

ACCOLADES

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Nakya Carter



Alaya Mack



Dr. Evingerlean D. Blakney



Presenters and event organizer



Business & Professional Studies Hosts Inaugural TEDx Event In Women's History Month

Showcasing Innovation, Inspiration, and HERstory

Celebrating innovation, the first-ever TEDx event at Shaw University was held during Women's History Month on March 24, 2024. TEDxShawUniversity showcased a diverse lineup of speakers, each offering unique insights, experiences, and rather than history, HERstory. Two speakers were current students who both embody academic excellence and ambition: Alaya Mack (junior, accounting major) and Nakya Carter (senior, business administration—management and mass communications major). Three local

businesswomen also spoke: Dr. Evingerlean D. Blakney, an alum who shared her journey from first-generation college graduate to influential entrepreneur; Cynthia Barnes, a trailblazer in redefining success within the sales industry; and Dr. Sarah Glova, educator and writer who provided insights into the science of goal setting.

Dean Lynette Wood expressed profound enthusiasm. "TEDxShawUniversity is not just an event. It is a testament to cultivating leaders who will drive positive change. The presenters were poised, polished, professional, powerful!"

Sponsored by Earfluence, a leading Raleigh-based podcasting company, the event, emceed by Carlina Shotwell, drew an enthusiastic audience consisting of students, faculty, staff, alumni, and members of the local community. All of the talks will be available as TEDx videos through the TED website.

As the program drew to a close, Sybil Stewart, adjunct business instructor and TEDxShawUniversity organizer, reflected on its significance. "TEDxShawUniversity highlights our commitment to innovation, diversity, and inclusive dialogue."

From the Dean

Winning the Race

Whether you are an introvert or an extrovert, a high achiever or an aspiring achiever, you can WIN THE RACE. What race am I referring to? The race of positive engagement. The race is to consistently outdo yourself in helping the people around you know that you genuinely care for them and want them to succeed. This lifetime commitment could be considered a CAREER not just a career. The emphasis is on CARE—it's so needed today!

In your CAREER, what will be the tale of your tape? Will it be "me first" or servant-leadership? What do you know about the people around you? How much do you care about their lives?

One of my mentors, Bernie Milano, a man of few but well-chosen words, is an example of winning the race. His focus on others is extraordinary. We met in 1994 and to my surprise, he already knew a lot about me. People talk. I'm glad to report that what he'd heard was positive. The magic is that he grabbed what he heard and took time from his busy schedule as a KPMG executive to learn of me and engage with me as if I were a close friend. His consistent mentoring, encouragement, and job recommendations have made a difference in my life. My CAREER goal is to outdo myself with care for all around me as Bernie did for me.

—Dr. Lynette Wood



ACCOLADES

The semiannual newsletter of the Shaw University School of Business & Professional Studies, presenting news and features illustrating the advancement of the mission and vision of the School.

FACULTY BULLETIN BOARD

Burney Earns DBA

DR. Cassandra Burney successfully defended her dissertation entitled, "The Perceptions of Interactional Justice and Psychosocial Mentorship in Developing Resilience for Women of Color in the Workplace." She completed her Doctor of Business Administration (DBA) at the University of North Carolina at Charlotte on December 4, 2023.

Dobson's Manuscript Published

Dr. Micah Dobson's manuscript entitled "Structuring after-school physical education programs that are engaging, diverse & inclusive" was published in the *International Journal of Physical Education, Sports & Health*.

Dobson's Chapter Proposal Is a Go

Dr. Micah Dobson's chapter, "Cultivating Cross-Disciplinary Thinking Through Service-Learning Pedagogy" will be included in the upcoming book, *Interdisciplinarity Excellence: Cultivating Skills and Strategies for a Dynamic World*.

Gargano Earns Ed.D.

On February 20, 2024, **DR. Matthew Gargano** successfully defended his dissertation entitled, "Persistence of First-Generation Black Male Students Attending Community College: A Qualitative Exploration." He completed his Ed.D. at the American College of Education.

Rawlings Publishes Two Research Articles

Professor Teah Rawlings had two articles published in scholarly journals: "Structuring after-school physical education programs that are engaging, diverse & inclusive" in *International Journal of Physical Education, Sports, and Health* and "An equity-focused approach to graduate student recruitment and retention" in *Kinesiology Review*.

Phillips Named Faculty Fellow

Dr. T. Nichole Phillips was selected as a 2024-2025 Howard University & PNC National Center for Entrepreneurship Faculty Fellow in support of the project, "Rhyme and Reason: Crafting a Blueprint for Entrepreneurship Program Success at HBCUs."

