Executive Summary

The University of Southern California Black Alumni Association (USC BAA) would like to thank each committee member, volunteer, donor, mentor, corporate supporter and friend for generous contributions to transform this beloved organization into the preeminent Black alumni network that it is today!

While the USC BAA has been on a highly focused 41-year mission to engage and garner financial support for USC Black students, it has not been until 2016 that the BAA began to gain major donor gifts. The organization now counts four recent major gifts, totaling over $1.5 million in pledges within the last two years that have sparked growth in both endowment and annual funds for scholarships. These gifts will allow the USC BAA to increase the breadth of student awards in the future.

Importantly, the USC BAA is now highly regarded as a “best practice” resource for wrap around support for USC Black students, creating a supportive foundation through innovative partnerships with USC Schools and sponsors. This is largely due to the 100% graduation rate of BAA Scholars, evidenced since 2008, and strongly undergirded by the USC BAA’s Mentoring and Toastmasters programs.

Additionally, given shifting age demographics of the alumni base, the USC BAA Young Professionals (BAAYP) group became a most highly effective entry-point for Black alumni involvement, targeting the interests of young undergraduate and graduate student alumni professionals. BAAYP held several regional programs throughout the year in Los Angeles, New York and San Francisco. Additional cities will be added next year.

Lastly, this year’s USC BAA trip to Cuba marked a fantastic opportunity to engage alumni with learning and research regarding Black history. A new trip will be earmarked for the 2017-18 year, as there is much to explore and experience!

Please review the following information regarding highlights and impact of the 2016-17 year. The USC BAA continues to increase its presence and value throughout the Trojan Family. All are invited to support and partner with the Black Trojan alumni community.

The USC BAA can be emailed directly at: obap@usc.edu should you wish to become involved on a committee, or just want to share a great idea. I look forward to hearing from you!

Fight On!

Michele G. Turner, Executive Director

Executive Director Michèle G. Turner with Anthony Hamilton, and staff team Tensie J. Taylor & Gary D. Brown
Mission Statement

Founded in 1976 by Rev. Dr. Thomas Kilgore, Jr., The USC Black Alumni Association is a leadership network established to strengthen the legacy of educational attainment and excellence of USC Black students. The USC BAA provides scholarship assistance; career mentoring and cultural advocacy through alumni volunteer involvement, philanthropy, and social enterprise.

Keys to Success

A major key to our success is our capacity to align partnerships to gain needed success outcomes for our alumni, students, sponsors and donors—utilizing our deep understanding of the experiences and impacts of racial equity and its value to diversity.

USC BAA Endowment

Endowment Growth Highlights--$2 M Market Value Growth since 2008

Our goal is to grow the USC BAA endowment to $5 million in principal value—which is highly probable within the next 2 years through aggressive pledges. Remember—all pledges are tax deductible! Thank you in advance!
Core Metric

100% Graduation Rate for BAA Scholars since 2008

BAA Scholar Program Growth & Tuition Assistance Awarded--$2.6 M since 2008

Our Programs

**BAA Scholarships:** An average of 130 students per year are competitively selected for tuition assistance awards based on merit and financial need. Both undergraduate and graduate students are selected from all USC Schools and majors. Often a student can retain a BAA scholarship throughout their matriculation given satisfactory completion of mandatory volunteer service hours, and involvement.

**BAA Mentoring:** Evidence demonstrates the significant impact of cultural and professional mentoring in an institution like USC. All BAA Scholars are eligible for mentor-matching with an alumni mentor in their discipline or interest—and in fact the “Legacy Through Leadership Mentoring Program” (LTLMP) is open to any USC student that applies by the annual deadline. Mentors are selected from vetted BAA alumni and advocates. Program highlights include career workshops,
company visits, topical group conversations and individually customized professional development by seasoned, successful staff and professionals.

**BAA Toastmasters International Chapter:** Public speaking and presentation skills are important, and the USC BAA chapter provides opportunities for student development and mastery. The chapter is student managed, with a BAA advisor. Topics chosen are culturally relevant to engage interest and to encourage further collegial research, engagement and the sharing of discourse with impactful perspectives.

**Our Events:**

USC BAA events are superb experiences to meet, share, support and further the cause and conversations about excellence in higher education, our community, and our connections. Highlights from 2016-17 include a panel conversation with USC 1970s football legends in Dallas, Texas (Sam Cunningham, CR Roberts, William Holland and Coach Brown); Trojan Legends Homecoming Weekend; Holiday Mixer; Aligning for Black Excellence in Higher Education Summit; Fantastic Voyage Scholarship Benefit Cruise featuring Anthony Hamilton; trip to Cuba exploring the African Slave Trade.

