Let the Celebrations Begin! Happy 40th BAA!

The BAA Advisory Council (BAC) and all of our committees are excited to celebrate this milestone anniversary of the USC BAA! Under the leadership of Lloyd McKinney, BAC Chairperson, and Deb Langford, 40th Anniversary Dinner Chair, all events this year are linked together to create amazing engagement experiences for our black alumni.

Three major events will highlight the significance of our legacy at USC: the Trojan Legends Homecoming Weekend, the 40th Anniversary Scholarship Benefit Dinner and finally the Aligning for Black Excellence in Education Summit. You will find detailed information regarding each event in our social media, with RSVP information also found on the website.

Our goal is to reflect upon the past, yet shape the future. We have learned much about how diversity and inclusion should be manifested in our USC environment. Our hope is to engage more black alumni in the conversations about goals and outcomes. The work we are doing is vital in shaping a legacy that is relevant globally. Not only does the USC BAA host amazing events to connect alumni, but we also are looking critically at the essential conversations, support and action required to create and sustain good collaborative partnerships (both internally and externally) throughout our community so that our legacy thrives!

Please see Celebration on page 2

The “40 for 40” Legacy Book

Calling all USC Black Alumni: In 2016, the BAA will publish a new book that highlights the legacy of our black alumni, (building upon the “Trojans of Ebony Hue” publication that was created in 2000 by alumni, Joyce Sumbi, and former director, Lura Ball). Our desire is to create an updated reference keepsake to include the greatest profiles of our alumni locally, nationally and worldwide!

This special limited edition book needs responses from YOU!

- Send us your Trojan Family Profile—download the profile document (click here), or go to our website to download. The BAA Legacy Book Team will review and notify you if selected for the book, or for website/eblasts news throughout the year!
- The deadline for receipt is: Friday, October 30, 2015.
Are You “In”?

The best way that you can create a better future for a black student at USC is to provide the means for increased representation of our students in every USC School, and this is directly associated with financial assistance—or scholarships! Our primary goal is to provide student financial assistance—or scholarships! We partner with the Schools, stewarding gifts directed for black students. This means that a gift to the BAA ensures that they are awarded and assisted.

The cost of tuition is likely to continue to rise at a world-class institution, which is what USC has become. The decision for a black student to choose USC is deeply affected by a family or student’s ability to meet tuition costs. All said, the same highly qualified student is likely to go where he/she can be financially awarded to do so. We emotionally know this to be true, but it is also proven in the research. As a growing middle class demographic, yet with limited net worth, our families are greatly motivated to seek scholarship grants from USC. However, the capacity to source the funding we would like to make available is limited without your commitment to participate as a donor.

Black alumni support is truly needed. We invite you to consider an annual tax deductible gift as a “1000 for $1000” donor! Each $1000 provides a $3000 student scholarship!

Each donor this year receives a ticket to the Scholarship Benefit gala—and your name will also be memorialized in our Donor Walk of Fame!

Hope to see you there — Are You In? 1Kfor$1K Donor

USC BAA CAMPAIGN UPDATE:

$2.2 Million Endowment (Market Value)
$235K In 2015-16 Scholarship Awards!

Campaign Goal: $1 Million • Raised To Date: $866K in Pledges and Cash
$134K TO GO!!!

Don’t Forget Your Gift May Be Eligible for Corporate Matching!

Celebration from page 1...

Our local and regional Alumni Association chapters need you! The local chapters host programs such as Football Viewing parties, Wine Tastings, etc., that produce optimal opportunities for networking and deeper involvement with the Trojan Family. To find your chapter, go to: http://usc.edu/alumni.

Of interest: Trojan Networks

Trojan Networks, segmented into the areas of Real Estate, Entertainment, Education and Veterans are issue oriented, with great networking. You don’t have to have graduated from a particular USC School to connect, just be an alum and work or have an interest in that area! http://alumninetworks.usc.edu/

BAAYP: The Mix on Thursday, Sept. 17th, at the Next Door Lounge in Los Angeles was a huge success with more than 120 young alumni in attendance! Please reach out to uscbaayp@gmail.com for more information about the group and to get involved in planning or volunteering for subsequent events!
Are You On the List?

BAA Mentoring is going strong in the Legacy Through Leadership Mentoring Program! Tensie Taylor, Assistant Director, has created a platform for participation that is fun for the mentors and mentees this year. It is efficient and easily allows for the building of amazing relationships to propel a student successfully into life after graduation!

The BAA Legacy Through Leadership program has engaged over 500 students since 2008. This year, each mentor will be matched with a student, and each student will be aligned with a mentor in their career discipline. If the mentor is out of town, they can still connect through a designated Google hangout, and not miss a beat!

Mentoring is a proven component of successful student retention and graduation. Often, it is the first entry point for alumni to reconnect with USC. Once you begin mentoring, the relationship organically takes on its own momentum. Our students love to hear your version of what it takes to be successful, see your place of business and what you tackle during a business day. They seek to understand what it will be like for them, especially being a professional of color, in the real world.

Thank you to our Legacy Though Leadership Mentors for 2015-16! We appreciate you!