Introducing Our New Faculty Members!



◀ **Lionel Morgan**
Instructor
Computer Science

Lionel Morgan, a 2016 graduate of our computer science program, has returned "home" to serve his alma mater as an instructor in the Department of Computer Science. He earned an M.S. in Cyber Security Technology and has worked as a software engineer in companies such as tech giant, Infosys. Morgan, who has a passion for innovation, is committed to combining theory and practice in the classroom.

James Futrell ▶
Assistant Professor
Education and Child Development

James Futrell joins the Department of Education and Child Development as an Assistant Professor and Field Placement Coordinator, previously serving as an Adjunct Instructor. With an MSA in Educational Leadership and an M.Ed. in School Guidance and Counseling, he brings knowledge and experience to the department, focusing on empowering future educators with innovative teaching methodologies and culturally-responsive pedagogies.



The Numbers Tell the Story of Excellence

The School of Business & Professional Studies (SBPS) challenges its stakeholders to expect growth. The numbers show that growth is happening in satisfying ways. Excellence is more than a slogan. It takes a vision of where SBPS wants its faculty, students, and staff to be over time, and tenacity to overcome obstacles to fulfilling that vision. Above all, it takes relationships at every level to build a success orientation reflected in the numbers. Those numbers tell the story of the dogged quest for excellence happening each day at SBPS. Below are two promotional fliers showing growth in two departments. More growth ahead!

SHAW UNIVERSITY 1865
Department of Management & Accounting

Preparing a diverse student population for successful careers by integrating academic and experiential learning, strategic partnerships, and active civic engagement.

- 115%** Increase in accounting majors since 2019
- 25%** of accounting majors intern at the world's largest professional services firms.
- 80%** of faculty doctorately qualified

DEGREE PROGRAMS

- Business Administration: Management
- Accounting
- Recreation Management

Award-winning Faculty

- 90%** of students pass the IRS tax preparer certification test
- 100%** of students pass the Risk Management Association certification test
- 100%** online classes for adult learners
- 3** student professional organizations

INNOVATION & ENTREPRENEURSHIP CENTER
Increasing and improving small business ownership and addressing underemployment in minority communities. The Alpha entrepreneurship certification program provides training for aspiring and early-stage Black entrepreneurs in the Raleigh-Durham area (and beyond).

- \$25K** awarded to business plan pitch competition 1st place winner
- \$800K** received in entrepreneurship grants

Prof. LeVell Beckwith, Department Head
919.846.8818 | 919.218.1195
levbeckwith@shaw.edu

Excellence. Opportunity. This is Shaw U!

SHAW UNIVERSITY 1865
Department of Computer Science

become the premier destination for instruction in cybersecurity and computer science.

- 58%** increase in undergraduate student enrollment
- 129%** increase of enrolled women within department

One of the fastest growing departments on campus.

Degree Programs

- Computer Science
- Cyber Operations

- 11%** of students compete in competitions
- 11%** of students engage in research
- 14%** of students completed an internship

Center for Cybersecurity Education and Research
Increase minority representation in cybersecurity workforce through academic offerings, outreach activities, and research.

- 600+** More than 600 students have attended our outreach events.
- \$260K** Received more than \$260K in research expenditures.

www.shaw.edu
919.214.6683
lmes.bowen@shaw.edu

Excellence. Opportunity. This is Shaw U!



Shaw University Education faculty and NCTR team members model "working together works."

Education & Child Development Department Welcomes National Center for Teacher Residencies

The Department of Education and Child Development hosted the National Center for Teacher Residencies (NCTR) NC10 Cohort Institute on March 26. This daylong event highlighted projects and progression of the \$115,000 grant that was awarded to the department by NCTR in October 2023. Educators from HBCUs in surrounding areas also attended and contributed to a robust exchange of differing and shared perspectives.

The NCTR grant helps students majoring in Elementary Education, Birth-Kindergarten and Early Childhood Development with stipends for tuition. It also assists with mentorship and recruitment of new teacher education students. Department head and principal investigator for the grant, Dr. Lucy Wilson, was pleased that Shaw University was selected as the venue for the NCTR meeting.



Though flying is routine in many corporate jobs, students who have never traveled by plane often are very reluctant to do so. We encourage our future professionals not to limit themselves but to prepare for their careers by overcoming their flying anxiety early. Following is the experience of an accounting major who is off to a high-flying future.

