



USC Black Alumni
Association

*Uniting, Uplifting &
Empowering Black Trojans*

Uniting

We champion diversity and inclusion at USC, in our local communities, across the nation and around the world.

Uplifting

We support the nation's brightest Black students as they develop into our next generation of leaders and innovators.

Empowering

We fuel the aspirations of Black students and alumni striving to realize their academic and professional goals.

We Are Your...

USC Black Alumni Association



The Black Trojan Effect

The USC Black Alumni Association (BAA) is a dynamic leadership and advocacy network dedicated to promoting diversity and strengthening our legacy of Black Trojan excellence at the University of Southern California.

As the cultural home of Black Trojans for more than 40 years, BAA is committed to student recruitment and retention, mentoring and activism. Our alumni are devoted to uniting, uplifting and empowering Black Trojans through inclusive programs, service, engagement, networking and philanthropy.

We invite you to connect with BAA. Together, we'll expand our profound impact on the lives of Black Trojans and on this great university.

"BAA is the drum major for diversity at USC. We believe in recruiting and retaining high-achieving Black students to ensure that diverse voices and perspectives continue to strengthen our university."

—Lloyd McKinney '80 earned his degree from the USC Marshall School of Business and represents BAA on the USC Alumni Association Board of Governors.

\$6M

in student grants awarded
since 1976 (includes USC
matching funds)

140

BAA scholarships
granted annually

7,000+

volunteer hours donated by
BAA members annually

Uniting Our Community

The USC Black Alumni Association connects Black Trojans to strengthen both our common cultural bonds and our support for USC. Through our programs, we seek to enlighten and inspire our community, while encouraging service and developing our next generation of leaders.

- **BAA Summits** provide students and alumni with academic and career guidance.
- **BAA Community Outreach Partnerships** offer students volunteer opportunities in nearby communities.
- **BAA Young Professionals (BAAYP)**, a collaborative community of recent graduates, promotes leadership, career development and networking opportunities for students and alumni.
- **BAA Events**—which include Trojan Legends Homecoming Weekend and our annual scholarship benefit—nurture lifelong friendships and foster new ones, while also honoring the achievements of Black Trojans.

4%

of all USC students
identify as Black

90%+

of Black students receive
financial aid
(grants, loans, work study)

100%

of BAA Scholars have graduated
for 10 consecutive years



“BAA is more than a community. It’s a cause.”

—Stephanie Farmer MHA '95 earned a master’s degree from the USC Rossier School of Education in 2018 to teach Black high school students aspiring to be Trojans.



Uplifting Black Scholars

Since 1976, the generosity of USC Black Alumni Association members and friends has eased the financial burden of more than 2,200 students. Individual scholarships, which currently range from \$3,000 to \$25,000 a year, are awarded based on merit and financial need.

Our *BAA Scholars* program is nationally recognized for offering wraparound student support, which includes mentoring, educational summits, volunteer service and partnerships with USC schools.

By investing in BAA today, you will have an immediate and lasting effect, funding current scholarships and increasing our endowment. We also invite you to join our *1,000 for \$1,000 USC BAA Campaign for Student Scholarships* by making a monthly gift of \$83 for one year. Your support will make a difference for generations to come.



“As a BAA scholar, I didn’t just get financial support. BAA made me feel like I belonged at USC.”

—Deara Espinoza ’08, MA ’09, EdD ’14, left, with her mentee, BAA Scholar Antoinette Bailey, Class of 2019

“BAA members care passionately about students and they have giving hearts. After graduating, I intend to give back to BAA in any way I can.”

—Amri Rigby, USC Iovine and Young Academy for Arts, Technology and the Business of Innovation Class of 2019, received a BAA grant to support his trip to renowned director Werner Herzog’s cinema workshop in Peru.

Empowering Black Trojans

The USC Black Alumni Association serves as a critical partner in the recruitment and retention of Black students at USC. Our *Legacy Through Leadership Mentoring Program* matches all student applicants with BAA alumni and advocates, and includes career workshops, career-shadowing opportunities, professional development and cultural guidance.

We also inspire students by celebrating Black Trojan heritage at the *Welcome Pinning and Affirmation Ceremony* each fall, and honor our proud graduates at the USC *Black Graduation Ceremony* every spring.

We invite you to help us secure BAA's legacy of excellence for many years to come.



“When I look back at my time at USC, many Black Trojans made a difference in my life. That’s the main reason I’m a BAA mentor today.”

—Jonathan J. Conway '11, pictured with mentees BAA Scholar Casey Gardner and Sydney Starkes, members of the Class of 2021.



“It’s inspiring to see people who look like you, who’ve graduated from USC, and who are successful. You know it’s possible for you to reach your goals.”

—Vanessa Ouanssi Balemagna, BAA Scholar, USC School of Pharmacy, Class of 2021

Get Involved

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[#BlackTrojanPride](https://twitter.com/BlackTrojanPride)

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