



THE BENGAL BOTTOM LINE

Your Official Newsletter from the LSU Community University Partnership

Spring Issue · April/May 2011

"Fresh Cuts, Clean Health" Makes Impact in Local Barbershops

Last fall, CUP launched a pilot program of *Fresh Cuts, Clean Health (FCCH)*. The initiative targets Black males at their local barbershops to promote health management and prevention by offering free screenings for high blood pressure, high cholesterol, and diabetes. Screenings were first given at Hilltop Barbershop, 643 East Washington Street, and Parker & Dunbar Barbershop, 1429 Thomas Delpit Drive.

"This is a much needed program for the OSBR community and I am honored that the first screenings were given in my barbershop," says Darian Cain, owner of Hilltop Barbershop.

LSU Health Sciences Center/Earl K Long Hospital is providing phlebotomists for the health screenings. "Some men are reluctant to get screened, but with a little encouragement they easily give in," says Hilda Bryant, an Earl K. Long phlebotomist. The screenings are done with mobile medical devices, which make them quick and easy. "It wasn't painful...just a little prick and that was it," adds Willie Stewart, a screening participant at Hilltop Barbershop. After the reading is taken, participants receive their results within minutes.

The *FCCH* initiative also includes educational outreach provided by the Pennington Biomedical Research



Left: Derrick Smith cuts the hair of participants before they receive their free screening at Hilltop Barbershop in November

Right: Buna Dean checks the blood pressure of participants at Hilltop Barbershop. Participants get all results in seven minutes.



Center and the LSU AgCenter's "Smart Bodies" program. They will each offer follow-up seminars and classes for participants and their families beginning in May.

In order to collect information for the upcoming edu-

BARBERSHOP PROGRAM, Cont.'d on page 4

First in the Nation: LSU Partners with City Year

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Chancellor Michael Martin recently announced that LSU has secured a landmark "give a year" partnership with City Year, a leading national youth service organization that gives young people the opportunity to address social problems through a year of service in public K-12 school districts. City Year unites young adults of all backgrounds for a year of full-time service to close the achievement gap and help at-risk students stay in school and on track to graduation. As tutors, mentors and role models, these diverse young leaders help

transform schools and communities. During their year of service, corps members develop civic leadership skills they can use throughout a lifetime of community service.

A major component of the partnership includes one graduate-level scholarship for a corps member, alumnus or staff person affiliated with City Year. Through the partnership, LSU will also offer application fee awards for all City Year corps members, alumni, and staff who apply to any LSU undergraduate or graduate degree program.

CITY YEAR, Cont.'d on page 3

Lecture Series, AACC Groundbreaking Among LSU Black History Month Events

Throughout February, LSU celebrated Black History Month with weekly events including a lecture series, a play, and a quiz bowl. Other special events included the Mr. and Miss Imani Pageant and the annual College Reunion. This year, the celebration began with the Black Academic Perspectives Lecture Series. The series covered many historical and contemporary topics including “Newspapers’ Framing of Obama and his Administration’s Response to the Deepwater Horizon Gulf Oil Spill,” “Gnosticism and Esotericism in Elijah Muhammad’s Nation of Islam,” “Rastafari as Revolutionary Ideology in Jamaica,” and “Western Education in Colonial Sierra Leone.”



Winners from Buchanan Elementary; left to right (back): Cheri Ausberry, Lisa Lee, and Rudolph Wolf (all of Capital One Bank), Brandon Smith; left to right (front): Samantha Smith, Alexis Pierre, Jaidyn Bryant, and Joshua Littleton.

Another event, the play “Laugh, Cry, Scream, & Shout,” celebrated women of various backgrounds and was centered on complex, real life topics from love and divorce to domestic violence and aging.

Later in the month The Mr. and Miss Imani Pageant showcased 12 of the top student leaders on campus. With a theme of “A Salute to our Heritage,” top student leaders competed for the title. At the end of the pageant, the winners received monetary awards and other sponsored prizes. Also, Miss Imani 2011 and the first runner up went on to compete in the 2011 Miss LSU Pageant.

