

AGCOLLADES

- *SBPS Hosts Extreme Makeover*
- *Endowed Scholarship Builds Connections*
- *Donors Recognized*
- *Students Suggest Love*
- *SBPS Team Members Win National Awards*

**MARTIN MARIETTA
SHAW UNIVERSITY**

ROCKSTARS

Learning outside the classroom was literally OUTSIDE for Shaw University business students who visited the Martin Marietta Garner, NC production site in April. We acknowledge and thank the Raleigh-headquartered Fortune 500 company for sponsoring the unique educational excursion. Shaw Bears learned a lot from the plant manager, Jason Gilmore, about the aggregate production process and had a BLAST. Now the rest of the story . . . The student organization, Shaw Business Society (SBS), partnered with the multi-billion-dollar business, Martin Marietta, to deliver a dynamic triple-header series for our students. Stanley Stiles, Martin Marietta Senior University Relations and Early Career Specialist, Dr. Matthew Gargano, assistant professor of business management, and Kristian Lyons, SBS President, worked collaboratively and strategically to provide our business students with a unique and engaging experience. The trio event launched with Stiles and his team as guest speakers in two sections of BUS 204 Principles of Business, followed approximately two weeks later by a dynamic lunch and learn generously provided by Martin Marietta and topped off with a historic visit to the company's rock quarry in Garner, NC.



It was a gulp of learning on the rocks as Martin Marietta staff provided Shaw U students an amazing view of the aggregate world during their spring tour.

All three events were well attended, with standing room only for the lunch and learn. This synergistic series drilled deep into the classroom environment and experiential learning, breaking through to a new level of priceless paydirt! We look forward to

further cultivating our very cherished relationship with Martin Marietta as we continue to break new ground.

From the Dean

Excellence Is Our Norm

At the end of this semester, I will have completed five years as the dean of the School of Business and Professional Studies (SBPS). On Day 1, I shared with our faculty and staff that I envisioned us being a unit “where excellence is the norm”.

So how was this accomplished? Collaboration, commitment, conscientiousness, and caring—from the internal dream team as well as our dedicated external partners. I

express appreciation to all, but I want to especially acknowledge Don Wood (Wood Communications) and Tim Catlett (Progressive Business Solutions) who **donated** high-quality design and superior printing for each of the nine issues of *Accolades*. [See for yourselves: *Scan or click the QR code.*] They got the memo. They understood the assignment. They share the SBPS vision and have helped us build dynamic futures—one student at a time.

This is hard but rewarding work. Thankfully, our team never shies away from hard work because the mission is in our hearts. We live and work by the biblical principle, whatsoever thy hand findeth to do, do it with thy might . . . in excellence.

—Dr. Lynette Wood



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

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 Receives IRS Recognition

The Internal Revenue Service had the highest commendations for Dr. Cassandra Burney who organized and coordinated the Shaw University student-staffed Volunteer Income Tax Assistance (VITA) site. Their regional coordinators affirmed it as a model site and were thrilled at the growth of the program under her leadership. The impact of this community-focused initiative was outstanding!

Dobson Expands Scholarly Service

Dr. Micah Dobson added dissertation committee member for the United States Sports Academy to his list of scholarly activities. He also served as a Presentation and Research Abstract Reviewer for 2025 SHAPE America (Baltimore).

Graham Earns Doctorate

On May 8, 2024, Dr. Rasheed Graham successfully defended his dissertation titled, “Reducing recidivism utilizing andragogical methods of teaching.” He completed his Ed.D in Organizational Change and Leadership at the University of Southern California.

Dobson Runs the Presses

Dr. Micah Dobson, Recreation Management program coordinator, knows what busy means and has the publications to prove it! The presses are smoking with his work as Dobson makes a strong impact in his field. Here's a rundown of his many projects since the last *Accolades* (March 2024). According to Dr. Dobson, “There's more coming.”



Books (Single author):

- *Developing Inclusive Physical Education Programs in the 21st Century*; Undergraduate textbook expected Fall 2025 (Routledge)
- *The Lasting Impact of Hip Hop on Millennial and Gen-Z Movements: Exploring the Convergence of Sports, Recreation, and Entertainment in Promoting Social Change*; Handbook expected Fall 2025 (Routledge)

Book Chapters:

- Book title: *Football Politics and Cultural Production in Africa: Issues and Discourse*. Dobson chapter: “African Footballers and Their Role in Community Development and Cultural Activism.” Publisher: Palgrave Macmillan, Spring 2025
- Book title: *Criminology, Leisure and Sport: Interdisciplinary Perspectives*

Dobson chapter: “The Adverse Impact of Hate Crimes on Athletes.”

