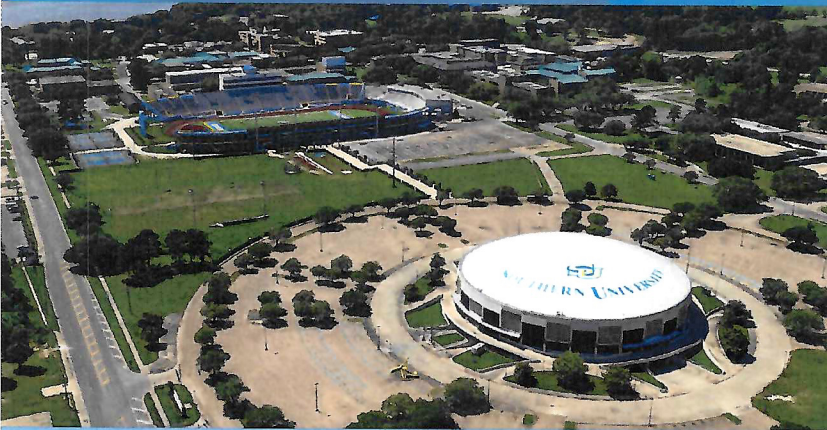




# *Chancellor's Report*



## *To the Southern University Board of Supervisors*

*June 2024*

*"We Are Southern"*

### *INSIDE:*

- *The College of Business @ SUBR*
- *Southern University Laboratory School ~ End of Year Updates*
- *John B. Cade Library News*



# The College of Business @ Southern University and A&M College

## Winrock Grant Gives Opportunity to Small Business Owners

The College of Business in collaboration with the Southern University Law Center and other sponsors offered a free eight-week course for individual who owned a small business or who were interested in starting a small business. This course offered a wealth of information applying and being approved for loans, increasing and maintain credit, resources, mentoring and so much more. The participants also had the opportunity to participate in a business plan pitch competition which ended with a first, second and third place winner receiving financial assistance for their business.

**SOUTHERN UNIVERSITY**  
College of Business

**WINROCK INTERNATIONAL**

### WEB PAGE DEVELOPMENT COURSE

June 4, 2024 - July 19, 2024  
Tuesday & Thursday 6:00 PM - 8:00 PM  
Southern University - Baton Rouge Campus  
T.T. Allain Hall | Room 222

1 FREE  
2 HYBRID  
3 OPEN TO EVERYONE

- SHOWCASE YOUR PRODUCTS**  
Learn how to create vital pages that effectively highlight your offerings and attract customers.
- ACCEPT PAYMENTS ONLINE**  
This course will teach you how to set up payment gateways and securely process transactions on your website.
- ENHANCE & MAINTAIN YOUR SITE**  
This hands-on training program covers basic content management systems techniques and the popular web design software WordPress.
- ESTABLISH YOUR BRAND**  
Learn how to craft compelling blog posts that engage your audience and build trust in your brand over time.

REGISTER HERE

Dr. Donald Andrews 225-921-3890  
Dr. Tapan Sarkar 225-276-3867  
www.southernuniversitycenter.org

EDLI Center for Economic and Entrepreneurial Development | U.S. Southern University, Baton Rouge

BRNEDD | CITY OF BATON ROUGE | AMERICAN SBDC | LOUISIANA

**SOUTHERN UNIVERSITY**  
College of Business

**SOUTHERN UNIVERSITY**  
LAW CENTER

THINK ENTREPRENEURSHIP

### CAPITAL ACCESS TRAINING AND MENTORING WITH PITCH COMPETITION

ARE YOU LOOKING FOR CAPITAL AND MENTORING FOR YOUR SMALL BUSINESS?

STARTING FEBRUARY 20, 2024  
TUESDAY/THURSDAY 6:30 P.M. - 9:30 P.M.  
EIGHT WEEKS COURSE

### READYING SMALL BUSINESS FOR CAPITAL ACCESS

### MINORITY BUSINESS DEVELOPMENT

**OBJECTIVES:**  
Provide technical assistance and training an entrepreneurship and innovation to Small and Minority Businesses for capital readiness.  
Assist limited-resource entrepreneurs in removing barriers and finding funding solutions to major problems to support their business and entrepreneurial endeavors.