A particularly memorable event was the Sherehe Ya Kuanzisha (African Ground Blessing). The ceremony marked the beginning of the African American Cultural Center (AACC) and the Women Center’s expansion projects. Both centers will be updated to provide more space for those who utilize their facilities. The projects coincide with the construction of a future parking garage that is scheduled to be completed in 2012. The ground blessing ceremony honored those who paved a way for the establishment of the AACC.

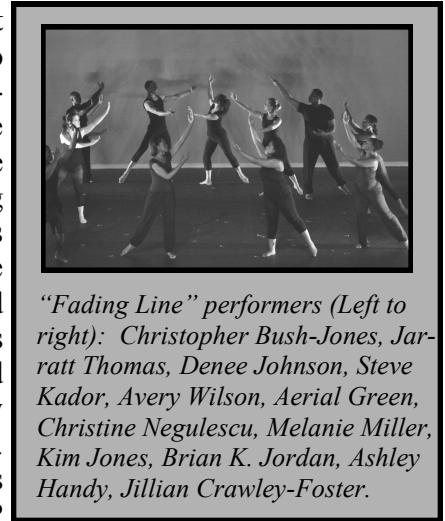
LSU also joined Capital One Bank to celebrate BHM by sponsor-



Winners from Polk Elementary; left to right (back): Cheri Ausberry, Lisa Lee, and Rudolph Wolf (all of Capital One Bank), Cheryl Matthews (principal); left to right (front): Britney Overton, Diamond Simpson, Caleb Yelling, and Brandon Smith.

ing an essay contest for local students to highlight the historical significance of the 1953 Baton Rouge bus boycott during the U.S. Civil Rights Movement. More than fifty fourth and fifth grade students from Buchanan and Polk Elementary schools participated. The initiative was coordinated by CUP and Capital One Bank’s African-American Diversity Network. “This project is part of an ongoing effort to help Baton Rouge reclaim its rightful place in American history,” said Brandon Smith, LSU community affairs liaison.

First place winners received four tickets to the dance performance “Fading Line: A Commemoration of the 1953 Baton Rouge Bus Boycott,” hosted by the Man-ship Theater, and were awarded savings accounts with Capital One Bank. Second and third place winners received gift cards to a local bookstore.



“Fading Line” performers (Left to right): Christopher Bush-Jones, Jar-ratt Thomas, Denee Johnson, Steve Kador, Avery Wilson, Aerial Green, Christine Negulescu, Melanie Miller, Kim Jones, Brian K. Jordan, Ashley Handy, Jillian Crawley-Foster.



Brandon's Bottom Line

Greetings friends and readers on behalf of the LSU Community University Partnership! As you may have heard, CUP launched its barbershop health program, *Fresh Cuts Clean Health*, last fall. We are very excited about the success of the program and positive feedback that we have received so far.

At CUP we are continuing our efforts to maintain the programs that our neighbors have come to appreciate over the past ten years. However, with new programs like *FCCH* and LSU’s recently announced partnership with City Year, I want to ensure you that there is much more to come. CUP has always and will continue to expand its capacity to meet the evolving challenges of our community.

I appreciate you taking the time to read this issue. Also, I invite you to visit us on the web at www.lsu.edu/cup for frequent updates on upcoming events and programs. There are so many outstanding things happening in our community that a semester newsletter cannot do it justice. And, as always, let’s keep moving from POTENTIAL to PROGRESS.

LSU Honors King with Annual Service Day

The Center for Planning Excellence and LSU's Community University Partnership joined with the LSU Office of Multicultural Affairs to honor Dr. Martin Luther King through a community revitalization service project in Old South Baton Rouge. More than 150 volunteers worked to renovate and paint two homes on Thomas H. Delpit Drive, across from Polk Elementary School. A children's garden, with raised beds and gravel paths, was also constructed at Polk Elementary as part of the volunteer activities. Labor and supplies for the event were contributed by LSU student volunteers, community members, the EBR Office of Community Development, Mid City Redevelopment Alliance, The Center for Planning Excellence,

