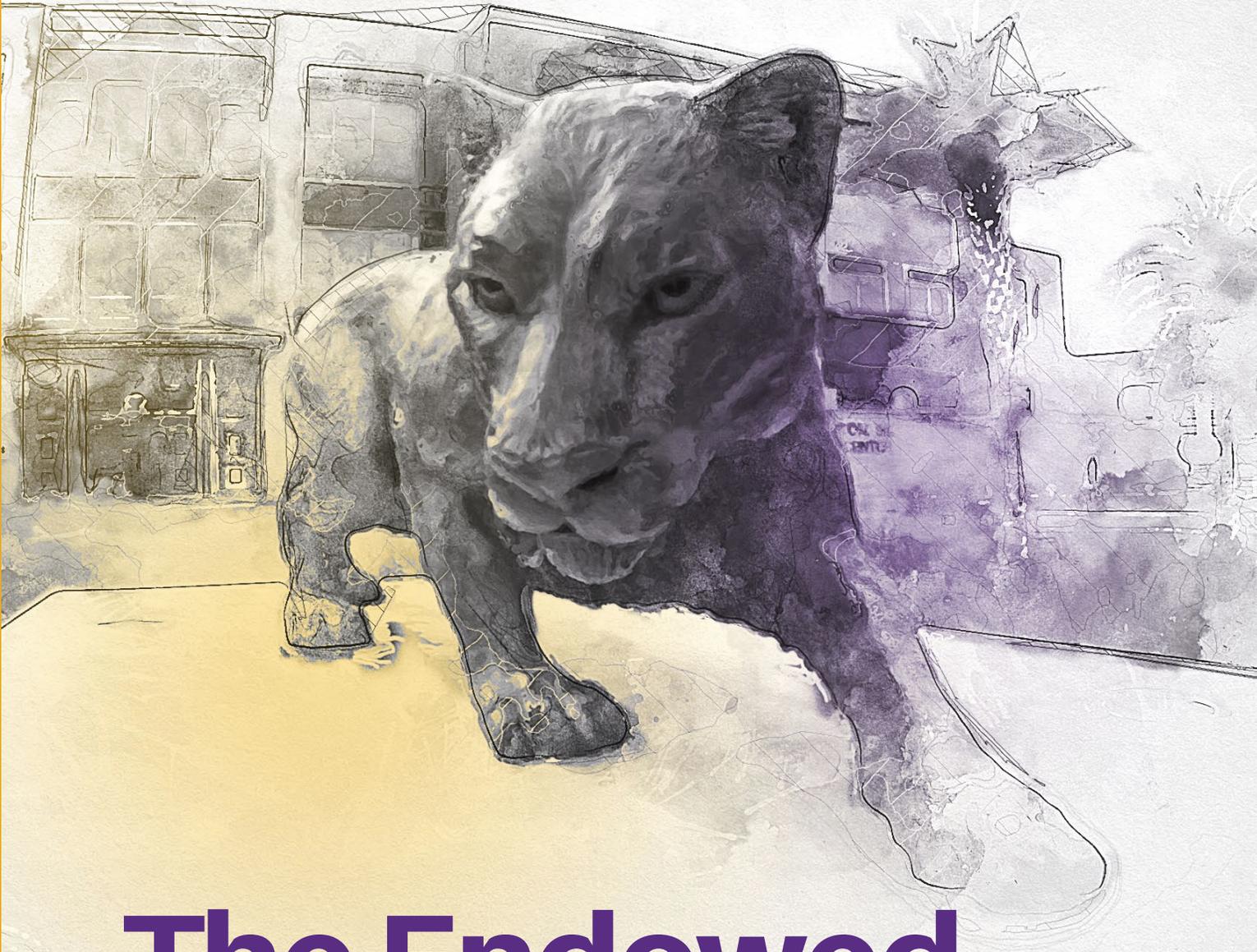




Excellence
Lives Here



The Endowed Effect

A Closer Look At Prairie View A&M
University's Endowed Professors

2023



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Lives Here

The Endowed Effect

Endowed professors hold a distinctive and revered position within the academic landscape of Prairie View A&M University. These distinguished faculty members embody excellence in teaching, research and service. These endowed positions serve as a testament to the University's dedication to intellectual growth, cutting-edge research and the cultivation of exceptional talent.

Endowed professors play a pivotal role in shaping the educational experience at PVAMU. Their extensive expertise and deep-rooted passion for their fields inspire students to think critically, explore new horizons, and aspire to greatness. These professors bring to life the University's mission of producing well-rounded graduates who are not only academically proficient but also socially responsible individuals prepared to lead in a diverse and globalized world.

Moreover, endowed professors are at the forefront of groundbreaking research and scholarship. They drive innovation and contribute to the expansion of human knowledge in fields ranging from science and technology to humanities and social sciences. Their research efforts not only enrich the academic community but also have tangible impacts on society at large, addressing pressing challenges and contributing to advancements that benefit communities both locally and globally.

Indeed, endowed professors embody the spirit of excellence and aspiration that defines PVAMU. Their contributions extend beyond the classroom, impacting students' lives, academic achievements, and the University's reputation as a center of learning and innovation. As Prairie View A&M University continues to uphold its legacy of academic excellence, these endowed professors stand as beacons of inspiration, driving the University and its students toward a future of boundless possibilities.

The Endowed Effect

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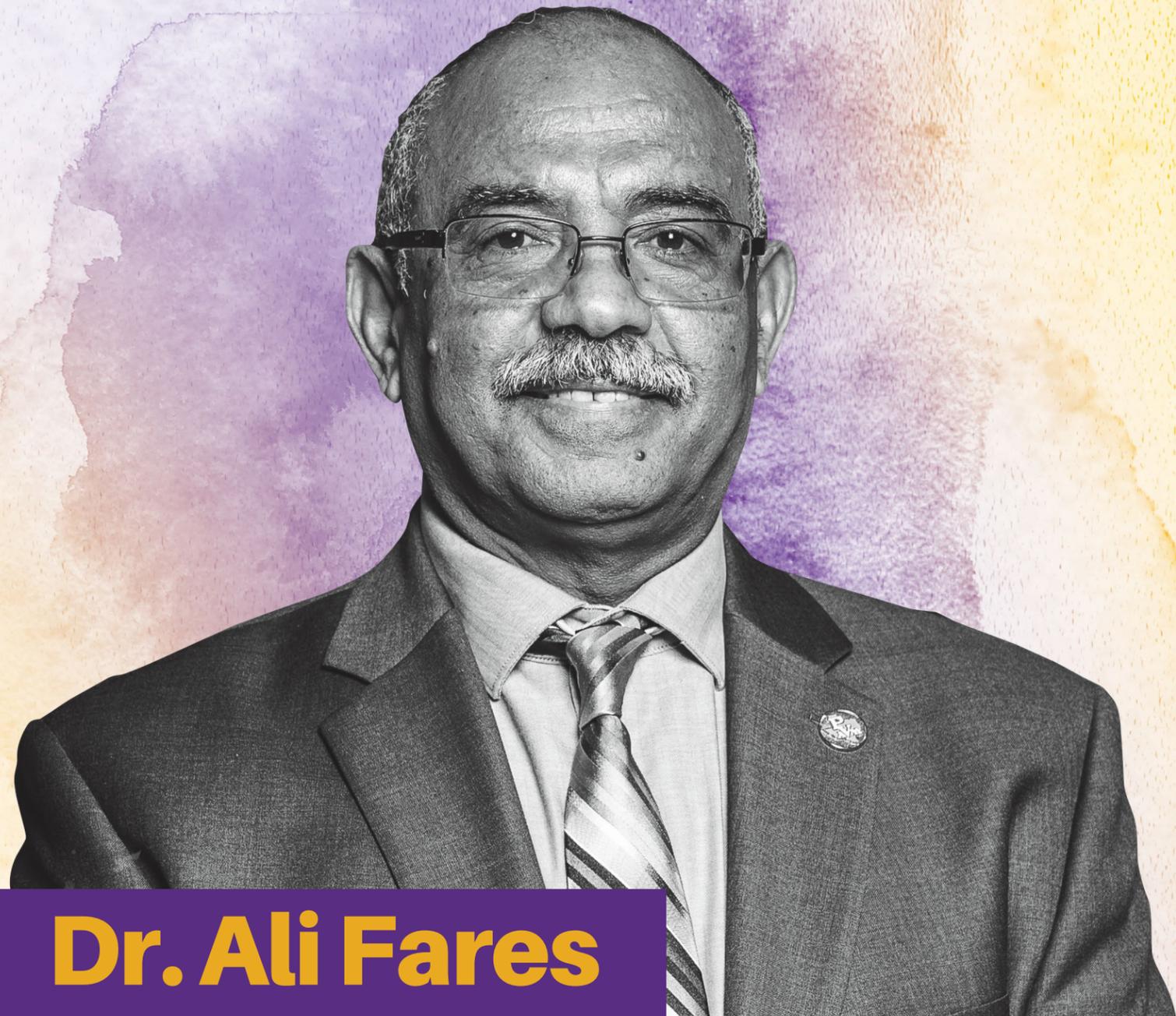
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Dr. Ali Fares