LOCATION: T.T. ALLAIN HALL ROOM 222  
CONTACT: DEAN DONALD ANDREWS OR MRS. MARILYN DOHERTY  
225-921-3890 or 225-771-5191  
Email: mary.marshall@sus.edu  
College of Business Office 234 - T.T. Allain Hall

COURSE REGISTRATION:

Funded by: WINROCK INTERNATIONAL  
Sponsored by: b1 BANK FOUNDATION

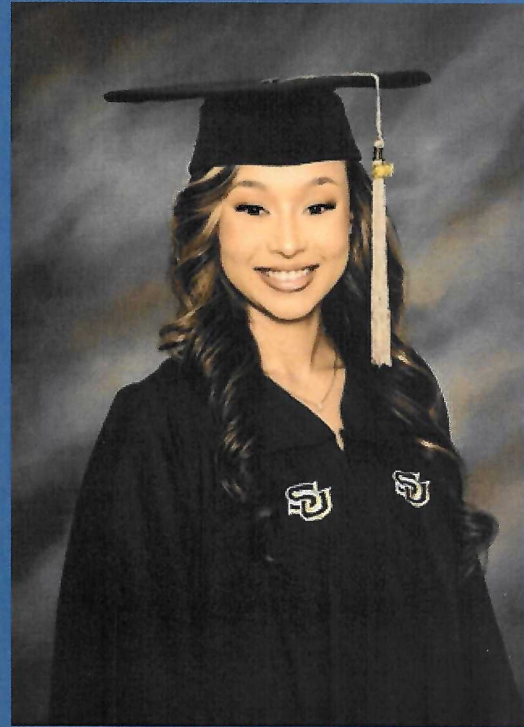
HYBRID OR IN PERSON (IN PERSON IS RECOMMENDED FOR HANDS-ON EXPERIENCE AND MENTORSHIP)

This eight-week course will be followed by a second all-expense paid, eight-week extended course opportunity schedule to start June 4, 2024. The webpage development course is a course designed to assist small business owners with developing a webpage to help grow their business.



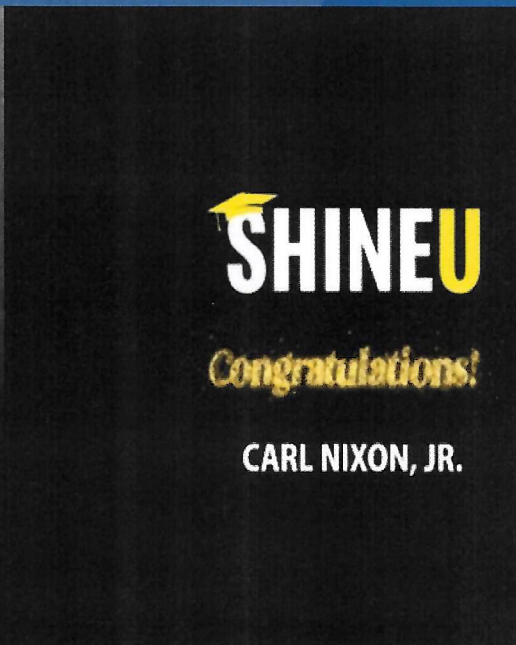
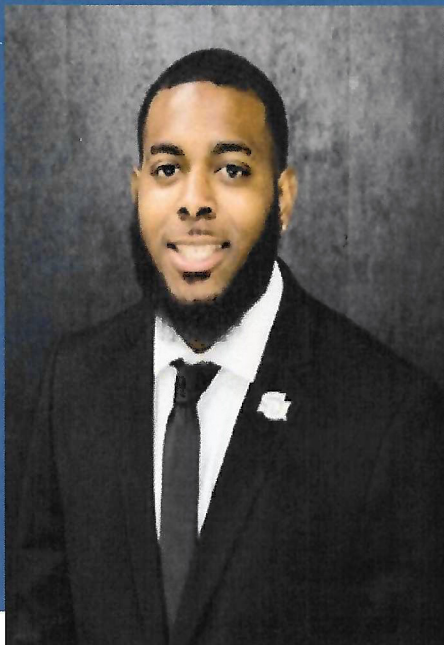
*Delaisha Davis*

Graduating senior, Delaisha Davis is headed to both New York, NY & London, UK to complete her fellowship in Property & Casualty Entertainment Insurance with Alliant Insurance Service before taking on a full-time role with the company. CONGRATULATION Delaisha!