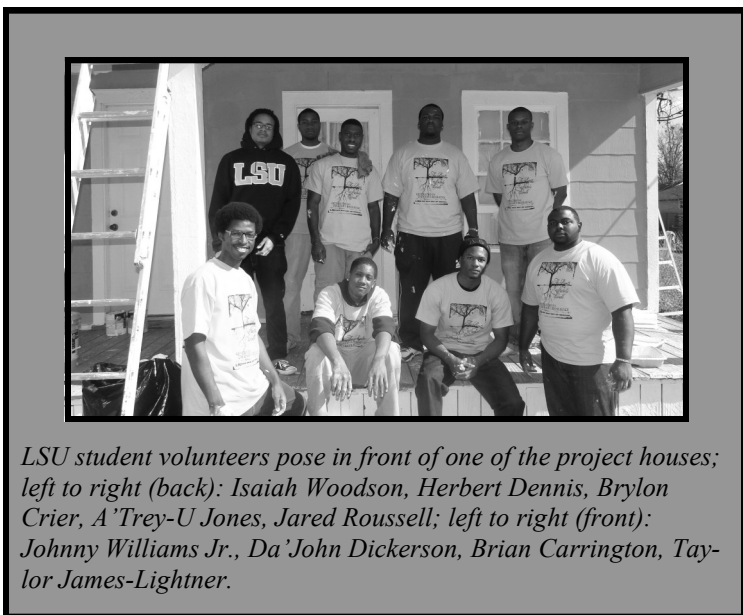
Lowe's, and Blessed Homes, Inc.

Participants were afforded a hands-on opportunity to aid the local community and promote volunteerism, one of King's fundamental principles. "The Day of Service is celebrated on Dr. Martin Luther King Jr. Day to symbolize communities coming together to serve the greater good," says Cerise Marie Edmonds, Coordinator, LSU Office of Multicultural Affairs. "It is important to show the OSBR community the support that LSU has for them," Edmonds adds.

The 2011 Martin Luther King Jr. Commemorative Celebration is coordinated by the LSU Office of Multicultural Affairs, the Martin Luther King Jr. Commemorative Committee and the Black History Month Committee. For more information contact the LSU Office of Multicultural Affairs at 225-578-4339, or visit www.lsu.edu/oma.



Volunteers paint the service project houses. (Above): Austin Ausberry, son of LSU Associate Athletic Director, Verge Ausberry. (Below): Johnny Williams Jr.



LSU student volunteers pose in front of one of the project houses; left to right (back): Isaiah Woodson, Herbert Dennis, Brylon Crier, A'Trey-U Jones, Jared Roussell; left to right (front): Johnny Williams Jr., Da'John Dickerson, Brian Carrington, Taylor James-Lightner.

CITY YEAR, Cont.'d from page 1.

The partnership with City Year makes LSU the first public university in the country to formalize a "give a year" partnership with City Year, joining the ranks of private institutions including Bentley University, Duke University, and Boston College.

"City Year's vision is that a year of service will become a civic rite of passage for all young adults," said City Year CEO and Co-Founder Michael Brown. "We are honored that LSU is the first public university to commit to the give a year Partnership. Young leaders from LSU will have the opportunity to both earn an outstanding education and give a year to help students in high-poverty schools stay in



City Year corps member mentors Polk Elementary.

school and on track – it's a win-win partnership."

This distinction reinforces the university's commitment to service, particularly during the sesquicentennial, and demonstrates engagement as a pillar of LSU Flagship 2020, which was recently launched.

"As the people's university, LSU is excited about what this partnership represents," said Martin. "It's our opportunity to demonstrate LSU's commitment to community by offering incentives to young people who give back."

The partnership was coordinated by the LSU Community University Partnership, with assistance from the Graduate School, Undergraduate Admissions and Student Aid, and Institutional Advancement.



City Year corps member volunteers at Buchanan Elementary.

Single Mothers Program Returns in April

In late Spring, LSU's Women Center and CUP will relaunch *WE>START* (Women Experiencing Success through Academics, Resources and Training), a program that provides local single mothers with educational, professional, and personal development opportunities through weekly seminars. The *WE>START* program was first implemented in March 2009 with the purpose of addressing social and educational barriers faced by women from low income backgrounds. "This program provides participants with information, inspiration, connections, and the motivation they will need to write the next chapter in their lives," says Catherine Hopkins, director of the LSU Women's Center. "Whether it is building a professional network, impacting their communities, maintaining a work-life balance, or improving their health, LSU is committed to helping these women achieve their goals," Hopkins adds.