Endowed Professor of Water Security and Water-Energy-Food Nexus

“Knowledge is light!”

Prairie View A&M University Professor Ali Fares, Ph.D., had a busy childhood growing up in a small village in Tunisia just ten miles from the Mediterranean coast. Between looking after the family’s cows and lambs, irrigating their crops, and helping out at his father’s convenience store, there was no time for playing.

However, the connection with water started early for the now-endowed professor of water security and water-energy-food nexus in the College of Agriculture, Food, and Natural Resources at PVAMU.

“Water management has been in my mind since I was a young person, irrigating crops and hauling water for my family,” Fares said. “It was reinforced during my first employment as an agriculture engineer with the Tunisia Ministry of Agriculture.”

Fares, who attended college in Tunisia, holds a Ph.D. in hydrologic science cluster and a Master of Science degree in agronomy/computer science from the University of Florida.

He joined PVAMU in 2013 to lead research initiatives and develop a robust research program in water security and natural resources amid global warming.



“Water, food and energy are at the heart of sustainable development,” Fares said. “There is a fast-rising demand for all three. Thus, integrated and sustainable management of water, food and energy is essential to resist current and future pressures and ensure a balanced approach that meets the needs of people, nature and the economy.”

To that end, Fares has testified before the U.S. House of Representatives Agriculture Committee, urging federal support to address “specific climate change needs of the underserved farming communities and train future professionals in climate-smart agriculture discipline.”

Fares’ research in artificial intelligence in agriculture, as well as several inter-disciplinary, multi-institution projects, is supported by millions of dollars.

He has received multiple U.S. Department of Agriculture grants, including a \$749,719 grant from the USDA-National Institute of Food and Agriculture to research smart agriculture, which uses technology to aid farming environments and techniques for better quality and production.

“Establishing an internationally known research program built on training future leaders in these areas is a major step toward my efforts in pursuing my passion,” he said.



Another recent \$750,000 NIFA grant went to help build PVAMU's capacity to conduct research and train future minority farmers and experts in precision agriculture, enabling University researchers to collaborate with other universities, institutions and laboratories on a joint project titled "AI-Based Program for Advancing Research, Education and Extension Activities in Precision Agriculture at PVAMU."

Currently, Fares is a member of the author team of the U.S. Global Change Research Program's Fifth National Climate Assessment Report analyzing the impacts of global change in the United States.

To date, Fares has published over 130 peer-reviewed articles and is the editor of Advances in Water Security Book Series and Climate Change and Extreme Events.

The work of this award-winning researcher has taken him to Florida, where he worked on several citrus irrigation and nutrient management projects to use smart technology to support the development of best management practices for water and nitrogen in the state.

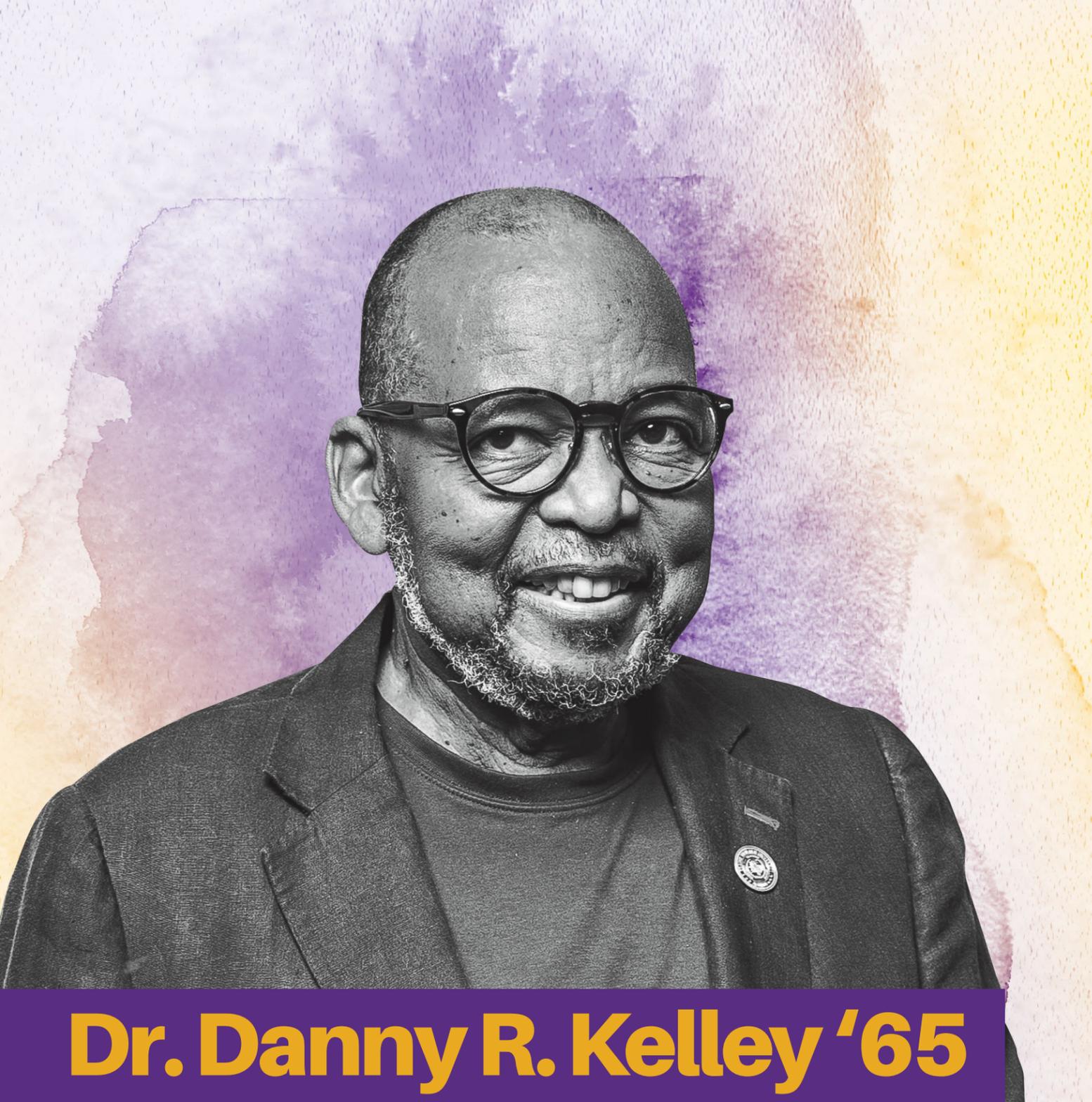
In Hawaii, he helped develop a research program addressing water resource management that protected coastal water resources, minimized land erosion and developed predictive models analyzing the impact of Hawaii's statewide bioenergy mandate.

