

**THURGOOD MARSHALL COLLEGE FUND
MEMBER UNIVERSITY AND PROFESSIONAL INSTITUTE AND EXHIBITION
(MUPIE)**

*The New Orleans Marriott French Quarter Hotel
555 Canal Street
New Orleans, Louisiana
Friday, March 15, 2009 – Wednesday, March 18, 2009*

“DEVELOPING A RESILIENT WORKFORCE IN A CHANGING ECONOMY

AGENDA – STUDENTS

DAY ONE – SUNDAY, MARCH 15, 2009

12:00 am – 5:30 pm Registration/Guest Arrivals

12:00 am – 5:00 pm Sponsor Exhibition Area Set-Up

6:00 pm – 9:00 pm **Opening Reception**

Welcome – Dwayne Ashley, President & CEO, Thurgood Marshall College Fund

DAY TWO – MONDAY, MARCH 16, 2009

7:00 am – 5:00 pm Conference Registration

7:00 am – 5:00 pm Sponsor Exhibition

8:00 am – 9:30 am **Breakfast Plenary Session**

TOPIC: RESILIENCY

Speaker: Dr. Julia Hare, National Executive Director, The Black Think Tank

9:45 am – 11:45 am **WORKSHOPS**

STUDENT AMBASSADORS

TMCF History and the Role of the TMCF Student Ambassador

What is the TMCF's story? How did it begin? How did it evolve from a small non-profit focused on scholarship awards to a national organization that is helping to populate the

world with new leaders, making an impact on business and industry as a talent sourcing partner and serving as a strategic partner to public HBCUs. From research to publishing to training, the back story of TMCF's evolution is engaging, informative and a must for student ambassadors.

Speakers:

Candice Staples, Director of Programs, Thurgood Marshall College Fund
Ketiwe Zipperer, Career Counselor, Thurgood Marshall College Fund

STUDENTS INTERESTED IN SALES CAREERS

An Introduction to Sales – Careers in Sales. Commission vs. Non-Commission jobs

Do you have the gift of gab and a desire to make lots of money? If so, a career in sales is right for you! Wrong. In today's tough economy where buyers are skeptical and money is tight it's not enough to be able to talk the talk. Prospective sales professionals must have a solid foundation and understanding of the fundamentals of selling. This intensive, interactive introduction to the art of selling will equip you with the vital, cutting edge skills you need to achieve your sales outcomes and improve your performance even in difficult times.

Speakers:

Mark Short, Senior Sales Recruiter, Eli Lilly and Company
Lori Jackson, Diabetes District Manager, Lilly USA, Inc.

STUDENTS INTERESTED IN STEM CAREERS IN THE NATURAL & COMPUTER SCIENCES

STEM--The Next Generation: Preparing Students to On-Board into STEM Careers

What skills will the next generation of students need? What can you do now to ensure that you have the skills needed for future careers? As experience and analyses alike suggest, the 21st century student will be living and working in a rapidly changing world. As indicated by recent calls for more STEM students by corporate and government leaders, what STEM careers, particularly in the natural and computer sciences are available and what are the specific skills required to be a contributing member of society and the workplace? This session will provide answers to these questions.

Speakers:

DeVaris Brown, Academic Developer Evangelist, Microsoft Corporation
Edward Lee, Program Manager, Air Force Office of Scientific Research
Dr. Anil Kumar, Head, Department of Physics, Prairie View A & M University
Col. Nancy L. Vause, Ph.D., Director, Strategic Communication & Partnerships, USA
Medical Research and Material Command

12:00 Noon – 12:30 pm **Luncheon Reception**

12:00 Noon – 2:00 pm **Luncheon**

Higher Education News Update: Issues Affecting Higher Education

The latest news and information regarding accreditation, the Obama Economic Stimulus program, new IRS regulations and how philanthropy in these tough times may affect the future of HBCUs will be discussed at this session. The session will be convened in a “Meet the Press” formatted discussion and will include the thoughtful analysis of academic events affecting the higher education community in general and the HBCU community in particular by noted persons in the field of higher education, philanthropy and government.