"As I prepared for my journey to Orlando for the HBCU Dean's Summit at KPMG Lakehouse last summer, the prospect of flying

for the first time filled me with a sense of trepidation. Boarding the plane, my nerves were on edge, but as we soared through the skies, I found myself gradually overcoming my fear. By the time the flight was over, my apprehension was transformed into triumph. I arrived safely at my destination. This newfound confidence made me eagerly anticipate my second flight to the Talent Sync last October, feeling more at ease and ready to embrace the experience of flying once again."

—**Marquita Williams**
Junior, Accounting Major



SBPS Builds Strategic Connections Nationwide

The School of Business and Professional Studies and its departments are intensifying efforts to share good news with prospective students—close to home and across the country. In the fall, Dean Wood was a guest speaker for the South Garner High School National Honor Society. She also took the opportunity to personally connect with students and share business school swag. (top left photo)

During the fall and spring semesters, the Department of Computer Science had a full recruiting schedule – making at least 12 off-campus visits. Whether a meet-and-greet, a guest speaking engagement, or having a presence at a college/career fair, one thing was consistent: there was always high

energy. Pictured on the right is Dr. Nyteisha Bookert at a Southeast Raleigh Career Fair.

Dr. Matthew Gargano and his student assistants pulled out all the stops in organizing an unprecedented Rock Valley College visit to Shaw University and the Department of Management and Accounting (top right photo). On March 7, the group of 35 students and their chaperones traveled almost 1,000 miles from Rockford, IL, to Raleigh, NC, for the all-day experience—planned just for them. The collaboration and cooperation exceeded expectations. Presenters were polished, passionate, warm, and welcoming—conveying the best of Shaw U. Many of the visiting students expressed interest in



transferring to Shaw University after they complete their community college degree.

The Department of Education and Child Development is also on the move, making connections at local career fairs and recruiting events.

Rain Couldn't Dampen Spirits at Cancer Awareness 5K

Thanks to the Shaw University family and friends who made our 3rd Annual Cancer Awareness 5K Run/Walk so special.

Forecasted rain caused the event planners to make a fast pivot the day before the March 27 event, but we all landed on our feet. The on-campus activities were moved indoors to the C. C. Spaulding Gymnasium. The abundance of love was not only in the gym, but also around the campus, the country, and as far away as Japan. Close to 600 individuals registered to walk/run this year (consistent with 2023).



The spirit was soooooo enthusiastically positive!! I HAD FUN and walked/jogged 10K, and left energized!!!!
—Lynette Wood

SEE VIDEO



INNOVATION & ENTREPRENEURSHIP CENTER



IEC Gets In On the Ground Floor of Success

From a flooded storage area to a modern workspace—the ground floor of Tupper Hall is now home to the Innovation & Entrepreneurship Center (IEC). The center serves as the hub for its key programs: BIG, MOVE, and SparkPlug.

A collaboration space, conference room, three faculty offices, and a reception area are housed in the newly-renovated space. Furnishings and decor items, intentionally selected to be welcoming and energizing, create an inviting environment for entrepreneurship activities.

BearsTank and IdeasFest

On November 16, 2023, the IEC hosted its annual BearsTank Business Plan Showcase along with the first annual IdeasFest Competition. Developed by Professor Hanif Omar, BearsTank is the culminating project for students enrolled in the ENT 301 Entrepreneurship course. Seven students presented business plans representing ventures including real estate investment, accounting consulting, and logistics.

IdeasFest provides students with a budding business idea the opportunity to pitch it to a panel of judges to receive feedback on its feasibility and guidance on development. IdeasFest featured five student participants pitching ideas

including wellness journals, healthy vending machines, and headphones designed for mental health.

We congratulate Troyawanee Davis, winner of IdeasFest, for her car seat assistive technology and Messiah Davis, winner of the “Fan Favorite” award for his health care transportation venture.

HBCU-Start

In January 2024, Innovation and Entrepreneurship Club VP Louichard Benjamin and member Alaya Mack were selected to attend the HBCU-Start@MiamiHerbert program, a residential program for aspiring entrepreneurs from

underrepresented groups from HBCUs and Caribbean schools and universities. Benjamin and Mack were among 18 students who were immersed in the University of Miami’s entrepreneurial ecosystem, receiving training from leading entrepreneurship faculty and successful entrepreneurs.

The program concluded with Team Pitch, a pitch competition where teams of participants presented a business plan for cash prizes. Louichard Benjamin’s team placed first in the competition, and Alaya Mack’s team placed second. Congratulations to them both!



(L) Troyawanee Davis, IdeasFest winner, and (R) Messiah Davis, “Fan Favorite” award winner.