Calling water security "the nexus of climate change and national security," Fares aspires to research and, in time, mitigate the impact of climate change manifested through severe droughts, devastating floods and excessive heat storms, especially in under-developed countries.

Amid climate change, worsening global warming and growing populations increasingly straining limited water resources, he says smart agriculture is the way forward.

“Water, food and energy are at the heart of sustainable development.”





Dr. Danny R. Kelley '65

Endowed Professor of Fine Arts

“French composer, performer and conductor Nadia Boulanger once said: ‘It is nothing to succeed if one has not taken great trouble, and it is nothing to fail if one has done the best one could.’ That is an excellent maxim not just for a musician but any discipline. I am constantly reminded of its importance in my life. Everything I attempt to do is measured by that standard.”



Prairie View A&M University Endowed Professor of Fine Arts Danny R. Kelley '65, D.M.A., started playing the piano at, believe it or not, age 2 and has not since stopped.

Without any formal training, the young Dr. Kelley would play tunes he heard on the radio on the piano, which his parents bought for his older sister. And, to their family's surprise, not just random notes here and there but complete melodies with full chords and accurate rhythms.

Music is my inborn talent, given to me, I suppose, by the Almighty upon conception," Kelley mused. "No instruction, just the talent that became evident. It was a God-given talent."

Since his parents started him on piano lessons when he was 5, he kept up with them until he completed his doctoral studies. "I always knew I wanted to become

a professional musician," he said. "From a very young age, I always dreamed of performing recitals and performing with orchestras. And I have been blessed to have had the opportunities to do just that, in addition to teaching. Those have been my passions."

Music is what brought Kelley back to Prairie View A&M in 1978

after graduating a little more than 10 years later magna cum laude with a Bachelor of Arts in music, specifically piano performance. Upon graduation, Kelley maintained connections with the University, returning at times for various performances.

Once he completed his military obligation and doctoral courses,

he was invited back as faculty by then-University President Alvin I. Thomas. "I've always maintained an interest in this great University and really wanted to be a part of its history-making," Kelley said. "I have never been disappointed in my decision to return to my alma mater. It has afforded me many valuable opportunities."

After he joined the faculty as part of the Department of Music, Kelley served as the dean of the Brailsford College of Arts & Sciences before he was appointed to the endowed professorship in 2020. Previously, he taught at Morgan State University in Baltimore, Maryland, and Peabody Preparatory.

Prior to PVAMU, Kelley taught piano and theoretical skills for 17 years. He is thankful for his musical mentors, all great performers: Albert Hirsh, Walter Hautzig, and Leon Fleisher. Kelley credits his professors at Prairie View and a childhood piano teacher from his hometown with fine-tuning his fundamental skills that prepared the stage for his career in piano, and he endeavors to do likewise.

He hopes to impart an appreciation for music in his audience as in his students, calling music "a lifelong experience."

As the Endowed Professor of Fine Arts, Kelley feels a bigger purpose. "The fine arts are central to the education of everyone. I cannot imagine producing graduates from any university who have not had an exposure to the arts," he said. "The fine arts complete the education. They round out humanity's purpose."

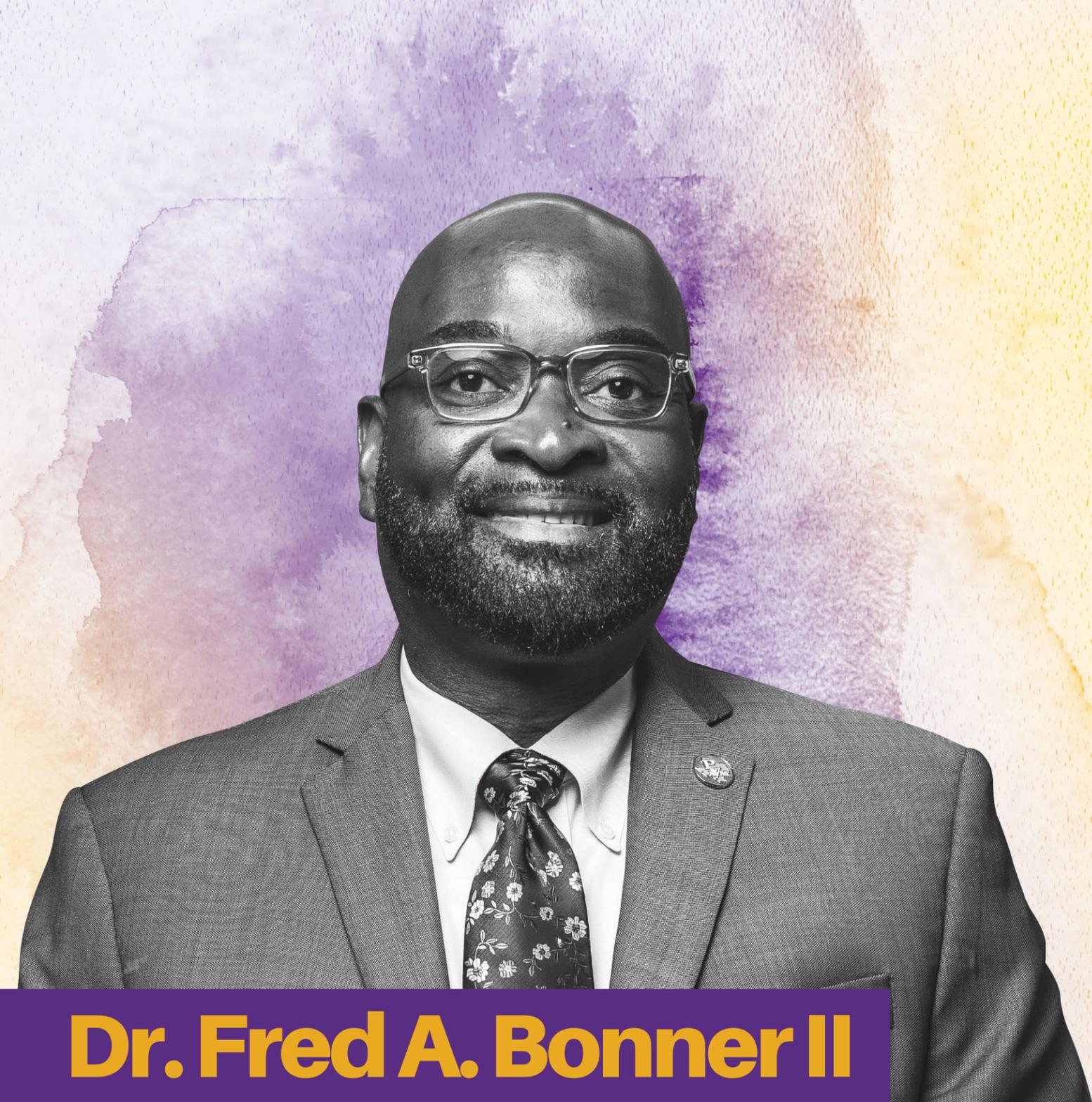
As a classical musician, Kelley finds performing especially inspiring. "It is a marvelous music experience to perform in solo recitals, as well as with orchestras," he said. "The thrill of learning music, memorizing it and ultimately presenting it to an audience is a special experience, very personalized."

In his career, Kelley has played in hundreds of performances, including with the Houston Symphony, the Peabody Chamber Orchestra, and more. His recitals have taken him all over the world, from Carnegie Hall in New York and the John F. Kennedy Center for the Performing Arts to the Caribbean, Germany and Poland.

To this day, Kelley plays the piano every day. "It is a joy, as it has always been. Music is who I am."



The thrill of learning music, memorizing it and ultimately presenting it to an audience is a special experience and very personalized."



Dr. Fred A. Bonner II

Wilhelmina Delco Endowed Chair
in Educational Leadership

"Go forth and do great things."

Fred A. Bonner II, Ed.D., endowed chair in educational leadership in the Whitlowe R. Green College of Education at Prairie View A&M University, knows his success story as a Black man in America is a rare one.