Publisher: Routledge, Spring 2025

- Book title: *Human Behavior Theories and Models: An Anti-Racist and Anti-Oppressive Approach for Empowerment Practice*.

Dobson chapter: “Leveraging Recreation and Leisure Activities for Psychosocial Rehabilitation: An Anti-Racist and Anti-Oppressive Approach for Underrepresented Youth and Teens.”

Publisher: Cognella Publishing, Spring 2025

- Book title: *The Handbook for the Geographies of Race, A Multidisciplinary Global Perspective*

Dobson chapter: “The Reconstruction of North Carolina’s capital city: A deeper dive into gentrification through tourism”

Publisher: Routledge, Spring 2025

Papers:

- “The Promotion of Diversity and Inclusion in Olympic Games: An Intersection Between Future Opportunities and Career Experiences for HBCU Student-Athletes.” *Event Management Journal*, Spring 2025
- “The Dark Legacy of Discrimination at Bank of America Stadium: Uncovering the Carolina Panthers’ Troubled Racial History.” *Journal of Sport & Tourism*, Spring 2025

SCHOOL OF BUSINESS & PROFESSIONAL STUDIES

Business Administration - Management
Accounting
Computer Science
Cyber Operations
Recreation Management
Education & Child Development

From the Dean



DR. NYTEISHA BOOKERT

Dr. Nyteisha Bookert, Assistant Professor of Computer Science and Cyber Operations Program Coordinator, has been awarded a **\$450,000 grant from the National Science Foundation** to support a groundbreaking project titled “Research Initiation Award: Investigating Disparities Among Smart Technology Privacy Studies.” The grant will enable her to conduct a comprehensive evaluation of the current state of smart technology privacy studies and explore potential disparities within the field.

The project aims to assess whether certain device types or demographic groups—including race, ethnicity, gender, and age—are underrepresented in existing smart technology privacy research.



TEAH RAWLINGS

The National Recreation and Parks Ethnic Minority Society selected Teah Rawlings, Recreation Management instructor, as the recipient of their **Young Professional Award** this year! This award recognizes an individual who displays distinctive leadership in promotion, organization and development of pioneer-type activity in the field of parks and recreation.

Award Winners

DR. CASSANDRA BURNEY

Adapted from Shaw University News

The National Association of Black Accountants distinguished assistant professor Cassandra E. Burney, DBA, with the **Kenneth Drummond Community Service Award** during its annual convention in June. Among the award's criteria is nominees having held leadership positions in community organizations and mentored young people for at least two years, something Dr. Burney does through training Shaw University students to become certified tax preparers. She is site coordinator for the Internal Revenue Service's Volunteer Income Tax Assistance (VITA) program housed at the university. VITA offers help at no charge to individuals—generally those with lower incomes or disabilities - needing assistance preparing their tax returns. “I am truly honored to

have received this recognition and am excited to continue my work in serving the community,” Dr. Burney said. Dr. Burney teaches accounting in the School of Business and Professional Studies.



DR. LYNETTE WOOD

Adapted from Shaw University News

The National Association of Black Accountants singled out Dean Lynette Wood, Ph.D., CPA with the **Earl S. Biggett National Achievement in Education Award** during its annual convention in Las Vegas in June. The award acknowledges her excellence, dedication and leadership within the field of accounting education.

Students are emerging from Shaw University’s business school as certified

tax preparers and securing high-level internships at top firms including Deloitte, EY and KPMG. It’s a byproduct of the structure Wood has established. That structure includes academic freedom, which resulted in TEDxShawUniversity, an inaugural event and just the second time a historically Black university hosted a TEDx stage.



Dr. James Brown (back row left) joins with government and university leaders to discuss Artificial Intelligence and Cybersecurity.

Computer Science Chair Shares Insights with Government and Area University Officials at Roundtable Forum

On September 5, Dr. James Brown participated in the Artificial Intelligence & Cybersecurity Roundtable discussion hosted by U.S. Representative Debra Ross (D-NC) in partnership with Reps. Valerie Foushee (D-NC) and Ted Lieu (D-CA). In attendance were representatives from the

State of North Carolina, Duke University Engineering, UNC Chapel Hill Informatics and Data Science, Wake Tech IT Programs, and North Carolina Central University cybersecurity.

