



This year marks the 30th anniversary of the Black Alumni Association at the University of Southern California in Los Angeles. The BAA has successfully reached out to African American students to provide financial aid and mentoring support over the last 30 years.

Founded by civil rights activist, the late Dr. Rev. Thomas Kilgore, Jr. in 1976 the USC BAA is a unique alumni support organization with a primary goal to provide services to USC African American alumni. However, unlike most alumni groups, the USC BAA has a defined institutional advancement and development goal as well. Our primary mission is to provide scholarship funds to support the financial needs of African American students attending the University.

Black Alumni Association Vision

To make the USC experience accessible to all people of Black heritage and to ensure the success of Trojan Black descended alumni and their greater community.

Black Alumni Association Mission

The USC Black Alumni Association is committed to bringing USC's Black alumni & friends together to increase the success of our alumni, our students, and our community. Throughout our vast network, programs and cultural/social interaction, we will:

- Empower, encourage, and engage all Black alumni lifelong and worldwide.
- Celebrate the rich history of USC Black alumni thought building upon the best of our traditions and accomplishments.
- Connect Black alumni to each other and the University through meaningful communications, programs, and events.
- Create endowed funds for financial support of scholarships, programs, and historical projects.
- Facilitate a high level of volunteerism so that the Black Alumni Association, the University and the community-at-the-large, benefit from USC's diverse interests, talents, and backgrounds.
- Encourage investment and support for the University in its successful pursuit of excellence in teaching, research and service.

About the USC BAA:

- ◆ The USC BAA has awarded more than \$1,000,000 to over 1400 continuing and transfer undergraduate/graduate students attending USC since 1976. Recipients are selected on the basis of need, academic merit, leadership, community service and personal interview.
- ◆ After years of positive influence within the university and the community, the BAA has emerged as a unique alumni organization that provides financial support, mentoring and internships opportunities to USC black students. In addition, the USC BAA nurtures and maintains a close relationship between African American alumni and their alma mater, as well as networking opportunities with other alumni and the university community.
- ◆ The USC BAA has a unique matching scholarship program. Donations to the scholarship fund receive a 2 to 1 match from the university for undergraduate awards and a 1 to 1 match for graduate awards.
- ◆ The USC BAA believes in cooperative, strategic relationships. Current relationships include: The Tavis Smiley Foundation, FAME Renaissance Corporation, Marketing Opportunities in Black Entertainment (MOBE) Symposium, Our Authors Study Club, Inc., Greater Bethany Church, the USC Center for Black Cultural & Student Affairs (USC CBCSA), the USC Marshall School of Business, USC Enrollment Services, the USC Thornton School of Music, the USC General Alumni Association (USC GAA), the USC School of Nursing, the USC Associates, the USC School of Fine Arts and the USC Black Staff & Faculty Caucus, Annenberg School of Communications, the African American Beverage and Grocers Association (AABAGA), Golden State Minority Scholarship Foundation and the USC Career Center. Recent relationships include those with Merrill Lynch & Co., Inc., Felix Cadillac/Chevrolet., Nestlè USA and Walt Disney Co.
- ◆ The USC BAA supports its members with networking opportunities, a homecoming celebration, a quarterly newsletter to more than 10,000 homes, access to university library facilities, volunteer opportunities and joint membership benefits with the USC Alumni Association and the USC Associates. The USC BAA strives to add value and connectivity to the university with new relationships and affinity programs.
- ◆ The USC BAA participates in student recruitment programs with assistance from the University Admissions office, including African American high school senior outreach program, college-entrance workshop and college entrance essay-writing workshops.
- ◆ In 1999, the USC BAA joined with University Information Services to launch their support of the Historic Families Initiative. That initiative seeks to preserve as much local history as possible about the families that have been instrumental in creating this great city. Consequently, the BAA is actively gathering, preserving, and displaying African American photographs, records, and other artifacts.
- ◆ The USC BAA is recognized by University Officials, local, state & national government officials and members of the Los Angeles community for its' provision of financial support, student recruitment and retention efforts leadership development and for continued participation in the community at large.

USC BAA Events, Programs and Initiatives At-A-Glance

Endowment Programs

The BAA is in the midst of an endowment campaign to raise \$2,000,000 for scholarships. To date, we have established the Coors/Kilgore Scholarship Endowment, the Joan Green Fusilier Scholarship Endowment, the Thomas Kilgore, Jr. Scholarship Endowment and many more.