So, the Jefferson, Texas native published "Academically Gifted African American Male College Students" to chronicle his journey. With the hopes of providing a roadmap for other Black men and parents raising Black boys, the book stands out amid current literature and media that are more prone to share the failures of and challenges facing Blacks in America.

Dr. Bonner has long been interested in gifted Black males, in particular, himself being one with his notable academic and professional success. "I have always been fascinated by academically gifted, talented and creative African Americans — especially how our resilience, resolve and intellectual prowess has catapulted us from cotton fields to the White House," he said.

Bonner is the founding executive director and chief scientist of the Minority Achievement, Creativity and High-Ability Center at PVAMU. Previously, he served as the Samuel DeWitt Proctor endowed chair in education at the Graduate School of Education at Rutgers University.

An expert in the field of diversity in education for more than 25 years, Bonner is the author of "Building on Resilience: Models and Frameworks of Black Male Success Across the P-20 Pipeline," which highlights the experiences of academically gifted Black males from preschool through post-college.

"Black males are the most understudied, undertheorized and undervalued populations within and outside our

educational contexts," Bonner said. "In addition, when we look at achievement levels in the P-20 school context, our Black males are often at the lowest levels of proficiency."

In his own pursuit of excellence, Bonner joined the PVAMU faculty to advance research for and about African Americans, especially Black cultural assets like resilience.

"Many Black males are high-achieving, high-performing and academically gifted," said Bonner, who holds a Bachelor of Arts in Chemistry from the University of North Texas, a Master of Science in Curriculum and Instruction from Baylor University, and an Ed.D. in Higher Education Administration and College Teaching from the University of Arkansas. "Yet, the narrative that is typically shared about this population in schools is a 'deficit' narrative that talks about failures, non-achievement, and scholastic decline as opposed to intellectual capital and scholarly acumen — an 'asset' narrative."

He also admits he wonders what his life would look like if he had chosen differently. He decided to attend UNT, a predominantly white institution, over a full-ride at Jackson State University or PVAMU to follow in his parents' footsteps. "My experiences left me wanting to know more about other African American males who, too, had to make decisions about college and the college-going process," he said.

Bonner's inspiration behind his passion for success comes from his parents. His mother was a high school valedictorian, going on to coach girls' championship teams in basketball and track at the all-Black high school in his hometown.



His father was the first Black athletic director in East Texas. “For me, they were the representation of ‘holistic giftedness’—they were academically talented but both possessed gifts and talents in sports, as well as in their interpersonal communication—viewed as mother and father to legions of their students.”

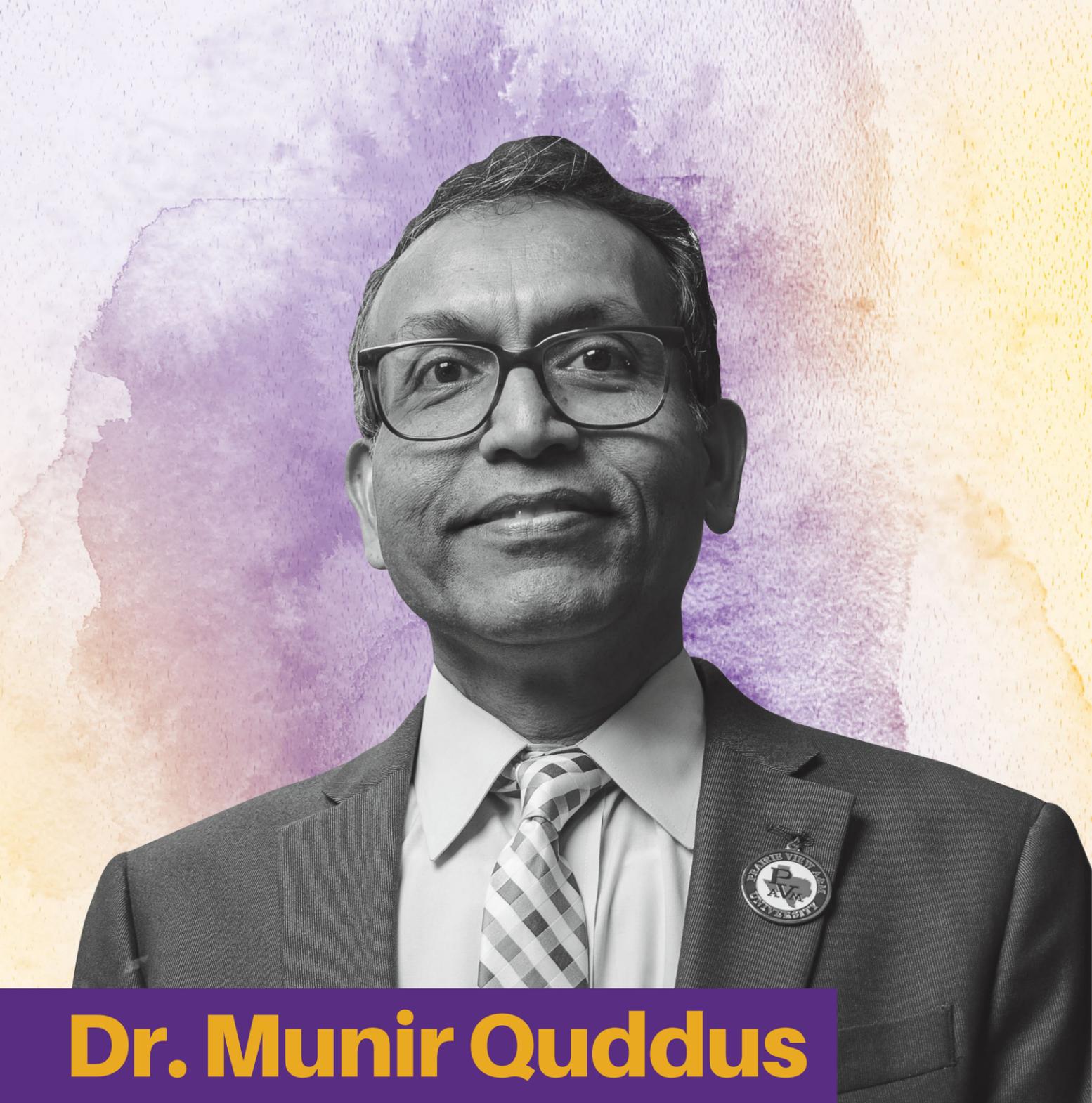
To this day, they are his role models. Even now, he occasionally comes across a newspaper article or commentary about his father’s role in shaping athletics, especially for Black males in East Texas.

His mother was inducted into the Prairie View Interscholastic League Hall of Fame for her contributions to women’s state championship track teams.

Of course, Bonner himself has many accolades and awards under his belt, including the American Association for Higher Education Black Caucus Dissertation Award and the Educational Leadership, Counseling and Foundation’s Dissertation of the Year Award from the University of Arkansas College of Education.

At Prairie View A&M, Bonner hopes to use his gifts to build an “ebony tower” of gifted Blacks. One that amplifies “the intellectual prowess that resides in the African American community that often goes unnoticed and unseen because it is unexpected.”





Dr. Munir Quddus

Endowed Professor of Economics

“Work hard with discipline to achieve your goals and make the world a better place.”

Munir Quddus, Ph.D., was in sixth grade when the Bangladesh Liberation War broke out in 1971, a nine-month civil war between West Pakistan (now Pakistan) and East Pakistan (now Bangladesh). It marked a time of brutal violence and nationwide upheaval that turned his family’s home into a war zone as they sought shelter under their beds from bullets flying overhead. Overnight, they went from their comfortable life in the middle class with an army doctor father to fleeing the country for safety.

Eventually, the family was repatriated to the newly formed country of Bangladesh. But they had lost their home, their livelihood, and everything they owned. The childhood trauma of surviving a civil war is perhaps what drew Dr. Quddus to education and economy, notably two pillars of security and stability in a society.

“I have come to appreciate education and have devoted my life to teaching, research and building institutions of higher

learning,” Quddus said. “Research has shown universities are among the longest-lasting institutions because they deliver so much value to the society.”

