

April/May 2013

THE LINCOLN REVIEW

A Newsletter Advancing the Legacy of Excellence

Main Campus - University City - Coatesville - Abroad

1854



New Coatesville Satellite Campus First For City

Offering Traditional & Accelerated Undergraduate / Graduate Business Programs

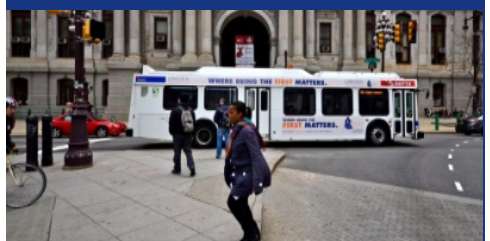
The city of Coatesville will officially have its first university when The Lincoln University – Coatesville begins classes Fall 2013.

In March, the Middle States Commission on Higher Education approved the University’s plan to establish a satellite campus at the former Gordon Education Center at 351 Kersey Street. Initially courses will be offered during the evenings and weekends and as enrollment grows classes will move toward traditional as well as accelerated undergraduate and graduate degree Business programs.

“Once again, The Lincoln University claims another first with its expansion to the city of Coatesville,” said Dr. Robert R. Jennings, university president. “The Lincoln University –Coatesville offers a great and convenient opportunity for a working adult, veteran or any other student who has already obtained an associate’s or bachelor’s degree in Business and wishes to further his or her professional career with an advanced degree.”

Interested students should contact Mrs. Erika Davis at (484) 365-7207 for undergraduate admissions and Ms. Stephanie Gibbs for graduate admissions at (215) 590-8233.

We’re Moving, Forward That Is...



In March, The Lincoln University launched it’s first-ever transit advertising campaign with interior and exterior advertising on more than 250 Septa buses in Philadelphia. The Philadelphia transit advertisements, part of the comprehensive ‘Where Being The First Matters.’ campaign, runs for 10 weeks.

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Bet's Cousin Jeff And Other Hall Of Fame Lecture Panelists Challenge Students On Lifestyles & Future

BET's Jeff (Cousin Jeff) Johnson and a panel of experts challenged students to lead healthy lifestyles, avoid dating violence and develop entrepreneurial mindsets during the National Black College Alumni Hall of Fame Foundation, Inc.'s 2013 Legacy Lecture Series on Thursday, March 21 at the International Cultural Center (ICC).

The series, whose Lincoln theme is "Educating Student Leaders To Be Healthy, Wealthy And Wise," was underwritten by Wells Fargo, Delta Airlines, the Hall of Fame, Substance Abuse and Mental Health Services Administration (SAMHSA) and the University.



Cousin Jeff

According to the Hall of Fame Foundation's website, Legacy Lecture Series, whose impetus is to position students for leadership roles in society through education and mentoring, is designed to equip and empower students to overcome the economic, social cultural and political challenges of today, and to re-shape the fabric of America as they step into tomorrow. The Series is presented on various HBCU campuses throughout the academic year.

To date, the Hall of Fame has held its lecture series at Texas Southern in February, and had a third lecture scheduled at Virginia Union on April 17. At each event, cash prizes are awarded to students and a student group in attendance, including a \$250 book voucher and \$500 prize for the student organization with the most present.

Other Lincoln event panelists included Thomas W. Dortch, Jr., Hall of Fame Chairman of the Board, Jasmine Matthews, Miss Hall of Fame, Shannon Taitt, SAMHSA, and Sonya Dukes, Senior Vice President, Wells Fargo. Johnson served as moderator. Whether it's food or alcohol, Taitt added that students typically overindulge on college campuses due to peer pressure and stress, making education and moderation key.

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(Seated from right to left) Dortch, Taitt, Matthews, Dukes and Riggs.

"We need to dispel the myth that alcohol or drugs gives you a certain attitude or certain swag," Taitt said. "We need to focus on self-esteem."

And lack of self-esteem is what often drives dating violence, promiscuity, STDs and unplanned pregnancies," the panelists agreed.

"Taitt explained that students needed to be "real" about what role drugs and alcohol play in their decisions and relationships. Johnson and others referenced the Steubenville, Ohio rape trial involving a drunken 16-year-old and two high school football players, and how young men need to police each other's behavior and how women must come forward about abuse. "We need to have our own conversations about what manhood looks like," Johnson said. "Where were the brothers that held these young men accountable?"

Dortch, the chairman and CEO of TWD, Inc. and a successful entrepreneur, also encouraged students to prepare for entrepreneurship regardless of their professions, by taking a business or marketing elective course, gaining experience, even unpaid, and ensuring that they possess integrity. "You'll never be paid what you're worth working for someone else," Dortch said. "They'll love you. They'll praise you, but they won't pay you."

New Faces at Lincoln



Cheryl Thomas
Vice President
Institutional Advancement
Start Date: 2/1/13



Dr. Michael Ayewoh
Assistant Vice President
Research & Sponsored Programs
Start Date: 1/7/13

What's In A Name?

Refining The Brand As 'The Lincoln University'

The nation's first Lincoln University hopes to end the confusion between that other institution in Missouri and those abroad as well as reclaim its former prestige with three simple letters.

The Office of Communications and Public Relations, in conjunction with the Office of the President, has officially refined the university's brand as 'The Lincoln University' and renamed The Graduate Center, 'The Lincoln University - University City.'

