

# BusinessTimes

Monthly Newsletter, Division of Business and Economic Development  
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## James Kimble, 2016 All Star Ambassador of the Whitehouse Initiative on HBCUs

By Daphne Thomas, PR & Marketing Director (901) 435-1539

White House Initiative on Historically Black Colleges and Universities Names LeMoyne-Owen College Student an All-Star

MEMPHIS, TN (Sept. 1, 2016) The White House Initiative on Historically Black Colleges and Universities (WHIHBCU) recently named LeMoyne-Owen College junior and business major James Kimble a member of the 2016 class of HBCU All-Stars. Kimble is one of 73 students selected from 63 of the nation's HBCUs. WHIHBCU recognized undergraduate, graduate and professional students for their accomplishments in academics, leadership and civic engagement. The HBCU All-Stars will serve as ambassadors of the White House Initiative by providing outreach and communication with their fellow students about the value of education and the Initiative as a networking resource.

During the course of one academic school year, the 73 All-Stars will distinguish themselves as exemplars of the talent that HBCUs cultivate and as noble ambassadors of their respective institutions," said U.S. Secretary of Education John B. King Jr. "The Initiative is looking forward to working with this third class of All-Stars

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The Division of Business and Economic Development

Mission Statement: We prepare today's business students to be tomorrow's business leaders in un urban and global communities..

### About LeMoyne-Owen College

LeMoyne-Owen College is a four-year liberal arts institution that prepares students to become critical thinkers, to lead productive and successful lives, and to make positive contributions to their respective communities. LeMoyne-Owen occupies a beautifully landscaped campus about ten minutes from downtown Memphis and one block from the Stax Museum and Academy of American Soul Music. With a rich heritage that dates back to 1862, the College promotes diversity in its Student body, staff and faculty. Its core curriculum, which emphasizes a multicultural education, is a national model shown to build student confidence. The student is challenged by a rigorous course of study in English communication, literature,

African American history, humanities, natural science, biological science, mathematics, social science, and lifetime fitness—all while pursuing the requirements of his or her academic major.

### WW Herenton Renaissance

The Division of Business and Economic Development

Office hours: Monday – Friday  
8:30am to 4:30pm, Saturday

## James Kimble, Whitehouse Initiative cont.

**“LeMoyné-Owen fosters intelligence, personal growth and positive life choices and this makes it the ideal setting for My Brother’ Keeper,”**

and is confident this opportunity will allow the Initiative to meaningfully connect with HBCU students and advance academic excellence at their schools.”

“We are truly proud of Mr. Kimble,” LOC President Dr. Andrea Lewis Miller said. “His desire to give back to others through service embodies our mission and his outstanding academic achievements are a shining example of how LeMoyné-Owen College’s rich legacy continues since its founding in 1862.”

Kimble is a full-time student in LeMoyné-Owen College’s Accelerated Studies for Adults and Professionals program where he majors in business. He also works full-time as an over-the-road truck driver and driver trainer. Despite his hectic schedule, he has managed to maintain a 3.8 grade point average, leading to his induction into the prestigious Alpha Kappa Mu Honor Society. Kimble says he was elated to receive the news and looks forward to representing LeMoyné-Owen College and HBCUs everywhere. “I am overwhelmed and extremely grateful to receive this opportunity,” Kimble said. “I look forward to working with the campus and the community this year.”

### HBCU All-Star

Kimble’s main goal over the next year is to establish a My Brother’s Keeper program at LeMoyné-Owen.

President Barack Obama established the program in 2014 to address persistent opportunity gaps faced by boys and young men of color and ensure that all young people can reach their full potential.

Kimble says this mission resonates with him and that he is in the right place at the right time to get the job done. “LeMoyné-Owen fosters intelligence, personal growth and positive life choices and this makes it the

ideal setting for My Brother’ Keeper,” Kimble said. “This program will give the young men of LeMoyné-Owen, including myself, an opportunity to pay it forward in the name of the institution that has given us a chance to achieve greatness.”

Over the next year, Kimble and his fellow honorees will serve as ambassadors by providing outreach opportunities and communicating with other students about the value of both education and the Initiative as a networking source. Using social media, relationships with community-based organizations, and sessions with industry professionals, the students will share proven practices that support opportunities for all young people to achieve their educational and career potential. They will also participate in the White House HBCU Week Conference, national and regional events, and webinars with Initiative staff and other professionals on a range of disciplines that support a spirit of engagement and personal and professional development.

“We’re looking forward to working with this new class of HBCU All Stars,” said Deputy Under Secretary of Education and Acting Executive Director White House Initiative on HBCUs Kim Hunter Reed. “Our goal is to provide a unique opportunity for these talented students that exposes them to critical national conversations and thought leaders. No doubt they will make their mark and represent their campuses well.” The All-Stars were selected from over 300 students from 24 states, the District of Columbia, Ghana, Nigeria, and the Virgin Islands. They will work together and as a group and network with one another to achieve their goals.