A development economist by training, Quddus is now dean and endowed professor of economics in the College of Business at Prairie View A&M University.

“I believe in colleges and universities; we have the unique task of educating one student at a time, which leads to a better world. As a nation, one cannot underestimate the value of education,” Quddus said, highlighting the importance of HBCUs, which serve historically underrepresented students. He says that educating students from these diverse, underrepresented backgrounds – racially and socioeconomically – is vital because education elevates not just the graduate but often the entire family.





Despite the brief disruption to his education, Quddus came to the States at 22 and went on to pursue an M.A. and a Ph.D. in economics at Vanderbilt University. His dissertation examined food market models that may be impacted by destabilizing forces that disrupt supply and demand chains, investigating ways to prevent mass starvation and famines.

With a 1996 Senior Fulbright Research and Teaching Grant, Quddus investigated the feasibility of credit unions in

Bangladesh's apparel export industry, ultimately publishing "Entrepreneurs and Economic Development: The Remarkable Story of Garment Exports from Bangladesh" in 2000. He joined PVAMU in 2001 as a tenured professor of economics and COB Dean before he was appointed to the endowed professorship in 2022.

Quddus enjoys teaching because he believes in training the next generation of business leaders and global-minded

economists. "I would like my students to be confident and prepared enough to contribute on the world stage."

"As a development economist," he continued, "I also hope to help address problems such as global poverty, endemic food insecurity, and a lack of universal primary education for millions of children. My other goals include empowering women and promoting gender equality in all societies through research, teaching and service. Finally, it's about supporting policies which lead to a more just, stable and

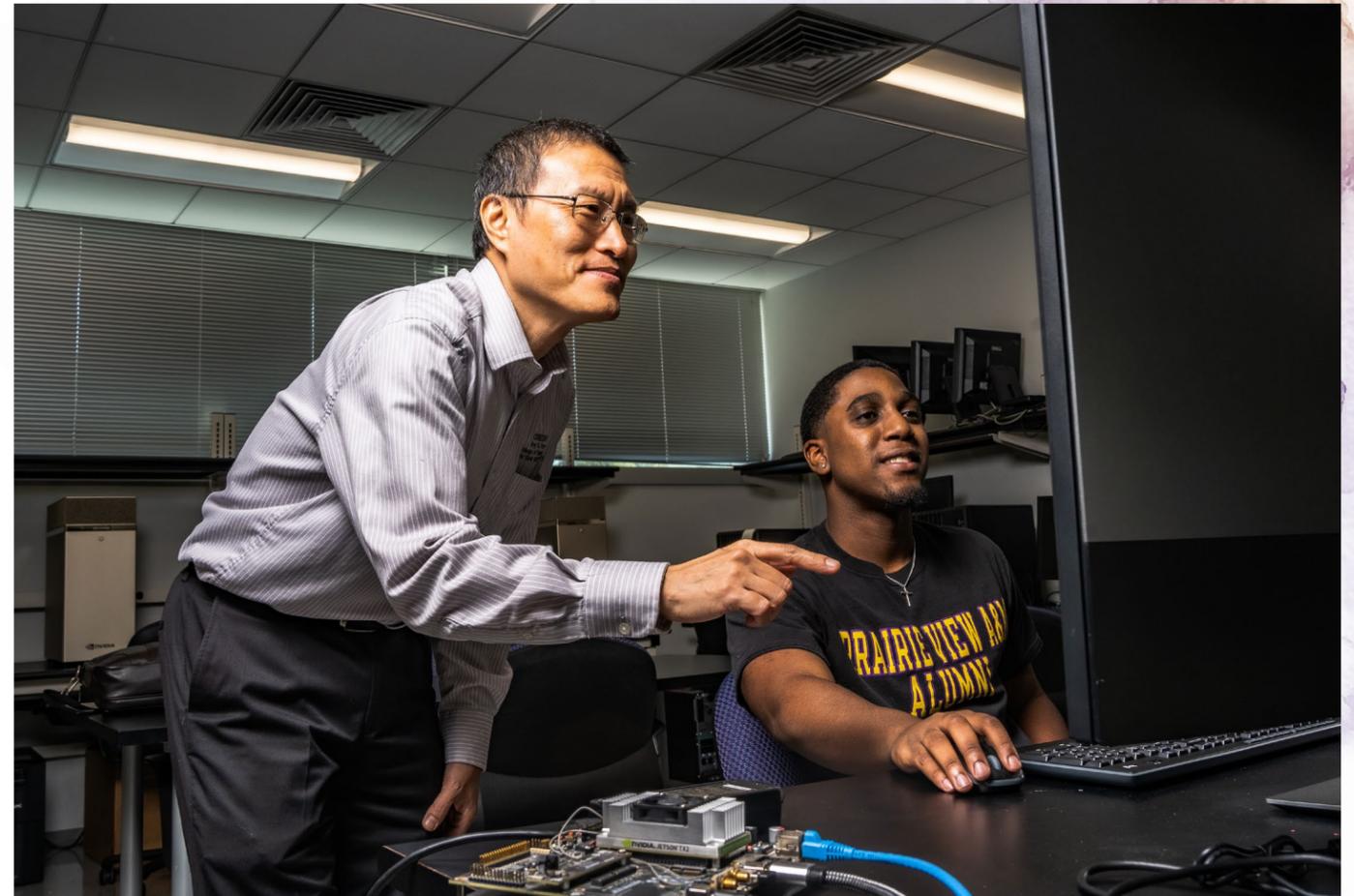
sustainable economies and democratic societies."



Dr. Lijun Qian

AT&T Endowed Professor

“Education is not the filling of a pail but the lighting of a fire.” - William Butler Yeats



Long before ChatGPT, there was AlexNet - the deep-learning solution named after its creator, Alex Krizhevsky.

It won the ImageNet Large Scale Visual Recognition Challenge 2012 and ensnared Lijun Qian, Ph.D., sparking his interest in the emerging field.

Now, Dr. Qian is the AT&T endowed professor of electrical and computer engineering at Prairie View A&M University. He is making his mark as the artificial intelligence race accelerates.

“The advancement of AI will change everyone’s life,” he said. “It is an understatement that AI is the new electricity.”

Qian recently led a PVAMU team to first place in the Naval Information Warfare Center’s national AI competition. The “Artificial Intelligence Tracks at Sea Challenge” competition used uncrewed surface vehicles to track and monitor maritime traffic to prevent collisions in the open sea.

“AI has the potential to revolutionize the way we approach business, education, and even the way we communicate with each other,” Qian said. “As such, the importance of AI in this digital age cannot be overstated, and it is essential that we continue to invest in its development to ensure that we are able to fully realize its potential.”

Qian is also the director of the Center of Excellence in Research and Education for big military Data InTelligence (CREDIT) at PVAMU. It is a big data research hub with state-of-the-art technology that aims “to accelerate research and education in predictive analytics for science and engineering to transform our ability to effectively address and solve many complex problems posed by big data.”

It trains students “to become next-generation data scientists and engineers.”

Under Qian’s helm, the center was established in 2015 with



\$6 million in funding from the U.S. Department of Defense.

"The convergence of increased computing power, big data and breakthroughs in artificial intelligence is transforming our lives," Qian said. "It is imperative for PVAMU to stay at the forefront of AI and big data research and education and train our students to be future leaders in these emerging fields."

Qian holds an M.S. in electrical engineering from Technion-Israel Institute of Technology and a Ph.D. from Rutgers University. He joined PVAMU in 2003 as a tenure-track assistant professor to help develop the University's new electrical engineering Ph.D. program.

Before joining the University, Qian was a researcher at Bell Labs Research in New Jersey and a visiting professor at Aalto University in Finland. He has authored over 200 papers and holds three U.S. patents in 3G wireless communications from when he invented them at Bell Labs.

Qian is as dedicated to his students as he is to his research, taking pride in their accomplishments like they are his own.

An educator for 20 years, Qian's favorite quote comes from William Butler Yeats: "Education is not the filling of a pail but the lighting of a fire."

