

Annual Report
2017-18

Believe.
Begin.
Become.

ATLANTA
METROPOLITAN
STATE
COLLEGE

UNIVERSITY
SYSTEM OF GEORGIA

Learning Higher.

AMSC Student Snapshot



Dear Friends of Atlanta Metropolitan State College,

Excellence. Impact. Opportunity. Access.

These are words we often use when speaking of Atlanta Metropolitan State College (AMSC). As I reflect over the past year, I must add these words as well: game-changing collaboration, academic innovation, and upper-stratospheric achievement. Case in point: in 2017 AMSC's graduation rate became the best in Georgia among state colleges. Additionally, the college continued to have the highest graduation rate for African-Americans, an extraordinary distinction we have held for years.

As you peruse the following pages, you will find much more evidence of the relevance and profundity of our work. We hope that you will take some of the credit for this success. Why? Because it could not have been accomplished without corporate and community partners, friends, donors, alumni, and others who recognize the treasure that is Atlanta Metropolitan State College.

Education Reformer Horace Mann stated, "A human being is not attaining his full heights until he is educated." When you consider that AMSC is the *only* four-year public access institution in the City of Atlanta, you understand why this college matters.

Thank you for your support, your service, and your spirited commitment to Atlanta Metropolitan State College.

Very best regards,

President Gary A. McGaha, Ph.D.

Gender

Female 64%
Male 36%

Age

Under 21 = 21%
21-24 = 36%
25-40 = 34%
40+ = 9%

Top Counties of Origin

Fulton 55%
Clayton 15%
DeKalb 9%
Cobb 4%
Henry 4%

Race

Black 92%
White 3%
Multiracial 2%
Asian 1%
Hispanic 1%
Not specified 1%

OF NOTE

- 43% of students are from the City of Atlanta
- 40% of students are online students
- 25% of students are evening students; 7% take Saturday classes
- 70% of new freshmen come from the Atlanta Public Schools
- 65% first-generation college students

Top 3 Programs

1. Business Administration
2. Nursing
3. Criminal Justice

6 Bachelor Degree Programs

30+ Associate Degree Programs, Pathways, & Certificates

Annual Cost of Attendance = \$4,000

Most affordable Atlanta college in The University System of Georgia

Fall 2017 Enrollment = 2,501

Mission

Atlanta Metropolitan State College, a unit of the University System of Georgia, focuses on excellence, where outstanding faculty members and committed staff teach and facilitate the successful academic matriculation and holistic development of students. The college offers an affordable liberal arts education and prepares students from a diverse urban community to function in a global society.

Accreditation

- Southern Association of Colleges and Schools (SACSCOC)
- The Association of Collegiate Business Schools and Programs (ACBSP)



University System of Georgia

1 Graduation Rate in Georgia
(among state colleges)

Momentum

Highlights



Construction was completed on the \$8 million Student Services and Success Center. This one-stop shop offers students the convenience of essential services and support in one location.



The Quad was transformed in 2017 into a central green space that allows for more usage by students and community. Students wasted no time in enjoying the \$2.5 million renovation, as impromptu games of football popped up before the sod was firmly in place.

- **High school dual-enrollment** continued to flourish with students now representing 31 Metropolitan Atlanta schools.

- In a new partnership with the **Clayton County Public Schools**, approximately 25 students in each high school are preparing for college through the AMSC Pre-MAT Bridge Program.

- In the last year, our **Achieve Atlanta Scholars** have grown from 37 to more than 100. Achieve Atlanta promotes the post-secondary success of graduates of the Atlanta Public Schools.

- **The Easley Pavilion and Conference Center** was named one of the Top 12 College and University Venues in Georgia by Unique Venues.

- Students benefit from internships with the City of East Point through the **U.S. Environmental Protection Agency's College/Underserved Community Partnership Program (CUPP)**. Interns have worked on water and sewer projects, drafted business plans, implemented an IT system, and helped update the city's comprehensive plan.