Moderator: Juan Williams, Author, Political Analyst and Host, America’s Black Forum

Special Guests:

Dr. Belle Wheelan, President, Southern Association of Colleges and Schools
Larry Smith, Director – Third Millennium Initiative, The Center on Philanthropy at
Indiana University

2:15 pm – 4:00 pm **WORKSHOPS**

STUDENT AMBASSADORS

Guerilla Marketing

Low attendance at your events? Little to no response to your flyers and emails? Big ideas but no money? This workshop will show you how to effectively market TMCF on your campus in fun and unconventional ways. Learn how to get maximum results with little to no marketing dollars.

Speakers:

Gloria Moultrie, Vice Chancellor for Community Affairs & University Advancement,
Southern University New Orleans, **Moderator**

Anthony Ellis, Vice President, Marketing, Sony BMG Music Entertainment Sales

STUDENTS INTERESTED IN SALES CAREERS

The Art of Negotiating and Relationship Management

We've all heard the saying, "It's not what you know but whom." This saying holds especially true in the world of sales. Many deals are struck, relationships fostered, and commission checks doubled based on a salesperson's ability to create and maintain effective relationships. Learn the tools, techniques and savvy negotiation tactics that enable you to connect with your buyers thus influencing their perception of cost, value and benefits.

Speakers:

Ms. Lisa Menzies, HBCU Business Development Director, Johnson Controls
Mr. David McBlane, Sales Recruiter, Eli Lilly and Company

STUDENTS INTERESTED IN STEM CAREERS IN THE NATURAL & COMPUTER SCIENCES

STEM Careers in the Natural Sciences in the Today's Work Force (Chemistry, Physics, Biology)

In this session STEM students will learn about real-world work experience in fields that require undergraduate and advanced degrees in the natural and/or life sciences. Hear first hand from professionals in the field just what it means to pursue a career with a background in the natural sciences.

Speakers:

Col. Nancy L. Vause, Ph.D., Director, Strategic Communication & Partnerships, USA Medical Research and Material Command, **Moderator**

Dr. Shirley Blakely, Senior Nutrition Policy Advisor, Food & Drug Administration
Laurenda Carter, Microbiologist, Food & Drug Administration

Dr. Tyrone Mitchell, Program Director, Division of Chemistry, National Science Foundation

Dr. Claudia Rankins, Program Director, Education and Human Resources Directorate, National Science Foundation

STEM Careers Programs, and Initiatives in the Computer Sciences in the Today's Work Force (Computer Science, Information Technology, Management Information Systems, Computer Information Systems)

In this session STEM students will learn about real-world work experience in fields that require undergraduate and advanced degrees in the natural and/or life sciences. Hear first hand from professionals in the field just what it means to pursue a career with a background in the natural sciences.

Speakers:

DeVaris Brown, Academic Developer Evangelist, Microsoft Corporation
Thurman Jones, President, Patriots Technology Training Center (Invited)

2:30 pm – 4:00 pm Coffee Break

6:30 pm – 9:00 pm **Community Leadership Awards Reception**

9:00 pm Enjoy New Orleans

DAY THREE – TUESDAY, MARCH 17, 2009

7:00 am – 5:00 pm Conference Registration

7:00 am – 5:00 pm Sponsor Exhibition

8:30 am – 9:30 am **Breakfast Plenary Session**

SHIFTS HAPPEN: EXPANDING INSTITUTIONAL CAPACITY IN TRYING TIMES

Demographic changes. Roller coaster state revenues. Rising costs and tuition. Public skepticism. Increasing global competition. Lowered Enrollments. What are institutions doing—especially those in states that are experiencing dramatic increases or decreases in population and revenue—to sustain funding and increase student capacity, including underserved populations? What effective strategies have been implemented by institutions to thrive financially and broaden access?

Join this town hall meeting, share your insights, and build on successful strategies with presidents, chancellors, and other senior campus leaders.