Upon graduation from LeMoyné-Owen, Kimble hopes to continue his education and eventually earn a master’s degree. In the meantime, the New Orleans native who made Memphis his home shortly after Hurricane Katrina hopes to launch his food truck business where he will serve Louisiana cuisine infused with Memphis barbecue flavor.



## BSA

### Business Student

#### Association 2016-2017

The Business Student Association is gearing up for the 2016-2017 school year. Interested student should apply in the business office by **September 17, 2016**.

#### *Business Student Association*

The Division of Business and Economic Development launched the Business Student Association (BSA) in Fall 2000. The BSA offers interested students an opportunity to participate in business enrichment activities including internship opportunities, event planning, fundraising, specialty business related workshops and seminars, speakers, hosting the 2016-2017 Graduate Awards Banquet and participation in various Mid-South economic development activities and forum.

The BSA is a great opportunity to network and share information and resources with your peers and people in industry.

#### **Required:**

Officers are chosen during Fall to serve for 1-year. Officer positions available: President, Vice-President, Treasurer, and Secretary

\$25 dues are paid per semester and placed in a general operating fund to service BSA related activities. Members, upon payment of the regularly scheduled fees, must attend a minimum of two consecutive monthly meetings during the regular school semester of record. Meetings are normally once per month.

***Elections and next membership enrollment period is Fall 2016.***

***Return application with your \$25 application fee to:***

The Division of Business and Economic Development



## Accreditation Council for Business Schools & Programs (ACBSP)



LeMoyne-Owen College, Division of Business and Economic Development is now in candidacy for accreditation from the esteemed ACBSP.

### What is the difference between Program vs. Institutional Accreditation?

ACBSP accredits business programs. ACBSP does not accredit the institution, only the business programs offered at the institution. Most businesses and universities reviewing transcripts and accepting degrees base their decisions on institutional accreditation. Program accreditation from ACBSP without institutional accreditation may not be considered sufficient when accepting degrees or credits for transfer.

Among the many benefits, the pursuit of accreditation reinforces a commitment to continuous improvement, innovation, and scholarship.

Kudos to the Division of Business and Economic Development!!

<http://www.acbsp.org/?page=accreditation>  
[http://www.acbsp.org/?page=value\\_accreditation](http://www.acbsp.org/?page=value_accreditation)

## 6 Social Media Trends That Will Take Over 2016

### 1. Real Real-Time Engagement

Key - Provides faster response time to consumers.

### 2. Live Streaming Video

Key- Consumers also want faster access to real-time, offline events consequently this type of communication between brands and customers allows for a seemingly unedited and unfiltered view.

### 3. Social Commerce

Key- The more engaged your customers are, the better your sales.

### 4. Search Engine Optimization (SEO)

Key- Content is King! Although social media doesn't directly influence your search ranking, greater social signals (such as people sharing your content and sending more traffic to your website) can help rankings increase.

### 5. Mobile First

Key- Mobile devices, especially smartphones, tablets and smartwatches—should be a big part of your focus.

Key-87% of the targeted millennials admits that they are never without their smartphone.

### 6. Data-Driven Decisions

Key- With even more access to information about consumer preferences than before, data can help personalize messages with a pinpoint focus on building stronger loyalty and long-term engagement—rather than short-term acquisitions and individual sales.

*Jennifer Beese on January 04, 2016*

<http://sproutsocial.com/insights/social-media-trends/>

### Q: Why pursue a business major at LOC?

This division, with areas of study in Accounting, Economics, Management and Finance, offers a single major in Business Administration with tracks in Accounting, Management, or Finance. This major leads to the Bachelor of Business Administration degree.

#### **Accelerated Studies for Adults and Professionals**

(formerly the Accelerated Degree Completion Program-ADCP) provides a non-traditional learning environment designed to help adults and professionals complete a bachelor's degree by attending class one night a week (or on Saturday mornings).



## Upcoming Events

LeMoyne-Owen College Homecoming—October 24-29, 2016

MAY 2017 Graduating Seniors Letter of Intent due by October 15, 2016

Midterm Exam—October 17-21

Spring 2017 Pre-Registration starts October 24, 2016.

### Professional Development

#### *Benefits of an Internship*

*Experience: develops valuable real world work experience in a professional job setting.*

• *Competitive Edge: becomes more competitive in the job market than their counterparts who did not.*

• *Higher Salary: earns an average of \$6,900 more than their peers who have no internship experience, according to a 2010 NACE survey.*

• *Career Exploration: explores potential careers to help you choose what professions would fit best.*

• *Professional Skill Development: manages substantive work requiring problem solving, communicating with clients, project management and other professional activities.*

• *Networking: develops professional contacts that may be of help in the future.*

• *Personal Development: develops a personal work ethic, investigate your career interests, prospective career goals, and the approach to a professional workplace.*

2010 NACE survey.

<https://www.ursinus.edu/offices/career-and-professional-development/internships-and-externships/benefits-of-an-ternship/>

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