"We are the first Lincoln, the premier institution with the storied past and the unparalleled list of firsts among HBCUs and many other universities," said Dr. Robert R. Jennings, president of The Lincoln University. "We need to always be moving in that direction in all that we say and do to support those contentions."

The effort, part of the university's first-ever comprehensive, strategic communications and public relations plan, which is designed to increase name recognition and enhance the university's

public image and perception. Over the years, the university and the media have frequently listed the institution's name inconsistently as 'Lincoln University,' 'Lincoln University of Pennsylvania,' and 'Lincoln University of the Commonwealth System.'

The newly-approved satellite campus in Coatesville will also follow the same name protocol as 'The Lincoln University - Coatesville' when classes begin this fall.



Younger Students?

Local Tiger and Cub Scouts Visit Lion-Media to explore broadcast careers in February.



Arthur Hall Collection To Be Housed At New Art Museum

Former students of the Arthur Hall Afro-American Dance Ensemble along with a group of youth performers took the stage in celebration of an agreement with The Lincoln University to house the Arthur Hall Collection, an archive of the late choreographer's collected artwork, photographs and papers in the University's newly-proposed art museum.



Senior Paige Mitchell Publishes Novella

Secret Shadows is about the suicide, identity and mysterious past of a neighbor who moves to fictitious Clear View Heights, PA.

Student Performances & Workshops For Alumni Leadership Shape Founder's Day Observance

Students of The Lincoln University and its alumni leadership commemorated the Institution's 159 years of history with a theatrical tribute and workshops for alumni leadership during its two-day observance, February 8-9 at the International Cultural Center.

Narrated by outgoing Student Government President Pro Tem Brandon Harris, the theatrical tribute, replacing its

weekly convocation, featured a skit offering a creative retelling of Lincoln's founding, dramatic readings, spoken word as well as African and modern dance performances labeled as "a tribute to the present and the past of The Lincoln University."

"The tribute showcased the plethora of creativity and talents our students possess," said Dr. Robert R. Jennings, president of the University. "The hope is that our workshops helped to update our alumni leadership with the university's efforts and engage them collectively in the support of our mission and vision."

Robert Ingram '67, president of

the Baltimore-Metro chapter of the Alumni Association of Lincoln University (AALU) was equally impressed.

"I thought the students' performance was incredibly creative, engaging and stimulating," he said.

The performances preceded a Board of Trustees' meeting along with a series of alumni leadership workshops and gatherings for students and alumni designed to develop synergies between the university and alumni efforts to support the university's mission

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and vision. Sessions included: The Recruitment Partnership, Your Alumni Relations Office – The Details Of A Vital Partnership, Partnering With Career Services, Establishing the University Brand, and lastly, an Open Leadership Forum.



Students perform African-inspired dance as part of Founder's Day Tribute

Carol Black, Esq., '67, president of the Chester County chapter said that while this Founder's Day was different from those in the past, she enjoyed the opportunity to learn more about the recruitment process and career services.

"I think it was an outstanding activity and I think it's going to be important to us as we revitalize our chapter," said Joe Brown '74, president of the DC-Metro Alumni chapter. "It will also help strengthen our communications."

Robin Torrence '89, president of the Philadelphia chapter, echoed Brown's sentiments.

"The whole weekend was engaging," she said. "I was really impressed about where the students are now coming from, Georgia, Oklahoma! (Aside from international students), we have people really travelling to come to our university. I really enjoyed the opportunity to bond with the students."

Student Honors, Acceptances, Internships & Employment Offers

Grace Chikwem receives Fulbright U.S. Student Award for 2013-2014 to Indonesia. Miss Chikwem is only the second The Lincoln University student to win a Fulbright.



Three English Liberal Arts majors received early acceptance into graduate school, they are: **Shakeerah Plummer**, Graduate Program in English, West Chester University; **Courtney Clarke**, Villanova University School of Law, Villanova University; **Yasmin Ismail**, Graduate Program in English, Villanova University. **Brandon Harris**, a Religion and Philosophy major, has been accepted to Emory University's Candler School of Theology, Yale Divinity School, Yale University and Duke Divinity School, Duke University.

The following students have been awarded internships: **Alexandra Rainey**, a Mass Communications and Print Journalism major, WBFF Fox 45 in Baltimore, MD; **Shauna Ebanks**, a Science major, a Thomas Jefferson Medical School Research Internship; Sophomore **Brianna McPherson**, FDIC in St. Louis, MO; Sophomore **Daniel Mammah**, Pricewaterhouse Coopers (location unknown).

Senior **Maxwell Moomba** has accepted a full-time position with Pricewaterhouse Coopers in Philadelphia.

Faculty News, Accomplishments & Grants



The Florida International University-CIBER (Center for International Business Education and Research)/Center for Latin American and Caribbean Studies, in partnership with the University of Memphis-CIBER and University of Florida-CIBER, has selected **Dr. Oswald Richards**, Chair, Business Department, to participate in the 17th Annual Mercosur program in Brazil, Argentina and Chile, May 12 – 21, 2013. Dr. Richards will network with business leaders and executives from multinational, transnational and domestic companies; business professors and administrators from key universities; and experts in the government sectors.

USAID awarded five-year \$25 million grant to Michigan State University/The Lincoln University partnership to improve global packaging and rapid food transportation to urban centers. Lincoln's team includes **Dr. Emmanuel Babatunde**, Lincoln's Principal Investigator, **Dr. John Chikwem**, Dean, School of Natural Resources, and **Dr. Anna Hull**, Biology Department.