**Our Donors**

The BAA thanks the following key donors and sponsors for their support this year:

- Mr. Carl Beverly
- Ms. Sandra Evers-Manly
- The Alan Fox Family
- Mr. Adam Herbert
- Mr. and Mrs. Eric Holoman
- Mr. Reginald Jones-Sawyer
- Mr. and Mrs. Ken Konker
- Mr. and Mrs. Ken Morrand
- Ms. Michelle Cole
- AT&T
- Northrop Grumman

- Six Friends
- Southern California Edison
- Bank of America
- Los Angeles Sentinel
- Metropolitan Radiology, Inc.
- Palazzo Concessions Sempra
- SMS Transportation
- Los Angeles World Airports
- Los Angeles Lakers Youth Foundation
- US Bank
- USC Alumni Association
- USC Credit Union
- USC Marshall School External Relations
- USC Viterbi School of Engineering
- Wells Fargo
- Dakar Foundation
- Honey’s Kettle Restaurant & Bakery
- Torrey Pines Bank
- Entertainment Studios
- Ms. Rachel Ramos Aldé
- Ms. Tammy Anderson
- Ms. Carmen Atkins
- Mr. Danny Bakewell, Jr.
- Ms. Celestine Blalock
- Ms. Joyce Boykins
- Mr. Neil Cheatham
- Mr. Ian Chestnut
- Ms. Michelle Long-Coffee
- Mr. and Mrs. Bob Clifford
- Mr. Sajal Dutta
- Mr. Rod Evans
- Ms. Stephanie Farmer
- Radford Alexander Corp.
- Ms. Ana Maria Hall
- Mr. Martin Jacobs
- Ms. Erika Jordan
- Ms. Ingrid Johnson
- Ms. Lydia Kennard
- Mr. Eric Hoi Fung Kwong
- Mr. Dexter Levy
- Ms. Cassandra Mayfield
- Mr. Frederick Azubuike Mbaneo
- Ms. Stephanie Owens
- Ms. Patricia Patterson
- Mr. Stanish Pierce
- Mr. Kevin Rabsatt
- Ms. Delene Richburg
- Ms. Devry Rodgers
- Ms. Antoinette Threat
- Georgina Brown Wallace
- USC Dornsife College
- The Daniels-Ball Family
- The Alice Taylor Estate
- Telecom Pioneers
Our Mentors:

Brittany Allen
Patrice King
Mary Hall
Allen Williams II
Aliyah A.
Roslyn Blake
Yoseph Melaku
Prentice Parr
Celestine Samuel Blalock
LaToya Heans
Joanne Politte
James Ward III
Kris Carter
Daniel Prince
Monica Peterson
Maria Estes
Nicole Starr
Mikaela Randolph
Ronnie & Greta Walker
Dexter Levy
Brittany Jenkins
Franklin Caldwell
Angelina Arrington
Bradford Barnes
Dijon Morrisette
Charles Taylor
Ayanna E. Davis
Amber Bradley
Donovan Green
Shira Jacobs
JaBari Brown
Amber Espinosa-Jones
Nina Richardson
Lenise Yarber
Stonish Pierce
Rebecca Berry
Jim Butler
Fred Anthony Smith
Lika Dozier
Nick Leach
Stayce Harris
Lynn Calibert
Jess Evora
Yolanda Sinclair
Ian Chestnut
Kathryn Shirley
Victor Odogwu
DeVon Franklin
Pamela Pollard
Dominic Dunlap
Jassiem Dingle
Nathaniel Kweku
Whitney Griffin
Kenneth Frank
Lizzie Jones
Michael Green
Haili Francis
Gary Brown
Michael Sadler
Todd Dos Reis
Anafatsha Lewis
Teresa Richmond
Dian Johnson
Harrison
Gabrielle Lopez
Victoria M. Ruffin
Brandon Washington
Theda Douglas
Lloyd McKinney
Chrisa Gaines
Kristina Thomas
Tracy Yarbrough
Jeffrey Wiginton
Lori Shreve Blake
Lauren Jones
Nedra Austin
Tamara Dixon

Our Volunteers:

USC BAA Programs are executed with the valuable assistance of numerous volunteers. We thank them for their tireless service to the organization and to our students. Committee Chairs are listed.

Recruitment & Retention Committee: Kathryn M. Shirley
Scholarship Committee: Donna Gholar
Special Events Committee: Simeon Stewart, II
Our Board:

The USC BAA Advisory Council (BAC) is the governing board of the USC BAA. It is responsible for advising the Executive Director, and for providing leadership concerning USC BAA priorities, planning and outcomes. Members of the BAC are selected by the Executive Director for their exemplary leadership, advocacy and engagement with the ideals of the USC BAA.

Donna Gholar*
Chair: BAC Advisory Council
Chair: USC BAA Scholarship Committee

Lloyd McKinney*  Northrop Grumman Corporation
Board of Governors Representative

Our Staff:

Michèlle G. Turner, Executive Director
Tensie J. Taylor, Assistant Director
Gary D. Brown, Manager

To receive USC BAA updates and notices, please register in the mailing list of the official website:

www.usc.edu/baa

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