*ShineU Intern*

Junior, marketing major Carl Nixon, Jr. accepted a Summer 2024 ShineU internship in Atlanta. Beginning June 10th, Carl will start an eight-week program where he will have the opportunity to gain business ownership experience, prepare for real world application, make a plan to improve company performance all while leveraging technology and developing himself professionally!





## International Business – Studying Abroad in Ghana

College of Business faculty, staff and students are visiting Ghana for two weeks studying international business with students at Kwame Nkrumah University of Science and Technology (KNUST). Not only do students gain knowledge of the socio-economic history of Ghana, but they acquire hands-on experiences in the communities through guided tours and interacting with the children and other residents.




**STUDY ABROAD 2024 GHANA AFRICA**

 <b>ACCRA</b> The capital and largest city of Ghana, located on the southern coast at the Gulf of Guinea, which is part of the Atlantic Ocean.	 <b>KUMASI</b> Is a city in the Ashanti Region, and is among the largest metropolitan areas in Ghana. Kumasi is located in a rain forest region near Lake Bosomtwe, and is among the largest metropolitan areas in Ghana.	 <b>CAPE COAST</b> is the capital of the Central Region, in southern Ghana. It's known for its role in the transatlantic slave trade.
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**Interested?**  
See Mrs. Marshall for Details

**COLLEGE OF BUSINESS**  
 The Study Abroad is tentatively scheduled for May 22-June 3, 2024. You must enroll in a Study Abroad class during Spring 2024 semester. The course will be Online starting in March during the 2nd 8th Weeks Session of COB Online Program.

**INTERNATIONAL BUSINESS?**  
 If you are interested in learning about international business, and going to a foreign country, the COB study Abroad 2024 will offer this.

 Must be a Junior, Senior or MBA Student in the College of Business to Apply.	A Study Abroad Fee is Required. Between \$500-\$1000.	<b>Deadline to Apply is January 26, 2024</b>
<a href="mailto:mary_marshall@sus.edu">mary_marshall@sus.edu</a>	257 T. T. Alvin Hall - 225-771-9923	

### Students Selected to Participate in Shell's Leadership Development Opportunity

**CONGRATULATIONS to Carlos Ragas, rising sophomore, Finance major and Chelsea Funchess, freshman, Marketing major!**

Freshmen and Sophomore students in Engineering and Business disciplines were invited to attend the Shell facilities at the Hancock Whitney Center, in New Orleans, Louisiana on July 25-27, 2024.

Student leaders will engage with Shell and partner organizations on leadership development, community engagement and other interactive experiences to increase their awareness about technical and business-related career opportunities in energy. Student leaders will have the opportunity to walk in the shoes of energy professionals in the workplace, as a company representative at an external event, and as a company volunteer serving the community with other colleagues.

Activities include:

- Shell Leadership and business development training (Hancock Whitney Center)
- Shell Representative at the National Urban League National Convention (Morial Convention Center)
- Shell Community Volunteer Project – New Orleans Back to School FEST (Xavier University)

Student travel arrangements will be coordinated by the university and funded through a grant from Shell. Each university may select up to four individuals to participate in the Summer Enrichment Experience. One campus liaison will also be funded to attend the program with the student leaders.



## ***Southern University Laboratory School (SULS) Newsletter***

Dear Southern University Staff:

As we bring another remarkable school year to a close, we want to extend our heartfelt thanks for your unwavering support and dedication to Southern University Laboratory School. Because of your assistance, we have achieved significant milestones that have positively impacted our students and community. Here are some of the accomplishments we were able to achieve together:

### **1. Increased School Performance Score:**

We are thrilled to announce that our School Performance Score increased by six points, allowing us to maintain our "B" rating. This improvement is a testament to our (SUS & SULS) collective hard work and commitment to academic excellence.

### **2. New Parking Lot:**

We successfully completed the parking lot for students, faculty, and staff. This project has greatly enhanced our campus infrastructure and provided a safer and more convenient environment for everyone.

### **3. New Financial System – Transact:**

We are initiating a new financial system called Transact, which enables parents to pay tuition online. This seamless system has simplified the tuition payment process and enhanced our financial management capabilities; thus, providing a better experience for your students.

### **4. Athletic Achievements:**

Our athletic teams had an outstanding year, securing championships in football, girls' basketball, and 5th, 7th, and 8th grade basketball. These victories highlight the dedication and talent of our students and coaches.