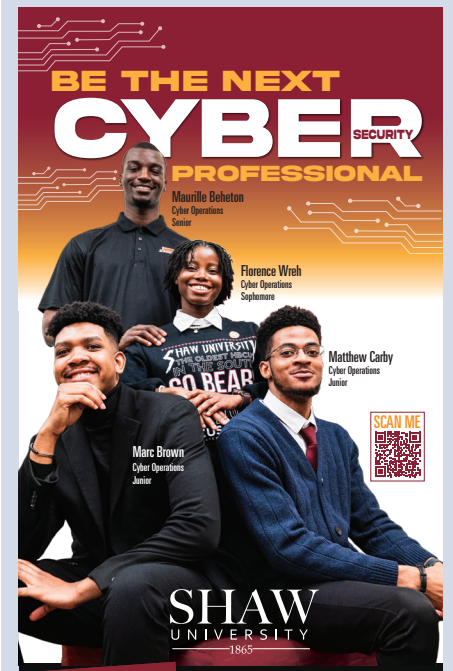


Cyber Lab Is Live

In Fall 2022, Shaw University launched a B.S. in Cyber Operations degree program focused on ethical hacking, malware analysis, and networking. As a result, the university became one of two Historically Black Colleges or Universities (HBCUs) nationwide and one of two universities in North Carolina with an offensive cybersecurity program. The Center for Cybersecurity Education and Research (C-CER) was also launched to increase minority representation in cybersecurity through academic offerings, outreach activities, and research.

In building the degree program and the

center, initial challenges included obtaining computer equipment with the capabilities of running sophisticated computer environments and algorithms, such as multiple virtual machines and machine learning algorithms. External grant funding provided physical equipment through the establishment of a security operations center (SOC) lab and a general study computer lab with similar capabilities. The SOC Lab (pictured above) has been used by students to participate in the National Collegiate Cybersecurity Competition. Students also use the lab as part of the Cy(Bear)security Research Group which focuses on Internet of Things (IoT) security using Artificial Immune Systems and Machine Learning.



As recruitment efforts ramp up, Computer Science is rolling out a variety of attention-grabbing tools designed to keep potential students focused on important opportunities for their futures. From banners and a booklet to a convention tent and wall wrap, the department makes a bold statement (in English and in Spanish).



Edge to Cloud Learning Experience Works

On February 29, eight Shaw University students were invited to participate in the Red Hat Edge to Cloud Learning Experience. For this workshop, students used a Red Hat-provided cloud development environment to write a Python microservice that interacts with other microservices. They also developed using Python programming to connect to remote services and query traffic data with credentials provided during the event.



Tax Class Yields IRS Certifications

As April 15 — the deadline for filing income taxes — approaches, many students in the Department of Management and Accounting don't sweat that because most of them emerge from their course of study having passed the Internal Revenue Service's test to become certified tax preparers.

In fact, during February, March and April, a team of students prepared 2023 income tax returns for taxpayers in the community as volunteers at Shaw University's official Volunteer Income Tax Assistance (VITA) site. VITA is an IRS initiative supporting free tax preparation for underserved individuals. "Some clients have had their taxes prepared by our students three years in a row. That trust says a lot," said Dean Wood. "Though the curriculum is rigorous, this department consistently houses the largest major at the university. The faculty in that area are committed to preparing students for successful careers, consistent with the mission of the business school."

Dr. Cassandra Burney teaches the tax course and coordinates the VITA site. She recognizes that the required class is feared by many students but is very pleased that semester after semester, a high percentage of students not only pass the course but also earn the IRS VITA certification. This achievement is not by accident. The instructional approach was modified in 2020, and the results speak for themselves.

"The students participating in the VITA



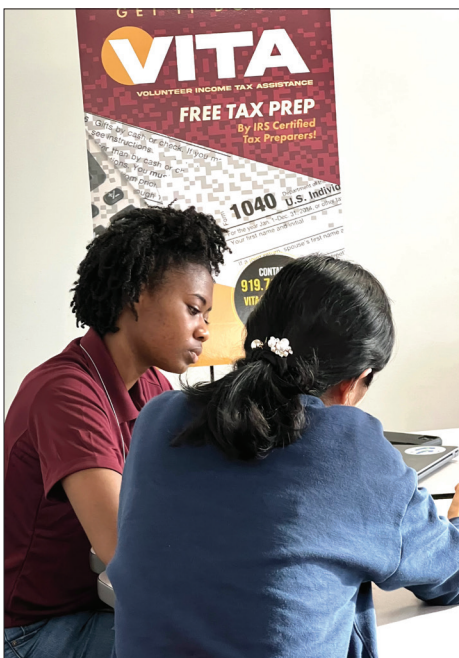
A student team collaborates in the spring 2024 tax class.

program have three certifications: the standard of conduct, quality review and the basic level, which covers tax topics such as deductions, credits, retirement income and investment income," Burney said. "Their commitment to accuracy and attention to detail is truly impressive, ensuring that each client receives the best possible service. The VITA program not only benefits those receiving assistance but also provides valuable real-world experience for the students involved."