Invited Panel of Experts:

Dwayne Ashley, President & CEO, Thurgood Marshall College Fund, Moderator
Dr. Ronald Mason, President, Jackson State University
Dr. George C. Wright, President, Prairie View A & M University

9:45 am – 11:45 pm

WORKSHOPS

STUDENT AMBASSADORS

Expectations of the Student Ambassadors

What does being a student ambassador really mean? How does your work as an ambassador affect TMCF Programs and your fellow students? As an ambassador you have the job of informing your fellow students and faculty of the program offerings of the Fund. What are the expectations for measuring your effectiveness on campus? What can you do to meet and exceed those expectations? What kinds of relationships will help maximize your efforts? This session will answer all of those questions and more to help you be the best of the best.

Speakers:

Latoya Henry, Interim Director Marketing, Thurgood Marshall College Fund
Candice Staples, Programs Director, Thurgood Marshall College Fund

STUDENTS INTERESTED IN SALES CAREERS

Sales 501: Making the Case

It's time to feel the fear and do it anyway! This session is designed to help you take the fear and mystery out of how to make the sale and all that it involves: prospecting, networking and cold calling. Learn how to use your critical thinking skills through use of case studies to be able to pick up the phone with confidence and leverage the unique characteristics of selling to improve your sales success.

Speakers:

TRANSFORMING THE BACCALAUREATE EXPERIENCE FOR STEM STUDENTS

A. Teaching Math and Science as a Career

In this session students will learn about teaching careers in math and science and the associated scholarship opportunities. Students participating in the Siemens Teacher program will discuss their experiences.

Speakers:

Ms. Jeniffer Harper Taylor, Vice President, Siemens Foundation, **Moderator**
Jerib Carson, Senior, Medgar Evers College, Childhood special/General Education
Felicia Ekpo, Senior, Langston University, Biology
Eric Hill, Senior, Alcorn State University, Guidance Education
Lindsey Rutledge, Sophomore, Howard University, Mathematics

B. Working in Computer Science

In this session students will learn about real-world work experience in the field of computer and information science. Hear first hand from professionals in the field just what it means to pursue a career in this field that is in ever increasing demand

Speakers:

12:00 Noon – 12:30 pm **Luncheon Reception**

12:00 Noon – 2:00 pm **Luncheon**

Sponsored by the United States Department of Defense

Featured Speaker: Lieutenant General Russel L. Honore, United States Army (Retired)

2:15 pm – 4:00 pm **WORKSHOPS**

STUDENT AMBASSADORS

Meeting & Event Project Planning and Management

Three workshops to give before the semester ends, monthly ambassador reports, presentations to campus organizations, Career Counselor requests and emails, emails, emails! How do you get it all done? Learn the tools and techniques to of becoming a lean

mean Ambassador Machine by improving your: time management, event planning and project management skills.

Speakers:

Carol Campbell, Special Events Officer, Prairie View A & M University, **Moderator**
Jamaal Bailey, Director of Conventions & Special Events, Thurgood Marshall College
Fund

Dr. Melva Turner, Vice Chancellor for Student Affairs, Southern University Shreveport

STUDENTS INTERESTED IN SALES CAREERS

The Art of Closing

You know the principles of sales inside and out; can build relationships in your sleep, and make cold calls with the best of them but these skills are useless if you don't know how to close the sale. Closing in the sales industry is an art. Learn why and how to do it successfully in this session!

Speaker:

Derek Kenner, Lead Performance Consultant, Manpower

TRANSFORMING THE BACCALAUREATE EXPERIENCE FOR STEM STUDENTS

Natural Science Students & Computer Science Students

Learn what you will need to assure a college graduation and a set of skills that will carry through the remainder of your life. Knowing that you are a member of an underrepresented minority group who is trying to receive a baccalaureate degree in science or mathematics, you must learn to be a student that is confident, well-prepared, supportive and helpful to others. In this session you will learn what it takes to be successful, the importance of working together in collaboration and support of others, and what opportunities and challenges are before you in the field of science.

Speakers:

Dr. LaJoyce Debro, Program Director, Molecular & Cellular Biosciences, National Science Foundation

2:30 pm – 4:00 pm

Coffee Break

9:00 pm – 11:00 pm **Student Closing Reception**

DAY FOUR – WEDNESDAY, MARCH 18, 2009

7:00 am – 1:00 pm Hotel Check Out

12:30 pm **DEPARTURE**

DRAFT