The panelists discussed the impact artificial intelligence is having and

will have on cybersecurity and how government can assist with challenges. Dr. Brown emphasized the importance of proper training and awareness of technology for minority and under-resourced communities.

Child Development Center: Growing Kids Growing Good Things

The Shaw University Child Development Center (CDC) is collaborating with North Carolina State University's (NCSU) Natural Learning Initiative to design and implement an outdoor space that promotes a variety of natural outdoor learning experiences for the CDC students. The Center is also partnering with the Wake County Smart Start-Preventing Obesity by Design program to support the gardening grant and offer cooking classes for the families and students. The Center is now developing plans to provide children and families healthy, nutritious meals and daily physical activity that they can enjoy without being overwhelmed by other learning activities.

This summer, interns from NCSU and the University of North Carolina facilitated hands-on cooking activities with the CDC students. The children were able to eat cucumber sandwiches and pesto (with French bread) which they made from produce they planted and grew.



Children at the Child Development Center display their gardening handiwork in raised garden beds.

Fun Day Brings Out the Cool at the School

GO BIG OR GO HOME!!! That was the challenge that students and faculty took on in the first-ever School of Business and Professional Studies (SBPS) Extreme Makeover where students impersonated the faculty look and vice versa. The two-day event, held in March, captured university-wide attention.

Though not eligible to enter the competition, Dean Wood led by example. Many times university administrators, faculty, staff, and students mistook her for a student.

Kudos to the students who displayed their polished and professional professor attire and to the faculty and staff who stepped outside of their comfort zones to join in the fun. There were lots of laughs as the SBPS family created great memories.



(top) The SBPS Fun Day Extreme Makeover winners were a formidable group. (left) Dean Lynette Wood went all out for her student impersonation. (right) There were many laughs following a university-wide faculty meeting.

WINNERS

	FEMALE WINNERS	MALE WINNERS	FEMALE WINNERS	MALE WINNERS
1ST PLACE	 Nakya Carter	 Kristian Lyons	 Dr. Nyteisha Bookert	 Dr. Matthew Gargano
2ND PLACE	 Marquita Williams	 Keyon Wright	 Dr. Betty Liberman	 Prof. Rasheed Graham
3RD PLACE	 Rita James	 Jaden Best		

SBPS FUN DAY EXTREME MAKEOVER 2024

"This was one of the craziest things I've ever done. No, I wasn't having a post-midlife crisis. It's about fostering a collegial culture, which is good for teaching and learning."

—Dr. Lynette Wood





Dwayne Fraser shares insights from his banking career and ignites participant discussions to generate interest in banking among SBPS students.

Banking Lunch & Learn Deposits Clarity and Career Ideas for the Future

Often students know the feeling all too well of needing grants, loans, and other forms of financial support to cover the costs of college. Those taking Dr. Cassandra Burney's Credit Essentials Certificate class are experiencing what it's like on the other side—as a banker deciding whether to make a loan to a business. The class features real-world bankers as guest lecturers. In August 2024, one of those, Dwayne Fraser of First National Bank, led a spirited interactive lunch and learn discussion on his personal and professional journey to becoming a leader at First National, while overcoming obstacles including race and nationality. It was interesting and informative, and only one example of the type of learning experience students get in this course.



Donors Meet Business Scholarship Recipient

It takes a village to accomplish many things, including completing college with minimal debt. Thanks to external supporters who invest in the future through scholarship funding, this goal may be realized. We salute the William Pretty, Jr., family for their commitment to building bright futures for students majoring in business. Marquita Williams, senior accounting and business management major, applied for the William Pretty, Jr. Scholarship in the spring and was awarded \$8,000 for 2024-2025. She will graduate in May 2025, debt free.



(l-r) William Pretty, Jr. Scholarship recipient, Marquita Williams; SBPS Dean, Dr. Lynette Wood; Pretty family members, Reginald Pretty, Mrs. Mildred Pretty, and Furney Pretty.