### **5. Partnership with Metro YMCA:**

We established a valuable partnership with the Metro YMCA to provide swim lessons for our students. This initiative not only promotes water safety but also equips our students with essential life skills. Kindergarten to 8th grade students were able to share in this experience.

These are just a few of the many successes we have achieved with your support. As we close this school year and begin preparations for the next, we will need your continued support to maximize learning opportunities and experiences for our students.

Thank you once again for your dedication and hard work. Together, we can continue to create a positive and enriching environment for all our students.

With gratitude,

*Herman R. Brister*

Herman R. Brister, Director  
Southern University Laboratory School  
129 Swan Avenue  
Baton Rouge, LA 70813



## *John B. Cade Library News – Spring 2024*

### ***Ribbon -Cutting Ceremony Held for Cade Library Patent and Trademark Resource Center***

Cade Library with support from the United States Patent and Trademark Office (USPTO) officially unveiled its Patent and Trademark Resource Center (PTRC) making it only the 2nd PTRC on an HBCU campus (Howard University was the first PTRC at an HBCU) and the 2nd PTRC established in Louisiana (LSU-Baton Rouge also is a designated PTRC). Patent and Trademark Resource Centers were authorized by 35 U.S.C. 12 to disseminate patent and trademark information and to support the diverse intellectual property needs of the public.

The ribbon-cutting ceremony featured a keynote address delivered by Deputy Commissioner for Patents, Valencia Martin Wallace and also featured informative panel discussions giving insight on intellectual property intricacies and providing training on patent and trademark searches. In attendance at the ribbon-cutting ceremony was City of Baton Rouge Mayor President Sharon Weston Broome, who underscored the significance of this collaboration between Southern University and the US Patent and Trademark Office in bolstering innovation and intellectual property resources within the local community.

"Being designated as a PTRC signifies more than a mere title; it heralds a multitude of benefits for our academic community," shared Cade Library Dean Dawn Kight. "We are poised to assist historically underserved communities in gaining greater access to the patent and trademark system, safeguarding their ideas, brands, and businesses."



Ribbon Cutting event at John B. Cade Library signifies official unveiling of the library as a Patent and Trademark Resource Center (PTRC). Pictured l to r: Marina Biragova, Executive Director and Supervising Attorney for the USPTO Clinic Certification Program at SU Law Center, Technology and Entrepreneurship Clinic; Carolyn Coleman, Member, EBR Metropolitan Council District 10; Sharon Weston Broome, Mayor-President, City of Baton Rouge; Valencia Martin Wallace, U.S. Deputy Commissioner for Patents; Maya Riley Banks, Cade Library PTRC Representative; Dawn V. Kight, Dean of Libraries; Hope Shimabuku, Regional Director Texas Regional USPTO, John Pierre, SUBR Chancellor, and Jalyn Harrison, SUBR engineering major.



## Baton Rouge Area Library Club Focuses on Artificial Intelligence

Cade Library's newest reference Librarian Quiana Wright attended the Baton Rouge Area Library Club meeting to discuss how Cade Librarians are addressing the use of artificial intelligence (AI) in teaching and learning at Southern University-Baton Rouge. Her presentation Embracing AI Advancements at John B. Cade Library discussed the importance of teaching students to use AI responsibly as a learning tool and not as a crutch. She also provided ways that Cade librarians are planning to infuse AI into research, services, and instructional practices. The group was featured in the Living Section of The Sunday Advocate on May 12, 2024, pictured below.



*Quiana Wright, Reference Librarian*

### Baton Rouge Area Library Club

On April 30, 37 members of the Baton Rouge Area Library Club met at the Goodwood Library to hear librarians from six types of libraries report on how librarians are addressing Artificial



Intelligence (AI) issues in their libraries. Shown are, from left, Karla Stewart (BRCC), Bryce Tomlin (EBR public), Aimee Self Pittman (LSU Law), Laura McAdams (BRCC), Patricia Arnold (co-convenor), Quiana Wright (Southern), Jamie Rivers (EBR schools), Barbara Wittkopf (co-convenor) and Michael Holt (LSU Main).  
PROVIDED PHOTO



## *Cade Library Celebrates Women's History Month*

Cade Library's *Champions of Equality* panel discussion was held Thursday, March 28 in celebration of Women's History Month. The event brought together a panel of advocates, leaders, and researchers to highlight issues surrounding diversity, inclusion, and women's empowerment. Library Dean Dawn V. Kight welcomed guests, Maya Riley Banks, head of public services at Cade Library, moderated the session and SU System Vice President for External Affairs and University Relations, Dr. Robyn Merrick provided closing remarks.