It is imperative for PVAMU to stay at the forefront of AI and big data research and education and train our students to be future leaders in these emerging fields."





Dr. Melanye Price '95

Endowed Professor of Political Science

“More than any mantra, a poem is near and dear to me. It’s called Litany for Survival by Audre Lorde.”



As an Endowed Professor of Political Science at Prairie View A&M University, Melanye Price '95, Ph.D., still remembers walking to Sunnyside Park in Houston with her mom as a child to watch her vote. She and her twin sister would get to go into the booth and even pull the little lever.

“I was raised in a household where we discussed politics and race all the time,” Price said. Growing up watching political debates, she has always been interested in how the government works. “Our guy almost never won,” but it taught her the true value of voting: “using your voice, no matter the outcome,” she said.

It was how she learned at a young age something that still holds today:

“Nothing should ever stop you from participating in the democratic process.”

Price will never forget the first time she voted, for more than one reason. She was finally 19, and it was the 1992 presidential election. However, the experience was another lesson in the frailty of democracy.

“After having watched my mom vote as a child, I was super excited to vote for the first time,” she said. “But imagine my surprise when 19 of my fellow PV students were indicted for voter fraud! It was shocking and disheartening because, at the moment, we should have been encouraging young people to exercise their right to vote, but local officials were trying to take student rights away. I learned in real time how state and local officials actively tried to intimidate first-time voters.”

Charges against the “PV19” were eventually dismissed, but Price says she will never forget the rallies and marches that took place soon after when she learned about PVAMU’s legacy in the history of youth and Black voting rights. “I wondered why I did not learn this in class,” she added. “As an endowed professor of political science, I make sure our students know this history. Because of Prairie View A&M students, all college students across the nation get to vote where they attend college. Our students should know and celebrate this history.”

One of her mentors as an undergraduate student at PVAMU was Political Science Professor Jewel Prestage, whose

Our guy almost never won,” but it taught her the true value of voting: “using your voice, no matter the outcome.”



research focused on Black women’s involvement in politics. The late Prestage was hailed as the first Black woman in the nation to receive a Ph.D. in political science. A “giant” in the field, she was instrumental in shaping Price’s path.

Price, a 1995 magna cum laude PVAMU alum, returned to the University in 2019 to lead the African American Studies Initiative funded by the Mellon Foundation. She is also the inaugural director of the Ruth J. Simmons Center for Race and Justice.

Previously, she was a Black History Month lecturer for the U.S. Embassy in Germany, speaking at universities and institutions across the country about the importance of Black history.

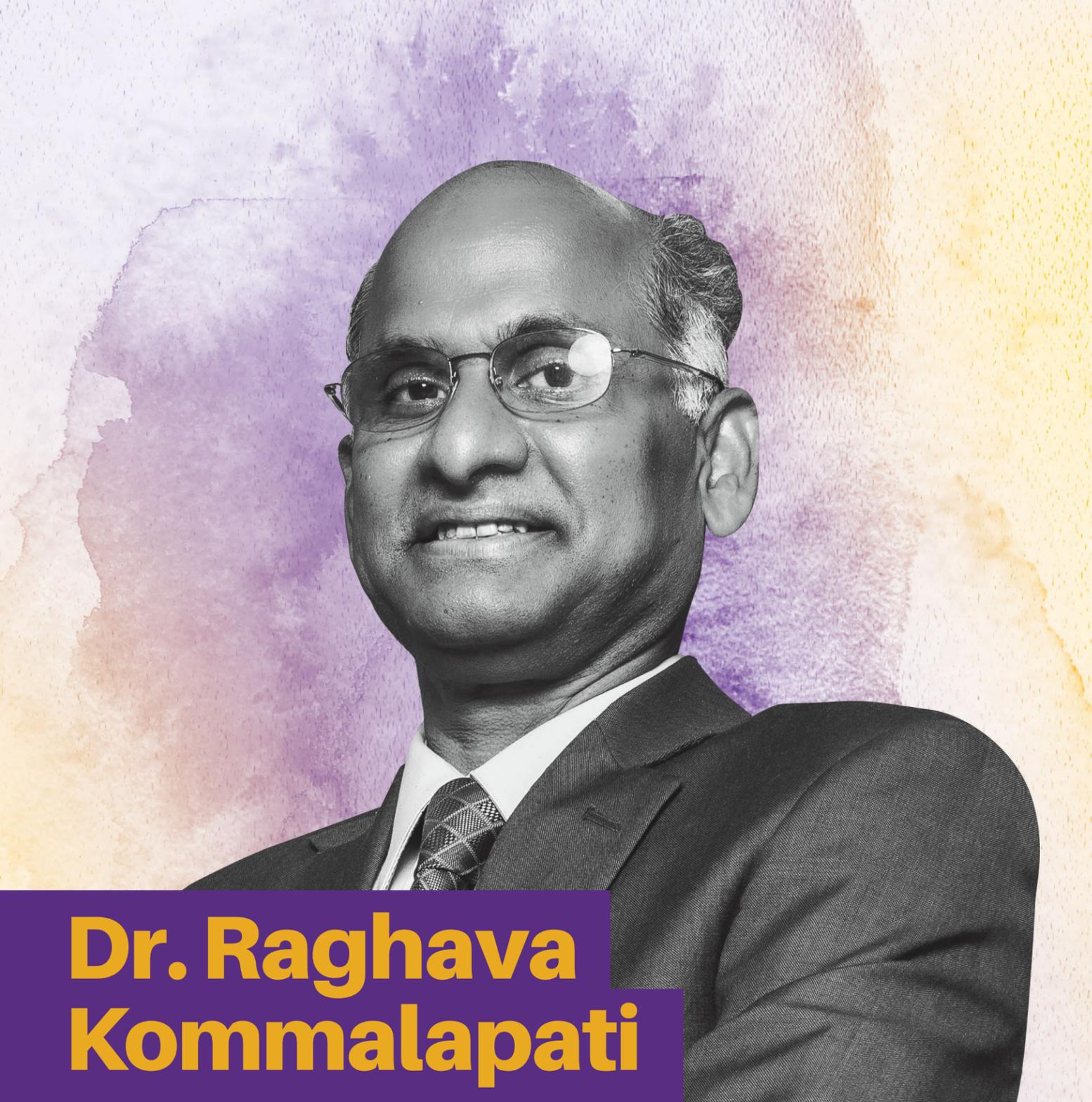
Price is a regular contributor for The New York Times Opinion section and has offered political commentary for CNN, Vox, Hartford Courant, and more. She also contributed to the documentary on former President Barack Obama, “Through the Fire: The Legacy of Barack

Obama.” She also authored “The Race Whisperer: Barack Obama and the Political Uses of Race” and “Dreaming Blackness: Black Nationalism and African American Public Opinion.”

This year marks the 20th anniversary of her Ph.D. in political science from The Ohio State University, and she has been teaching even longer than that.

More than two decades in, Price is still grateful for her profession and purpose: “There is no part of our lives that is free from politics. I get to help students and the public understand their role as informed citizens.”





Dr. Raghava Kommalapati

Honeywell Endowed Professor

“Work hard, do your best and other things will fall in place.”



The rains decided the fates of farmers in the small rural village in India where Prairie View A&M University’s Honeywell Endowed Professor Raghava Kommalapati, Ph.D., PE, BCEE, F. ASCE, grew up.

As a young boy in the southern state of Andhra Pradesh, where farming was the main livelihood, Dr. Kommalapati saw firsthand how dependent farmers are on monsoon rains.

That is why climate change is the driving force behind his research today.

“Energy and environmental sustainability are one of the most critical issues we face as a society,” Kommalapati said. He knows the priceless value of clean drinking water because, growing up, he and his family didn’t have any – just groundwater with high fluoride levels. “We need to address this in the next decade for our civilization to continue to thrive or face an existential crisis.”