- Thanks to an agreement with **Kennesaw State University**, AMSC students who complete their associate degree in physics and engineering can transfer seamlessly to KSU engineering programs. AMSC students may also complete three years in the applied mathematics program and then do two years in a KSU engineering program. These students then graduate with both a BS degree from AMSC and a BS degree from KSU.

- In collaboration with the **Morehouse School of Medicine**, AMSC students are armed with the skills and knowledge to perform well on professional school entrance exams such as the MCAT, DAT, and PCAT. This Health Careers Opportunity Program includes tutoring, workshops, and community clinical experiences with Morehouse faculty.

- Funded by the **Annie E. Casey Foundation**, the Trailblazer Student Institute (TSI) is a twelve-month academic and peer enrichment program that helps men of color thrive as college students. TSI aligns with **Governor Deal's Complete College Georgia** strategy to increase the number of African-American males who enroll in college and graduate.

- A new focus has been placed on the **strategic marketing** of AMSC. The goal is to tell the extraordinary story of AMSC in a way that expands awareness, engagement, and investment.



"Every morning I step foot on campus, I'm always reminded that there is hope. Attending AMSC has been the best decision of my life."

-Jaylen Denson '19

"I am so excited about this college and the promise of your future. I see you rising."

-Rev. Dr. Raphael G. Warnock, Ebenezer Baptist Church Senior Pastor



AMSC: the ONLY 4-year public access college in the City of Atlanta

Education. Elevated.



Meet Student Chantil Coleman

Criminal justice major. AMSC Cheerleading squad captain. Georgia Youth of the Year (Boys & Girls Clubs of America). This accomplished student scholar plans to go to law school and advocate for those around the globe who have no voice. When first encountering the talkative, bubbly Coleman, you have no hint of how much she has overcome in her 23 years. In so many ways, she exemplifies the true spirit of an AMSC Trailblazer.

Ms. Wheelchair Georgia USA Earns Her Crown

Veronica Fox knows a thing or two about earning her crown. In 2013 she sustained a complete spinal cord injury.

“It took me a while to bounce back, but I am no longer using my disability as an excuse,” says the 25-year-old social work major. In 2018 she became Ms. Wheelchair Georgia USA.

Between college and her job at Hartsfield-Jackson Atlanta International Airport, Fox is constantly on the move. As Ms. Wheelchair Georgia USA, her goal is to raise awareness of spinal cord injury. Buoyed by her recent pageant win, she explains, “There’s no way I can stop now!”

Alumnus to Watch: Deon G. O’Bryant, Ph.D.

Dr. Deon G. O’Bryant, Jr., a 2014 biological sciences graduate, recently defended his dissertation at Clark Atlanta University. Part of his research on prostate cancer was funded by a grant from the National Institute of Health. He now teaches at AMSC.

Calling all alumni: We would love to hear from you. Email us at lhannon@atlm.edu or visit room 209 of the library.

Faculty Excellence

• **Dr. Curtis Todd** was recognized for his superb service as a peer reviewer for *Higher Education Studies*, an international journal. Dr. Todd is an associate professor of social work.

• **Business Instructor Muriel Hepburn** was featured on wallethub.com. She gave expert advice on the topics of credit scores and secured credit cards.



“Without dual-enrollment at AMSC, I don’t believe I would have been accepted to Georgia Tech.”
-Amadou Diallo, Therrell High School

• The highlight of the **Fall Faculty and Staff Institute** was a riveting keynote address by **Dr. Tristan Denley**, executive vice chancellor for academic affairs and chief academic officer for the University System of Georgia (USG).

The Spring Faculty and Staff Institute included dynamic presentations by the following USG staff: **Dr. John Sizemore**, assistant vice chancellor for distance education; **Dr. Myk Garn**, assistant vice chancellor for new learning models; **Jonathan Hull**, assistant director of policy and partnership development; and **Heather Collins**, policy analyst.