The endowed scholarship from the Pretty family is named in honor of William Pretty, Jr., ('66) who served on the Shaw University Board of Trustees. His family recounted how strong his passion for Shaw University was. He met his wife, Mildred, in 1962 at Shaw University, and she and their sons, Reginald and Furney, are delighted to

keep his legacy and commitment to Shaw University alive and productive. New or current students attending Shaw University and pursuing a degree in the

"My Pops was a HUGE fan of and supporter of Shaw U."
—Reginald Pretty

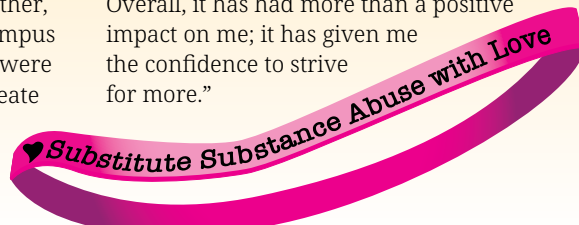
field of business are eligible to apply. The Financial Aid office can provide details to initiate the application process.



Business Students Offer Perfect Substitute

As part of an experiential learning project in Dr. Matthew Gargano's Spring 2024 BUS 204 (Principles of Business) course, a group of students, Malakai Jones, Adereyan Martin, Dakoryia Stubblefield, and Timothy Navez, developed a fresh idea of spreading the word to the Shaw Campus community about healthy alternatives to drug use. Their innovative "Substitute Substance Abuse with Love" project profoundly impacted each other, their classmates, and the general campus student community. These scholars were all in as they worked tirelessly to create informative brochures, stand-out wristbands, and an event held

in the Willie E. Gary lobby. Their table was well-visited by curious students seeking more wholesome ways, means, and strategies to mitigate and manage stress factors. Timothy Navez, one of the BUS 204 student curators, said of his experience, "Our project was a great learning experience that gave my group and me an opportunity to strive for something bigger than ourselves. Overall, it has had more than a positive impact on me; it has given me the confidence to strive for more."



Shaw U Entrepreneur Wins \$10k



(above) Nakya Carter celebrates her trophy and check. (right) She shows the award winning journal product.

Nakya Carter, a Spring 2024 *summa cum laude* business management and mass communications graduate, took home 2nd place in the Wake Tech Entrepreneurship Accelerator Program in May. Carter was awarded \$10,000 to support her business, Human Journal, a service and product dedicated to wellness and mental health.

The Shaw University Innovation and Entrepreneurship Center supports opportunities like this, giving students access to mentors, resources, and start-up kits to ultimately develop a business that flourishes. With the help of Dr. T. Nichole Phillips fueling and guiding students such as Carter, aspiring entrepreneurs can make their dreams a reality.

Carter plans to continue to grow her business and target college students all over to create awareness of their health and wellness. To support her initiative, follow her business page: @yourhumanjournal.



Great Help Is Hard to Find, but We Have It!

Administrative Professionals are celebrated every April, but in SBPS we are thankful for the dedicated service of Ms. Vicki Spears every day. Her passion for students cannot be rivaled. Kudos to this seasoned, innovative, highly qualified, and loyal SBPS staff member who has served her alma mater, Shaw U, for almost 20 years.



Membership is the first step in the process of seeking accreditation. This step demonstrates the commitment of the University to invest in this coveted accreditation.



New Jobs

Jerry Cota ('24), Recreation Management
Lehi City Recreation Department

Paige Ellis ('24), Recreation Management
Milwaukee, WI Recreation

Leadership Conference

*HBCU Business Deans Student Summit
June 2024*

Christopher Brown, Accounting

Janiyah Hagood, Management

Kiohra Shropshire, Management

Graduate School

Maurille Beheton ('24)
North Carolina A&T State University
M.S. in Computer Science with a concentration
in Cybersecurity

Full scholarship from the National Science
Foundation.

Beheton Makes History



Maurille Beheton ('24), *summa cum laude*, is the first student to complete a B.S. degree in Cyber Operations at Shaw University.

SBPS
SCHOOL OF BUSINESS & PROFESSIONAL STUDIES



**Building
Dynamic Futures
One Student
at a Time**

SBPS Donors 2023-2024

Contributions received July 1, 2023-June 30, 2024.

Contributions reported annually. Primary source of data: Office of Institutional Advancement.

**THANK!
YOU!**

PATRON

\$100-\$499

- Seth Klayman
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- Dr. Lynette Wood

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