After coming to the U.S. to pursue higher education, Kommalapati’s concerns about the environment remained at the forefront of his motivation. As principal investigator and co-PI, Kommalapati has received \$19.73 million in research grants, including 51 research grants during his 25-year tenure at PVAMU. He has authored “Atmospheric

Aerosols: Characterization, Chemistry, Modeling, and Climate” and dozens of peer-reviewed publications.

Kommalapati’s upbringing gave him a unique advantage: He was studying environmentally friendly methods before sustainable products were popular. When all the other doctoral students were researching commercial surfactants, he focused on a natural plant-based soap (called soap nut) that he used to wash his hair as a kid, eventually publishing six papers on the plant-based soap used for centuries in Asia.

Between his doctoral and post-doc studies and throughout his career, his research has covered soil remediation, air quality modeling, and air-fog interactions in the atmosphere. His primary interest, however, is in energy and environmental sustainability.

Currently, his research focuses on applying membrane processes to treat different types of wastewater, including municipal wastewater, slaughterhouse wastewater and produced water from fracking operations. “The changing climate and the concern for humanity and the planet are the main reasons for pursuing this research,” Kommalapati said.

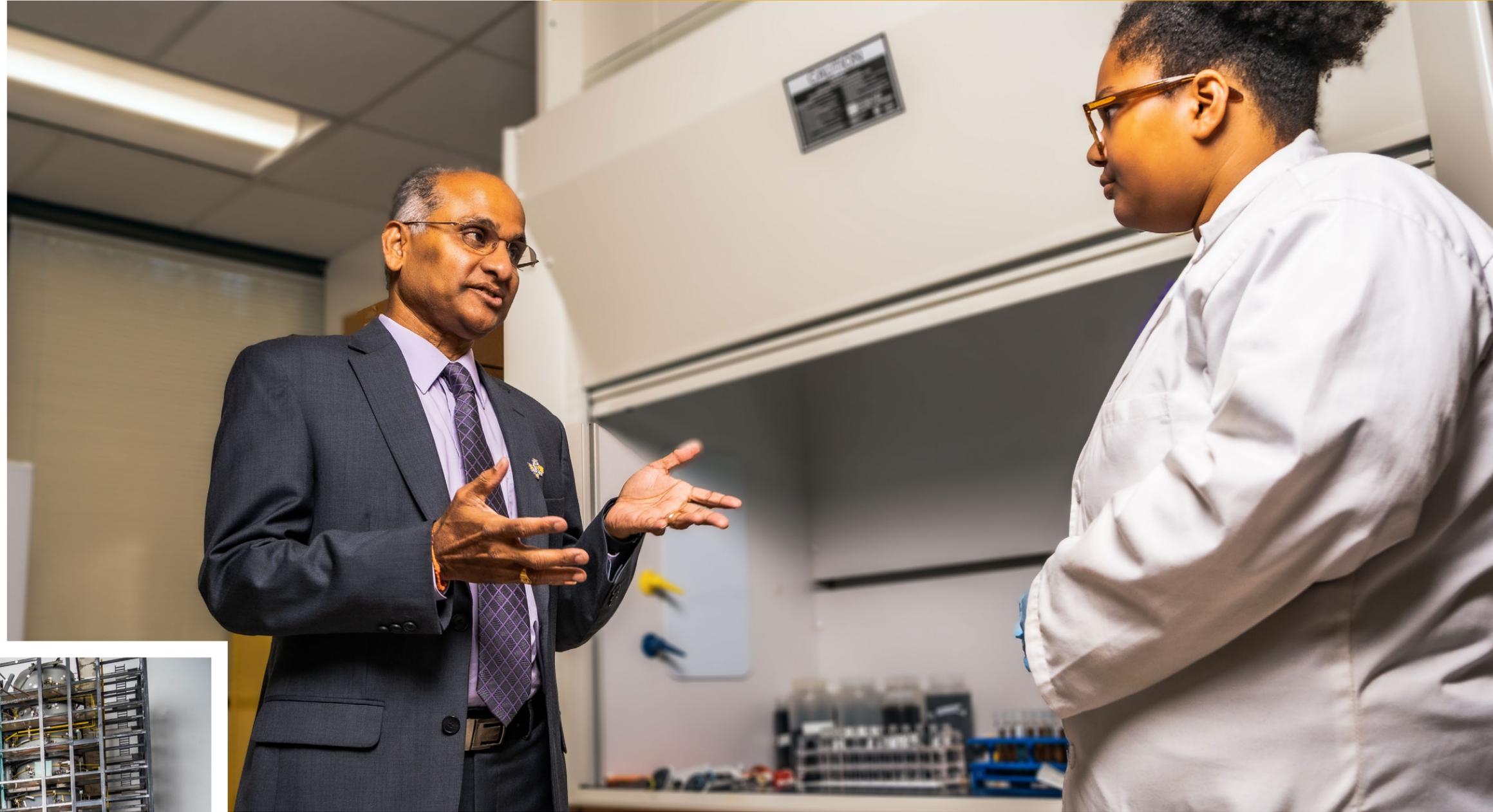
Appointed to the endowed professorship in 2021, Kommalapati is the director of the Center for Energy & Environmental Sustainability and a professor in PVAMU's Department of Civil and Environmental Engineering. He holds an M.S. and Ph.D. in environmental engineering from Louisiana State University.

He joined the PVAMU faculty in 1998 after Milton Bryant, the Dean of Engineering at the time, asked him if he wanted to be a big fish in a small pond or one of many in a big pond. Now, nearly three decades later, Kommalapati is making big ripples at PVAMU.

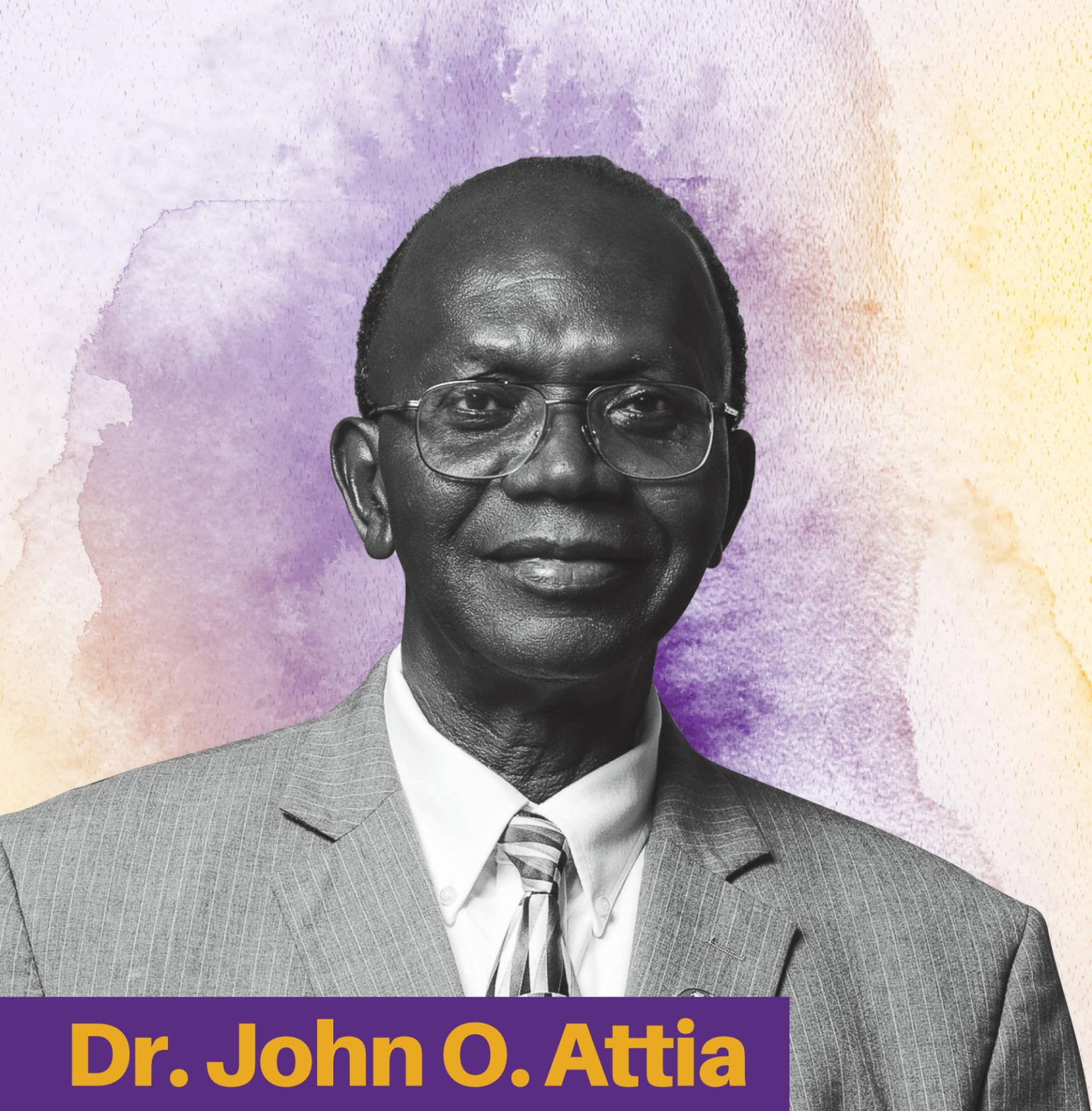
"In our center, we are working on generating sustainable energy solutions and making our current fossil fuel energy more sustainable," he said. "Finding ways to reuse water from fracking operations, slaughterhouse wastewater, and utilize animal and agricultural waste to generate bioenergy and carbon capture and sequestration are some of the ways we are contributing."