Panelists included Vanessa Caston Lafleur, Esq., LA State Representative; Barbara Carpenter, Ph.D., LA State Representative & Dean of International Studies at SUBR; Monica Guient, Ph.D., Associate Vice President for Institutional Engagement & Partnership at LSU; Kerii Landry Thomas, Esq., Associate Vice Chancellor of Equity, Inclusion & Title IX and Professor, SU Law Center; Charmaine Williams, Ph.D., Director of the Executive Ph.D. Program in Public Policy; Nina Donald, SUBR student and Library Advisory Council President; Jordan Williams, Miss Southern University; Kennedy Orr, SGA Vice President, SUBR; Gabrielle Stevens, President of the Association of Women Students, SUBR.



*Women's History Month participants pictured left to right Dawn V. Kight, Cade Library Dean; Vanessa Caston Lafleur, LA State Representative; Charmaine Williams, Director, Executive Ph.D. Program, Nelson Mandela College of Government and Social Sciences; Monica Guient, Associate Vice President for Institutional Engagement & Partnership at LSU-Baton Rouge; Jordan Williams, Miss Southern University; Kennedy Orr, SGA Vice President, SUBR; Gabrielle Stevens, President, Association of Women Students; Nina Donald, President, Cade Library Student Advisory Council; Barbara W. Carpenter, Dean of International Education and LA State Representative; and Maya Riley Banks, Cade Library.*





## *Cade Library Celebrates Women's History Month ~ Continued*

Throughout the event, the panelists shared personal stories highlighting the urgent need for action in advancing diversity and inclusion. Representative Barbara Carpenter recounted a powerful anecdote about her experience in the rotunda of the Louisiana Legislature during her first term of office and how there was no restroom for women at the time, emphasizing the necessity for women to break barriers and step into spaces traditionally dominated by men.

State Representative Vanessa Caston Lafleur passionately spoke about the importance of affordable education and the ongoing fight for equal rights and opportunities. She urged women to take charge, emphasizing the significance of political representation and the need to elect more women to decision-making positions.

Charmaine Williams of the Nelson Mandela College of Government and Social Sciences stressed the vital role of women's voices at the table, citing historical figures like Abigail Adams and advocating for increased representation in congressional and leadership roles, which was the basis of her dissertation research.

Monica Guient of LSU emphasized the importance of tangible action over mere lip service in promoting diversity and inclusion. She encouraged individuals to seek out allies and leverage collective power to drive meaningful change.

Kerii Landry Thomas of the SU Law Center echoed the call for action, emphasizing the necessity to move beyond rhetoric towards concrete steps and policies that foster diversity and inclusion.

Among the panelists, the voices of SUBR student participants resonated profoundly, shedding light on the unique challenges they faced on their journey to leadership within academia. Jordan Williams, embodying grace, and resilience as Miss Southern University, shared her personal triumphs and struggles, inspiring peers with her dedication to service and empowerment.

Kennedy Orr, the current Vice President of the Student Government Association (SGA), shared insights into navigating the complexities of student governance and advocating for meaningful change on campus.

Nina Donald, President of the Student Library Advisory Council, shared her journey of breaking barriers and fostering inclusivity within academic spaces. Gabrielle Stevens, President of the Association of Women Students (AWS), highlighted the importance of solidarity and collaboration in championing gender equality and amplifying women's voices. Their stories serve as powerful reminders of the transformative impact of student leadership and the collective power of young advocates driving change within our academic institutions. The event underscored the persistent challenges and barriers that women continue to face in various spheres of life. However, it also served as a rallying cry for collective action and advocacy, inspiring attendees to champion diversity, equality, and inclusion in their respective communities and beyond.

Women Who Advocate for Equity, Diversity and Inclusion was the National Women's History Month theme for 2024. According to the National Women's History Alliance, the theme recognizes women throughout the country who have taken the lead to show the importance of change and to establish firmer safeguards, practices, and legislation to eliminate bias and discrimination entirely from our lives and institutions.