Throughout *WE>START*, participants attend seminars to hear guest speakers on important topics including: financial security, computer literacy, and demystifying the education process. The seminars are presented by university staff and community partners. To assist with child care, learning and crafts sessions are also provided

for children of the participants.

This year, the *WE>START* program will use a new resource handbook, *Leading Ladies: Building a Plan for Successful Living* to complement the seminars. The handbook gives practical advice on useful topics like setting long-term goals and creating a household budget. The handbook was created by CUP intern, Ebony Iheanacho, a child and family studies senior at LSU.

LSU's Women's Center and CUP are able to continue *WE>START* with a grant from the Community Assistance Fund of the Junior League of Baton Rouge. The Community Assistance Fund (CAF) assists non-profit agencies in the Baton Rouge area with specific, short-term monetary needs. "The Junior League of Baton Rouge is proud to support LSU by providing a grant to train young, single mothers so they may be empowered to reach their full potential," states Julia Dickinson, President of the Junior League of Baton Rouge. CUP also received additional support from Senator Yvonne Dorsey.

If you would like to learn more about *WE>START*, contact the LSU Women's Center at wc@lsu.edu or 225-578-7563, or the Community University Partnership at lsucup@lsu.edu or 225-578-8699.

BARBERSHOP PROGRAM, *Cont.'d from page 1.*

education seminars, screened persons participate in a brief survey of health and wellness questions including: how often they visit the doctor, their diet choices, and their exercise routines. To date, the surveys indicate that most of the men rarely visit a doctor for an illness or even routine checkups; many of them do not watch their diet or exercise regularly; and some were unaware of health problems that they have. "Part of the problem is the lack of access to health care, because many of the participants are uninsured or underinsured," explains Community Affairs Liaison Brandon Smith.

FCCH is funded from Blue Cross Blue Shield of Louisiana Foundation's Impact Grant program and is also a part of Mayor-President Melvin 'Kip' Holden's "Healthy BR" Initiative. The second round of screenings began in March and will continue over the next few months at various barbershops in the surrounding areas. "After a successful kickoff, we are now prepared to replicate this program beyond OSBR," said Smith. "We would also like to see multiple screenings in a given day and will expand screenings to men across several ethnic groups."

To learn more about *Fresh Cuts, Clean Health* and to view the screening schedule, visit www.lsu.edu/cup or contact CUP at 225-578-8699 or by email at lsucup@lsu.edu. If your barbershop is interested in participating, please use the same contact information.

LSU Reads in OSBR

More than 100 LSU faculty, staff and students read in local elementary schools as part of "Read Across America" day, an awareness program of the National Education Association.

The annual event promotes learning through reading to students from kindergarten to sixth grade and coincides with the birthday of the acclaimed children's book author, Theodor "Dr. Seuss" Geisel. Readers from LSU included Chancellor Michael Martin, LSU Head Baseball Coach Paul Mainieri, SG President J Hudson, SG Vice President Dani Borel and Miss LSU Megan Miller. University participation was coordinated by CUP. "It is critically important that we promote quality education in our local community," said Martin. "The future of LSU is only as good as the college readiness of today's Pre-K through 12 students."

For more information on LSU's participation in "Read Across America" day or reading in local schools, contact LSU CUP at lsucup@lsu.edu or 578-8699.



Chancellor Martin reads to a class at Buchanan Elementary.

LSU Museum of Art Presents "Beyond Black"

The LSU Museum of Art proudly presents "Beyond Black: Ed Clark, Eugene Martin and John T. Scott," a showcase of works by three African American abstract artists who rose to prominence in Louisiana. The exhibit showcases more than 50 never-before-seen paintings, drawings, prints, sculptures and collages from private and public collections across the nation. The works are on display from January 30 through May 8.

Beyond Black is the LSU Museum of Art's first exhibition to recognize the contributions of Louisiana's African American abstract artists. Clark, Martin and Scott were among the first African American artists to explore abstract art. They represent a core group of artists from the surrounding area that explored unique visual styles to express their artistic freedom. Though overlooked in their time, the perseverance of Clark, Martin, and Scott and their various works has made a lasting impression on American art history.