Kommalapati also enjoys teaching his students, though he is aware of his reputation as a "tough professor."

"Each of us, as global citizens, has a role to play in reducing our carbon footprint. However, as a current generation engineer, specifically civil and environmental engineers, my students could improve lives by adopting sustainable materials and technologies for infrastructure and basic needs like water," Kommalapati said. "The future generation of engineers I have the privilege to train looks brighter as we keep exploring ways to lower our carbon footprint while mitigating the impacts of climate change that we increasingly face every year."



The future generation of engineers I have the privilege to train looks brighter as we keep exploring ways to lower our carbon footprint while mitigating the impacts of climate change that we increasingly face every year."



Dr. John O. Attia

Texas Instruments Endowed Professor

**What has guided my teaching is the following quote:
“Tell me, and I forget. Teach me, and I may remember.
Involve me, and I learn.” (Benjamin Franklin)**



Prairie View A&M University Texas Instruments Endowed Professor John Attia, Ph.D., has taught for 43 years. Relatively new to the role of an endowed professorship at PVAMU, the professor of electrical and computer engineering in the Roy G. Perry College of Engineering has been an educator since 1980 and has no plans to stop.

“In 1984, when I joined the PVAMU faculty, the University was one of the top producers of African American engineers, and I wanted to assist in that effort,” Attia said.

His fascination with electronic devices and radios sparked his professional interests as a teenager. Back then, there were no computers or smartphones. “I have been passionate about electrical engineering since electrical appliances, electronic handheld devices, communication tools, and other electronic technologies have had a significant impact on the world. They will continue to be the driver of economic progress,” Attia said.

After graduating with a bachelor’s degree in electrical engineering from a university in Ghana, his home country, Attia came to North America to obtain his master’s from the University of Toronto in Canada and a Ph.D. from the University of Houston – all in electrical engineering.

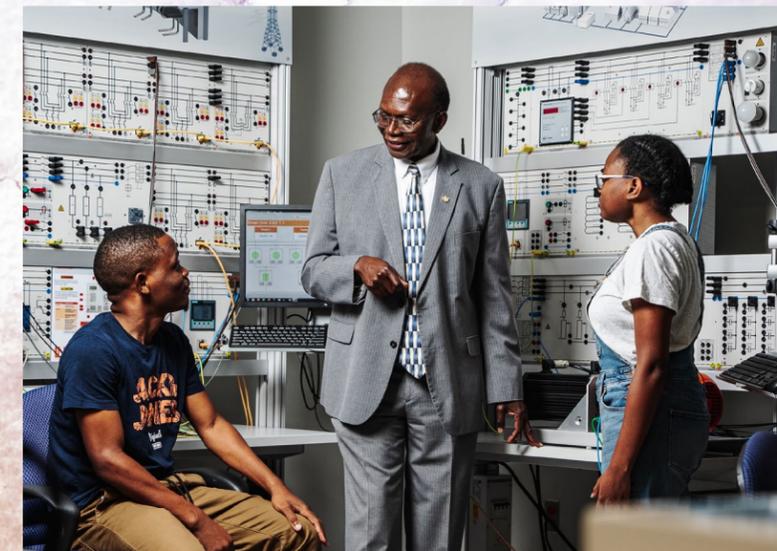
His specialization is in radiation-hardened design – electronic circuits and devices that will survive space, as well as smart grids and power electronics for renewable energy sources – perfect topics at a time when reducing greenhouse gasses is more vital than ever.

Previously, Attia served as PVAMU’s Department Head of the Electrical and Computer Engineering Department for 16 years. He was also interim associate dean for the Roy G. College of Engineering.

Various institutions and organizations have funded his projects, including NASA, the National Science Foundation, Texas Higher Education Coordinating Board, and the Texas Workforce Commission.

Attia also has over 80 technical publications and is the author of several books, including “Circuits and Electronics: Hands-on Learning with Analog Discovery” and “PSPICE and MATLAB for Electronics: An Integrated Approach.”

For this lifelong educator, his teaching philosophy abides by Benjamin Franklin’s words: “Tell me, and I forget. Teach me, and I may remember. Involve me, and I learn.”





Bill Price

Brown Endowed Chair of Architecture

“Make room for exceptions.”



For Prairie View A&M University Brown Endowed Chair of Architecture Bill Price, architecture is where people and nature meet.

“As an architectural researcher, I see architecture as the nexus between the known and the unknown,” he said. “This interdisciplinary field allows me to investigate the relationship between nature and the built environment.”

Growing up in Palmyra, Virginia, along the Rivanna River inspired this lifelong appreciation. “For as long as I can remember, I have been interested in nature and nature-based solutions,” Price said.

Price always knew architecture was “it” for him. “Through this exploration, I am continuously engaging the fundamental essence of nature, which, in turn, informs my work and inspires me to push the boundaries of what we know and create,” he said.

Also an associate professor and graduate coordinator in the School of Architecture at PVAMU, Price has been an educator for over two decades and an endowed professor for ten years.

His latest research, REBOOT, examines upcycling and the reuse of waste, such as plastic bottles, which are being tested in the award-winning

INSTRUMENT for Building, Envelope, Assembly & Material Research.

Before joining PVAMU in 2008 at the recommendation of the late Joe Mashburn, the former dean of the Gerald D. Hines College of Architecture at the University of Houston, Price taught at UH. He holds an M.A. in architecture from Virginia Tech, formerly Virginia Polytechnic Institute and State University.

He has also lectured, led workshops, and juried work at Harvard, Yale, Princeton, Columbia and MIT.

What he enjoys about teaching is the students. “Their curiosity and ability to orally articulate what they are curious about are unmatched.”

Beyond the United States, Price’s career spans 11 countries, including Switzerland and the Netherlands. He was head of research and development and project architect/designer at the Office for Metropolitan Architecture with Pritzker Architecture Prize-winning Rem Koolhaas in Rotterdam.

Price has won numerous grants and awards for his work, including first place in the Seoul Design Olympiad in Korea, where he exhibited the Air Dome, 97 meters of inflated “ribs” of plastic, and a pavilion resembling an

igloo and a caterpillar.

His designs have been featured and published in various national architecture magazines and publications. He has also been interviewed by numerous media outlets and television networks, including National Public Radio and HGTV, for his work on natural and cultural disasters, as well as his work with translucent concrete, a “future of construction” prototype that was featured in the Nation Building Museum in Washington D.C.







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