• **President Gary McGaha** was inducted into the **National Black College Alumni Hall of Fame** for his contributions to education. He was also honored as a community hero by the Live Healthy and Thrive Youth Foundation. Dr. McGaha holds the academic rank of professor of political science.



Ron Witherspoon Photography

Celluloid Success

Of the ten AMSC students enrolled in the **Georgia Film Academy**, six were offered internships on major film projects.

Yvonne Thomas Lecture Series

Students are taking advantage of the opportunity to hear from the very best in business. Through the Yvonne Thomas Lecture Series, students from various disciplines have packed the lecture hall to learn from Yvonne Thomas, prominent hotel and restaurant entrepreneur. Thomas is the wife of Hank Thomas, AMC Foundation board member.

Ascent

Strategic Marketing & Advancement

In 2017 the Office of Institutional Advancement was restructured and renamed the Office of Strategic Marketing and Advancement. This change signals a fresh emphasis on branding and marketing strategy that advances fundraising initiatives, brand awareness and engagement, and relationship cultivation. In short, the college has begun to aggressively tell its story with a vision to catapult AMSC to unprecedented levels of accomplishment and distinction.



The good news is getting out about AMSC.



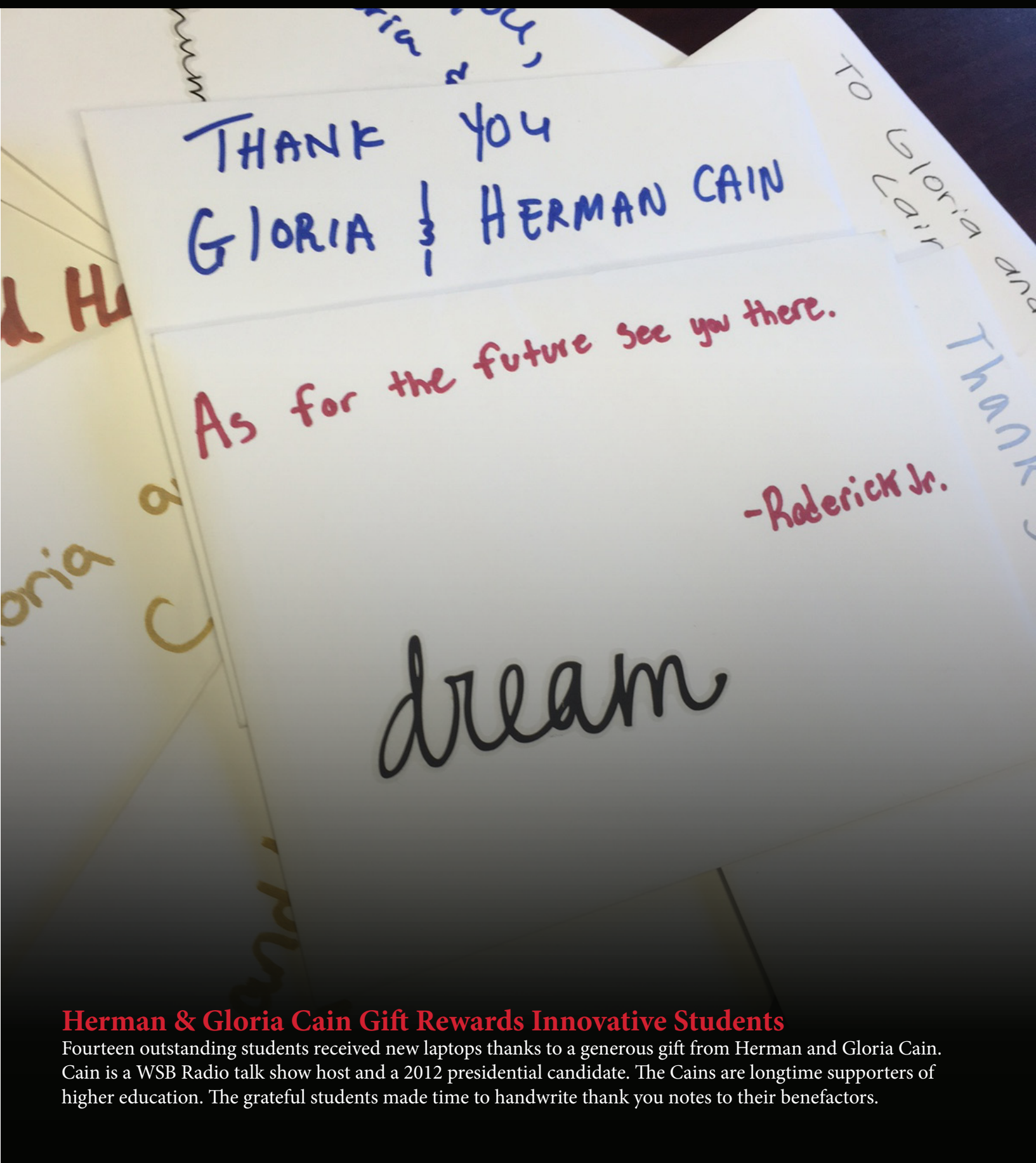
Students are at the center of AMSC's strategic marketing. Dorothea Hofler '19, a biological sciences major, gets ready for her close-up.