Signature Events:

Welcome to the Trojan Family: Pinning and Affirmation Ceremony

This important event welcomes new Black students into the Trojan family.
August • Widney Alumni House

Trojan Legacy Homecoming Weekend Celebration

For over 20 years, the Trojan Legacy Homecoming Weekend has been a full weekend! An Alumni Picnic at VKC, Football game and after party.
Fall • Entire USC Campus

Trojans of Ebony Hue Black History Exhibition

This exhibition features Black alumni and their importance to society. Past exhibitions include Journalist Fay Jackson, Attorney Yvonne Brathwaite-Burke, Architect Paul Williams, and Artist Varnette Honeywood. The 2006 exhibition featured Howard P. Drew, "Fastest Man in the World".
February • Location Varies

Annual Alumni Awards and Scholarship Benefit

Our Annual Alumni Awards and Scholarship Benefit has been a spectacular celebration for over 29 years that recognizes outstanding USC alumni, BAA student scholars and community leaders.
April • Town and Gown

INITIATIVES AND PROGRAMS

Legacy Through: Leadership Initiative

The Legacy Through: Leadership Initiative establishes partnerships between students, alumni, corporate and community partners such that everyone benefits from the relationship. Students are mentored and shown leadership skills by examples of success from participating alumni, community and corporate representatives.

Legacy Through: History Initiative

The USC BAA History Project was launched in 1999 toward the goal of collecting, preserving and providing public accessibility to USC African-American memorabilia and oral history. Our goal is to endow a Black resource center housed within the USC library with an anchor alumni collection.

Legacy Through: Wealth Building Initiative

The Wealth Building Initiative seeks to financially empower our students, and alumni families with information provided by program participants such that our BAA members are able to build generational wealth.

Legacy Through: Community Initiative

The Community Initiative provides channels for community activism for our BAA Scholars such that meaningful relationships are established from community service.

The Scholarship Program

The USC BAA Scholarship Committee selects scholarship recipients who are current or continuing USC students, and/or transfer students. They must be planning to enroll in full-time, undergraduate or graduate courses of study at USC. Receipt or potential receipt of other scholarships or student financial aid may also be considered in the selection process. Amounts of the annual awards vary and are awarded to 95% undergrad and 5% graduate Students. Applications are available in December. Selections are made in February.

Prominent USC African American Alumni include (but is not limited to):

Marcus Allen	Heisman Trophy Winner
Cedric Berry	Regional Metropolitan Opera Finalist 1999 School of Music
General Charles Bolden	Pilot and Astronaut
Jacqueline Bowens	VP Government & Legislative Affairs Childrens National Medical Hospital
Marc Brown	News Anchor KABC 7
Levar Burton	Actor/Director "Star Trek the Next Generation & Reading Rainbow"
Frances Caple	Assistant Dean School of Social Work
Ron Coleman	USC Basketball school of Public Administration
Curtis Conway	All-American Chicago Bears
Judge Candace Cooper	Los Angeles Superior Court
Cynthia Cooper	2 Time WNBA MVP - Houston Comets
Bill Cosby	Entertainer Honorary Doctorate
Rusty Cundieff	Actor/Producer "Tales from the Hood"
Darien Dash	DME Interactive
Sara Finney	Co-Producer "Moesha"
Tommy Ford	Actor "Martin & New York Undercover"
Mike Garrett	Heisman Trophy Winner - USC Athletic Director
Macy Gray	Recording Artist/Songwriter
Stayce Harris	1st Black Female to Pilot 747 Airplanes
Paul Jackson Jr.	Musician Guitarist
Dennis James	Pilot American Airlines & Founder of the Flying ACES Youth Program
Keyshawn Johnson	All-American/New York Jets
Quincy Jones	Entertainer Honorary Doctorate
Lisa Leslie	LA Sparks WNBA
Diana McNeil Pierson	First known African American USC Female graduate 1907/1909*
Pat Means	Publisher Turning Point Magazine
Cheryl Miller	Hall of Famer, All-star Basketbal Coach WNBA Arizona
Rodney Peete	Quarterback Oakland Raiders
Bernard Parks	Chief of Police Los Angeles
Rosa Parks	Honorary Doctor of Letters
Linda Johnson Rice	President & COO Johnson Publishing Company
Mark Ridley-Thomas	Councilman 8th District Los Angeles
Patrice Rushen	Musical Director & Producer
OJ Simpson	Heisman Trophy Winner
John Singleton	Filmmaker/Director "Boys in the Hood"
Marva Smith Battle-Bey	Director Vermont/Slauson Economic Development Corp.
Vada & John Somerville	First African American Male & Female
Donald Stevenson	Graduates School of Dentistry, First African American Scion Family*
Brice U. Taylor	Chair Orthopaedic Surgery Department Centinela Hospital
Tina Thompson	1st USC All-American Athlete
Clarence Thompson	All-American WNBA Houston Comets
Bill West	First known African American USC Graduate 1904 Law *
Forest Whitaker	VP Mays Chemical Company - Business
Charles White	Actor, Director and Producer "Hope Floats"
Paul Williams	Heisman Trophy Winner
William Allen Young	Famed Los Angeles Architect
	Actor "Moesha"