The LSU Museum of Art (LSU MOA) is located in the Shaw Center for the Arts in downtown Baton Rouge and provides opportunities for research, education, and enjoyment to students, scholars, and visitors. It also engages with partners within the Shaw Center for the Arts to offer a range of cultural activities. For more information, visit the LSU MOA website at www.lsumoa.com.

Campus Federal Continues Sponsorship

Campus Federal recently donated \$1000 to CUP to assist with the printing costs for CUP's *Bengal Bottom Line*. Campus Federal has been a vital partner with CUP since 2005, sponsoring such programs as *Geaux for*



CF's Blaine Grimes and LSU's Katrice Albert and Brandon Smith.

Gold, a financial literacy program. Campus Federal supports LSU departments and student organizations campus-wide, including supporting LSU's Teaching Enhancement Awards, Fall Fest, Campus Holiday Celebration, and Volunteer LSU. In addition to the monetary support Campus Federal has given, its employees have served LSU through volunteerism by mentoring students, staffing events, teaching financial literacy classes and generally helping to further the mission of the university.

Check out more pictures from our recent Saturday-in-Service project, Black History Month celebrations, and *Fresh Cuts, Clean Health!* Visit our PHOTO GALLERY and UPCOMING EVENTS calendar at www.lsu.edu/cup.



Above: Martoaka Granger and Brandon Smith pose with her Yard of the Month sign.



Left: Mrs. Granger receives her gift certificate to Lowe's.

YARD OF THE MONTH

CUP is pleased to announce Martoaka Granger as the latest winner of its Yard of the Month contest. Granger, a mother of three children, lives at 1824 Missouri Street.

As a prize, Granger received a \$25 gift card from Lowe's and a CUP Yard of the Month sign for her yard. "I take pride in my yard, so it is an honor to receive this acknowledgment," says Granger. "I cannot wait for Spring to come so I can display my Yard of the Month sign in my flower garden next to my Agapathus, which are my favorite flowers."

TO NOMINATE SOMEONE OR YOURSELF FOR YARD OF THE MONTH:
E-mail us at lsucup@lsu.edu or call us at 225-387-5131.



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Extraordinary Gentlemen: LSU Black Male Leadership Initiative

As part of a national effort to bring greater awareness to the needs of black male student development, LSU has launched the Black Male Leadership Initiative which addresses the challenges that higher education faces in recruiting, retaining, and graduating black male students. “Although our state and institutions of higher education across the nation are faced with economic challenges, LSU remains on course in our efforts to promote equity and diversity,” said Marco Barker, assistant to the Vice Provost and director of educational equity for Equity, Diversity & Community Outreach. “BMLI represents a step in the right direction in the university’s efforts to be responsive to our state’s racial dynamic and to be a responsible, civic-minded institution engaged in outreach.”

Under the Black Male Leadership Initiative, the university established a student mentoring and leadership development piece, the BMLI Fellows Program, which offers black male students on campus support through targeted workshops in three critical areas—academics, leadership development and citizenship. Topics covered include: aca-

demically preparedness, stress management, and career development. The BMLI Fellows also engage in community service projects in OSBR.

One of the program’s goals is to connect its members with existing services and opportunities on campus so they feel connected to campus life and invested in the university.



*Pictured (from left to right, front row): Isaiah Woodson, Johnny Williams Jr., Brylon Crier, and Joseph Hollins; (back row): Dr. Marco Barker, Herbert Dennis, A’Trey-U Jones, and Jared Avery. **Note:** All BMLI members not pictured.*

demically preparedness, stress management, and career development. The BMLI Fellows also engage in community service projects in OSBR. Finally, the program facilitates individualized mentoring opportunities with black male faculty and administrators. “The BMLI Fellows Program serves as a great networking tool for our students,” said Jared Avery, graduate assistant to Academic Affairs. “The faculty-student mentoring opportunity provides the Fellows unique insight into the academic and cultural nuances of the university so that they may better adapt to campus life.”

The BMLI Fellows Program is coordinated through the Office of Equity, Diversity & Community Outreach and the Office of Multicultural Affairs. For more information regarding the Black Male Leadership Initiative or the BMLI Fellows Program, visit the organization’s website at www.lsu.edu/bml or contact Chaunda Allen or Dr. Marco Barker at bml@lsu.edu.