Georgia Korean Grocers Association, Inc. Awards Scholarships

AMSC students captured five of the ten scholarships given by the Georgia Korean Grocers Association, Inc. (GA KAGRO) at its annual scholarship gala.

Pictured from left to right with AMSC President Gary McGaha are: Amanuel Belete, business administration and applied mathematics; Sang Ahn, biological sciences; Jennifer Lynch, mass communication; Rama Hawai, applied mathematics; and Patrice Allen, criminal justice and organizational leadership.



Herman & Gloria Cain Gift Rewards Innovative Students

Fourteen outstanding students received new laptops thanks to a generous gift from Herman and Gloria Cain. Cain is a WSB Radio talk show host and a 2012 presidential candidate. The Cains are longtime supporters of higher education. The grateful students made time to handwrite thank you notes to their benefactors.

Why I Give

"I give to AMSC because I am committed to making a difference."

-Veronica Adadevoh '80, AMC Foundation Board Member, State Farm Agent/Owner

Attitude.

2017 Celebration of Leadership Awards

-Annual Scholarship Gala a Grand Success



Celebration of Leadership Awards Honorees

From left to right: Skip Vaughan, chair, AMC Foundation; Roosevelt Council, Jr., general manager, Hartsfield-Jackson Atlanta International Airport; Yvonne Thomas, entrepreneur; Dr. Gary McGaha, president, AMSC; Reginald "Ray" Moore, retired special agent in charge of the Atlanta Field Office, United States Secret Service; Rev. Dr. J. Allen Milner, Sr., founder and senior pastor, Chapel of Christian Love Baptist Church.

The AMC Foundation raised a record amount for need-based scholarships at its **2017 Celebration of Leadership Awards**. The fundraiser, in its sixth year, honors community trailblazers and highlights student success.

"We are extremely grateful to our partners and the greater Atlanta community for recognizing the need of our students and stepping into the gap to help these students continue on their path to success," said AMC Foundation Chair Skip Vaughan, general manager and market senior director of the Georgia market for Pepsi Beverages Company. "AMSC is filled with brilliant

Gaining.

students who fight every day to make their dreams come true. I am delighted that we can help them on their journey."

The Celebration of Leadership Awards salute outstanding leaders who use their vision to improve Metropolitan Atlanta, the state, the nation, and beyond. The 2017 honorees are Roosevelt Council, Jr., general manager, Hartsfield-Jackson Atlanta International Airport; Yvonne Thomas, entrepreneur; Reginald "Ray" Moore, retired special agent in charge of the Atlanta Field Office, United States Secret Service; and Rev. Dr. J. Allen Milner, Sr., founder and senior pastor, Chapel of Christian Love Baptist Church.

