plan to in the future
- 4—Currently and plan to continue
- 5—Currently and plan to increase in future
- 6—No opinion

Of the total alumni (N=896) answering Question #20, **30.2%** (n=271) state they "Currently give and plan to continue or increase in future" while **59.8%** (n=536) state they "**Have not but plan to in the future**". Nearly **10%** (n=89) state they "Have or Have not and do not plan to continue." Regarding membership in the Alumni Association, less than **1%** (n=9) who are members state they "Have or Have not and do not plan to continue". While we respect their decision, we are optimistic about the remaining responses. Last semester more than 600 alums

pledged specified gifts (approx. \$83,000) and 2000 pledged an unspecified amount to GSU. Moreover, Alumni Chapters donated more than \$160,000 in FY2008 and that number grew in August 2008 in support of the *Tom Joyner Foundation* School of the

Month Chapter Challenge. We look forward to a dialog on survey results and involving or partnering with Alumni to position GSU for the 21st Century.

**The Division of Institutional Advancement**

**Is there a relationship between Alumni Membership status and Donor PLANS to support GSU?**

- 1. Have not and do not plan to in future.
- 2. Have and do not plan to continue
- 3. Have not but plan to in future
- 4. Currently and plan to continue
- 5. Currently and plan to increase in future
- TOTAL**

|                                             | 1. Never a Member | 2. Past Member but not Currently | 3. Currently a Regular Member | 4. LIFE Member | TOTAL      |
|---------------------------------------------|-------------------|----------------------------------|-------------------------------|----------------|------------|
| 1. Have not and do not plan to in future.   | 33                | 17                               | 1                             | 1              | 52         |
| 2. Have and do not plan to continue         | 7                 | 23                               | 2                             | 5              | 37         |
| 3. Have not but plan to in future           | 222               | 264                              | 28                            | 22             | 536        |
| 4. Currently and plan to continue           | 29                | 81                               | 34                            | 55             | 199        |
| 5. Currently and plan to increase in future | 5                 | 25                               | 19                            | 23             | 72         |
| <b>TOTAL</b>                                | <b>296</b>        | <b>410</b>                       | <b>84</b>                     | <b>106</b>     | <b>896</b> |