Shaw University junior Janiyah Hagood, who is majoring in business administration-management, said, "Obtaining the VITA certification has

impacted me by allowing me to be exposed to and explore the opportunities in the tax accounting profession. It has helped me grow as a young woman in the professional and real world."

The department's faculty combine academic and experiential learning with strategic partnerships and active civic engagement. In addition, "They regularly go outside of the classroom and office to connect with their students," Wood said. "The sacrifice is resulting in more competent and confident business majors who are securing coveted, high-paying internships at some of the largest firms in the world."



Janiyah Hagood confers with a tax client.



Shaw University VITA volunteers stand ready to serve.



Internships*

Fall 2023

Eduardo Pires do Prado Valenca,
Computer Science
Ennov Solutions

Summer 2024

Marc Brown, Cyber Operations
Red Hat

Matthew Carby, Cyber Operations
Google

Amari Earl, Accounting; Computer Science
Deloitte

Isaiah Johnson, Cyber Operations
Red Hat

Carmen Kebe, Accounting
EY

Cameron Kelly, Cyber Operations
Red Hat

Alaya Mack, Accounting
Deloitte

Imani Norton, Accounting
KPMG

Carl Powell, Computer Science
SAS

Hailey Purdom, Computer Science
Schneider Electric

Brooke Smith, Accounting
Deloitte

Marquita Williams, Accounting
KPMG

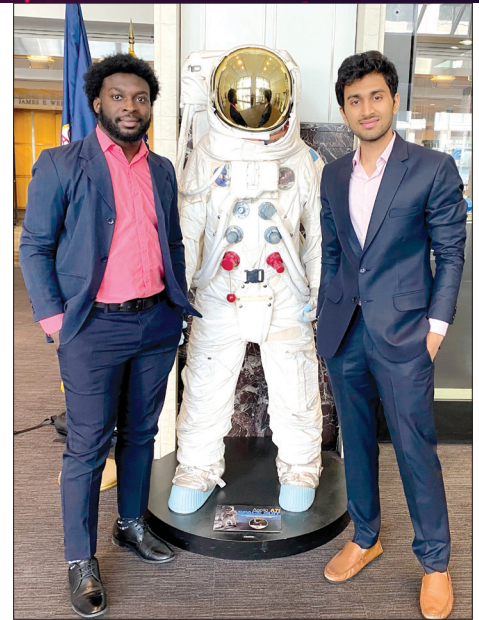
*As of press date, March 31, 2024

New Jobs

Mariah Holder, Computer Science
Red Hat

Corporate Connection

Business administration major, **Kristian Lyons**, provides the welcome at Martin Marietta's on-campus Lunch and Learn attended by 30 students plus faculty on March 26. He represented the School of Business and Professional Studies well. Martin Marietta has been a strong and valued supporter of our business school for several years.



Taking Entrepreneurship and Technology to New Heights

Team HorizonForce, consisting of **Elikem Des Amekudi '23** (left) and Jay Desai (right), was one of three \$100,000 winning teams in NASA's Wildfire Climate Tech Challenge. CONGRATULATIONS to Elikem, one of the School of Business and Professional Studies' rising alumni stars. He is currently completing his master's degree in Information Technology at North Carolina Agricultural and Technical State University.

THE SCHOOL OF BUSINESS & PROFESSIONAL STUDIES CONGRATULATES

THE
2023
ACC241
ACCOUNTING

HIGH
ACHIEVERS

Gail Arrington
Deneatra Barfield
Alison Barreno Campana
Christopher Brown
Kareem Butler
Shonda Cameron
Alliyah Chaplin
Jamhad Clark
Jean Jacques Craane
Kobie Day
Al-Asia Dickens

Erica Early
Lojain Elfatairy
Kendra Frierson
Agustin Gastaldi Olazaguirre
Lorena Gonzalez
Anaya Jones
Adereyan Martin
Elijah McDonald
Freddy Mejia-Vega
Matthew Mensia
Patrick Ndaye

Imani Norton
Shynasti Parker
Zaniyyah Ross-Barnes
Calique Simon
Brooke Smith
Erica Smith
Tamar VanDerVeer
Amiri Waddell
Christopher Wilson
Ashanti Wright
Keyon Wright