Need-based scholarships at AMSC are used for gap funding. Students are often close to graduation and in

jeopardy of not being able to complete their education because of financial challenges. These scholarships bridge the "gap" and enable them to continue.

The Celebration of Leadership Awards received robust support from the Atlanta business community with **Delta Air Lines** as the top contributor.



Atlanta Metropolitan College Foundation, as seen in Georgia Trend

2017 Sponsors Celebration of Leadership Awards

Trailblazer Sponsor

\$50,000
Delta Air Lines

Believe Sponsor

\$25,000
Georgia Power Foundation

Become Sponsor

\$10,000
Georgia-Pacific Foundation
Wells Fargo

Red and Black Sponsor

\$5,000
Hartsfield-Jackson
Atlanta International Airport
PepsiCo
QuikTrip Corporation

Table Sponsorship

\$1,500
AIDS Healthcare Foundation/
BLACC
AJAX Building Corporation/
Gardner Spencer Smith Tench
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Antioch Baptist Church North
Atlanta Job Corps Center
Atlanta Neighborhood
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Leadership Atlanta Class of 2017
- THE CLASS!

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3...2...1...LIFTOFF!



Title Sponsor Delta Air Lines made it possible for us to shatter all previous fundraising records.

“We rise by lifting others.”

-Robert Ingersoll

Honor Roll of Donors

This list reflects those who have contributed during the 2017 calendar year. On behalf of the entire AMSC family, we say thank you!

Organizations and Corporations

\$3001-\$7000

Assistance League of Atlanta
Sparlin Health Care, Inc.

\$1001-\$3000

Cengage Learning

\$1-\$1000

Chapel of Christian Love
Everett Financial, Inc.
Network for Good
W. W. Norton & Company

Foundations

\$20,001-\$50,000

USG Foundation, Inc.

\$10,001-\$20,000

Yvonne Johnson Thomas
Scholarship

\$1,501-\$10,000

Frank and Velyna Johnson
Foundation
Veronica Adadevoh Endowment
Scholarship
Wines & Spirits Wholesales of GA
Foundation

\$150-\$1500

Alvin C. Cross Scholarship
The Annie E. Casey Foundation
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Contributors

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Hazel Mays
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Moses Miles
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Bryan Mitchell



The men's and women's Trailblazers represent AMSC well, both on the court and in the classroom.

Michael Montgomery
Meredith Moore
Barbara Small Morgan
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Linda Perry
Dakiesha Pickett
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Curtis Todd

Antonio Travis
James Walker
Donald Wallace
Yolanda Ward
Malcolm Wiley
Reginald Williams

Every effort has been made to ensure the accuracy of the Honor Roll of Donors. Please contact us if you see a needed revision. Call 404.756.4666 or email: krikenbacker@atlm.edu.

Dreams have no expiration date. Your donation makes them happen.

Testimony



I am a student, a mother of three sons, and a disabled Navy veteran working on a bachelor's degree in business administration. I'm starting a new chapter in my life in the effort to become an entrepreneur. I have fallen on hard times, so I could not afford to pay for this semester, my last semester needed to graduate. With the support of the AMC Foundation, I am going to complete my degree this spring.

I can pay it forward by contributing to my school so that the AMC Foundation can continue to help other students in need of financial support like I was. They did it for me, and I just want to say thank you, thank you Atlanta Metropolitan State College.

-Sunceree' Ravenell '18

I am so excited that my school has programs like the AMC Foundation that help students in need. This investment in my success encourages me to do my absolute best in my classes. I feel supported and relieved that I can continue my journey without the stress of wondering how I was going to pay for classes. I look forward to the time when



Atlanta Metropolitan State College: a vibrant community of quality and caring.



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University System of Georgia

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