Ade Adesanya  Daniel Atwater  Jason Seward  Muriel Thompson
Aliyah Abdullah  Darren Roches  Jassiem Dingle  Neelura Bell
Ama Amofo-Yeboah  Deara Okonkwo  Jenny Vazquez-Akin  Nicole Vick
Amber Bradley  Deetricha Younger  Jessica Evora  Nina Richardson
Amen Oyiboke-Osifo  DeVon Franklin  Joseph Peters  Rebecca Berry
Autumn Taylor  Dexter Levy  Joshua Gray  Rediate Tekeste
Ayanna Davis  Dijon Morrisette  Justin Lacey  Rhonda Richards-Smith
Bobby McGee  Donald Dean  Kathryn Shirley  Roger Bayyan
Bradford Barnes  Donovan Green  Khalil Willis  Ronnie Richards
Brittany Allen  Dorine Lawrence Hughes  Leon Aburime  Shirley Deese
Brittany Jenkins  Erin Meadows  Leslie King  Sidney Hopson
Celestine Samuel-Blalock  Fay Hunter  Lika Dozier  Skyler Dunn
Chantal Jones  Franklin Caldwell  Lloyd McKinney  Stacey Harris
Charles McClurkin  Ian Chestnut  Lori Shreve Blake  Tammy Anderson
Christina Harris  Irvin Kintaudi  Maria Esters  Theda Douglas
Christina McAlpin  JaBari Brown  Mark Crear  Tiffany Everett
Christopher Rosette  Jacquelyn Newsom  Matthew Blakely  Uduak-Joe Ntuk
Constance Iloh  Jade Simmons  Mikaela Randolph  Virgina Watson
Crystal Grant  James Ward III  Mike Jackson  Yolanda Sinclair
Danica Rozelle  Jasmine Watson  Monifa Vaughn-Cooke  Katrina Fountain

If you are interested in also becoming a mentor, to provide encouragement and pre-career support to our students (job-shadowing, networking, advice, monthly team topic discussions), please fill out the online application:

BAA Mentor Application
A Very Special Thank You to Our Newest Major BAA Donor!

Mr. Carl Beverly, alumnus of USC Marshall School of Business and USC Gould School of Law, has pledged $335,000.00 for BAA scholarships. These scholarships, known as the “Bridge Scholarship” and the “Charlie and Veronica Williams Endowed Scholarship” will be $4,000 awards to students maintaining a 3.0 gpa. Carl has been a BAA donor for several years as a member of the amazing “Six Friends.” This gift, the largest single gift the USC BAA has received to date, will create significant impact and opportunity for black students. The scholarship awards will include the 2:1 matching from the USC Office of Financial Aid. Mr. Beverly’s future legacy will include noted USC professionals in business, law, teachers, leaders, entrepreneurs, researchers...We thank you for your vision Carl, and we are grateful that you have entrusted our organization to steward this gift to deserving students. You allow us to be the change!

Save the Dates!

(Please check the our social media and the website for updates, additional events and to purchase tickets if required)

- **Thursday--Saturday, October 15-17, 2015, USC vs. Notre Dame Weekender** ([http://alumni.usc.edu/weekender](http://alumni.usc.edu/weekender))
- **Thursday--Sunday, October 22-25, 2015 Trojan Family Weekend** ([http://sait.usc.edu/parent/tfw/](http://sait.usc.edu/parent/tfw/))
- **Friday-Saturday, October 30-31, 2015, USC vs. Cal Weekender** ([http://alumni.usc.edu/weekender](http://alumni.usc.edu/weekender))
- **Friday, November 6, 2015, BAA Trojan Legends Homecoming Mixer** ([http://usc.edu/baa](http://usc.edu/baa))
- **Saturday, November 7, 2015, BAA Trojan Legends Homecoming Celebration, VKC Pavilion, USC vs. Arizona** ([http://usc.edu/baa](http://usc.edu/baa))
- **Sunday, November 8, 2015, BAA Bikes! Marina del Rey Boardwalk at Washington Blvd.** ([http://usc.edu/baa](http://usc.edu/baa))
- **Saturday, November 28, 2015, USC vs. UCLA Viewing Party** ([http://usc.edu/baa](http://usc.edu/baa))
- **Wednesday, December 9, 2015, BAA Holiday Mingle (rsvp/ invitation only)**
- **February: Black History Month--TBD**
- **Friday-Sunday, February 26-28, USCAA Scuppers Weekend** ([http://alumni.usc.edu/sas](http://alumni.usc.edu/sas))
- **Thursday, March 10, 2016, USC Black Alumni Association Scholarship Benefit and 40th Anniversary Celebration, Ritz Carlton, Marina del Rey, CA** ([http://usc.edu/baa](http://usc.edu/baa))
- **Saturday, March 12, 2016, USC Alumni Day of Service--BAA Service Projects** ([http://usc.edu/baa](http://usc.edu/baa))
- **Saturday, April 2, 2016, Aligning for Black Excellence in Higher Education Summit: Pipelines** ([http://usc.edu/baa](http://usc.edu/baa))
- **Saturday April 16, 2016, 83rd Annual USC Alumni Awards,** ([http://alumni.usc.edu/awards](http://alumni.usc.edu/awards))
- **Thursday, May 12, 2016, African American Cultural Celebration (Black Grad)**
- **Friday, May 13, 2016, USC Commencement**