



## Welcome to the 2011-2012 Academic Year!

Yet again in my fifth year as **Executive Director**, I have the privilege of stewardship of the **USC Black Alumni Association**, an incredible alumni representative core of black leadership, talent and experience which has added breadth to the legacy of the USC. I am pleased to note also that our Alumni Committees and BAA Sponsors, which comprise our **BAA Advisory Council**, are solidly in place to continue to support our organization at high levels, allowing us to increase our visibility to reach more alumni and to provide an increasing rate of scholarship assistance.

This year, the BAA will provide 118 student scholarships, to include awards for students in the Ostrow School of Dentistry, the Keck School of Medicine and the School of Pharmacy. We keep growing and going strong! **This year, 7% of all black students at USC receive a scholarship award from the USC BAA!** The work we do is valuable and strategic—for students, we assist them with tuition costs, matriculation encouragement and mentoring support; for alumni—we are increasing the value of our network with higher awareness for alumni services, networking opportunities and USC involvement.

If you are indeed reading this, it might also mean that you have taken the time to note additional information found on our website. I hope so! Now that you have seen what we are about, I would like to encourage you to become a part of our success in **3 major ways**:

- **Provide your contact information** through the website page so that you can be added to our email list; please fill out the information as completely as possible. If you need to update your information, please make those changes by filling out the information again. We will receive it immediately. We will also pass this information over to the central alumni file systems.
- **Decide to become involved in a BAA Alumni Committee.** The BAA Alumni Committees provide the basis for governance of the BAA, and allow for this organization to be as responsive as possible to execute upon our mission to provide student scholarship assistance and mentoring, and networking support in general. All you have to do is indicate your Committee of interest in the contact information input, and someone will contact you from our office;
- **Become a BAA donor—It is so simple! Click the “Give Now” button**, and decide to contribute online! Any contribution you make to the BAA is tax deductible, and it will also be counted as a gift towards the newly announced USC campaign goal in total. Importantly, our undergraduate scholarship awards match donor contributions on a 2 to 1 basis! This means that every \$1.00 you contribute can become \$3.00 in an award distribution to an undergraduate student. This makes your investment in the BAA one that can increase in working value triplefold! *Who else does this?* In addition, any contribution we receive that is directed for BAA programs allows the organization to run more cost effectively, so that more dollars can be directed to student scholarships. We have no organizational overhead—all salaries and office expenses are paid for by the university—so, every dollar contributed works in support of our mission!

**From the BAA perspective, “Legacy”** is not just a word which helps describe the fact that blacks have attended USC since 1901—it is a **verb—actionable, in that we are leveraging our collective histories and experiences with our tremendous sense of giving back, so that the experience of a USC education is available to more and more future black students.** As alumni, we know how our educations have helped change and shape our lives...

**Many thanks** for checking in on what’s going on with the BAA! I hope to connect with you personally and also hope that you have connected with us in one of those ways mentioned above.

**FIGHT ON!**