

PRESIDENT'S REPORT

2024



For more information:
morrisbrown.edu





The College is proud of its tradition of serving the educational needs of the best and brightest young minds, while simultaneously providing educational support to students who might not otherwise receive the opportunity to compete on the college level. Students fitting the latter are given the tools they need to increase their potential for earning a college degree.



*President
Dr. Kevin James*



FROM THE PRESIDENT

A Transformative Journey

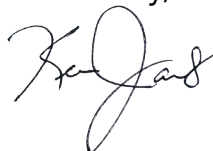
It is no small feat that Morris Brown College has gone from The Hard Reset to The Resurgence – a period of moving from overcoming great challenges to experiencing significant advancements in record time. It indeed has been a transformative journey, and as outlined in the college's 2024 to 2029 strategic plan, "The Resurgence: Reset and Ready," it will continue to be one that brings even greater changes and developments.

Two years after becoming the first of the nation's Historically Black Colleges and Universities to regain accreditation after nearly 20 years, Morris Brown College has witnessed tremendous accomplishments – to include increases in our student enrollment, in our total number of graduates and in our number of graduates finishing with honors.

Some of the exciting developments for Morris Brown College include revitalizing our distinguished hospitality management program – as the only institution of Georgia's HBCUs to offer such a program. They also include new partnerships that will allow our students to gain real-world experience and the opportunity to transition following undergraduate studies to a career in hospitality. In addition, they include an opportunity to reach an even younger generation of scholars through our coding offerings. We saw this firsthand in 2024 through our summer coding camp that was made possible through the selection of Morris Brown by the Department of Energy as one of 10 schools to receive funding to develop or enhance a clean energy-focused summer program. That award led to a successful summer coding camp for dozens of metro Atlanta students excited about coding, drone technology, and green energy.

These developments would not be possible without our stakeholders and partners. We are grateful to have them with us on our journey as we embrace this season of resurgence – all the while staying in line with our institutional identity of being "Founded in Service...Grounded in Excellence...and Anchored in Tradition."

Sincerely,



Dr. Kevin E. James

19th President of Morris Brown College

MBC FINANCIAL GROWTH

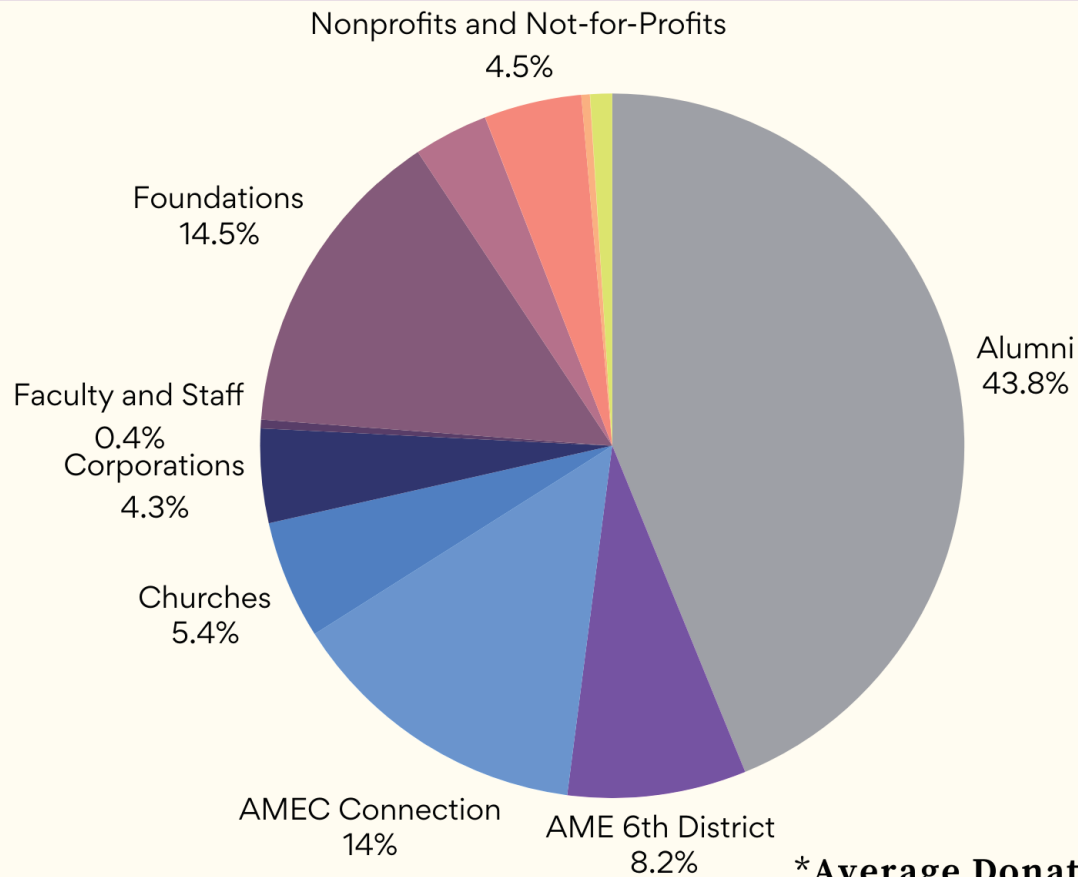


Institutional Advancement Impact Report

Based on Fiscal Year 2023-2024

A visual representation of key donor metrics and achievements for the fiscal year

Morris Brown College Annual Fund Report



***Average Donation: \$1,200**
Total Giving: \$2,194,342.46

MBC FINANCIAL GROWTH (cont.)



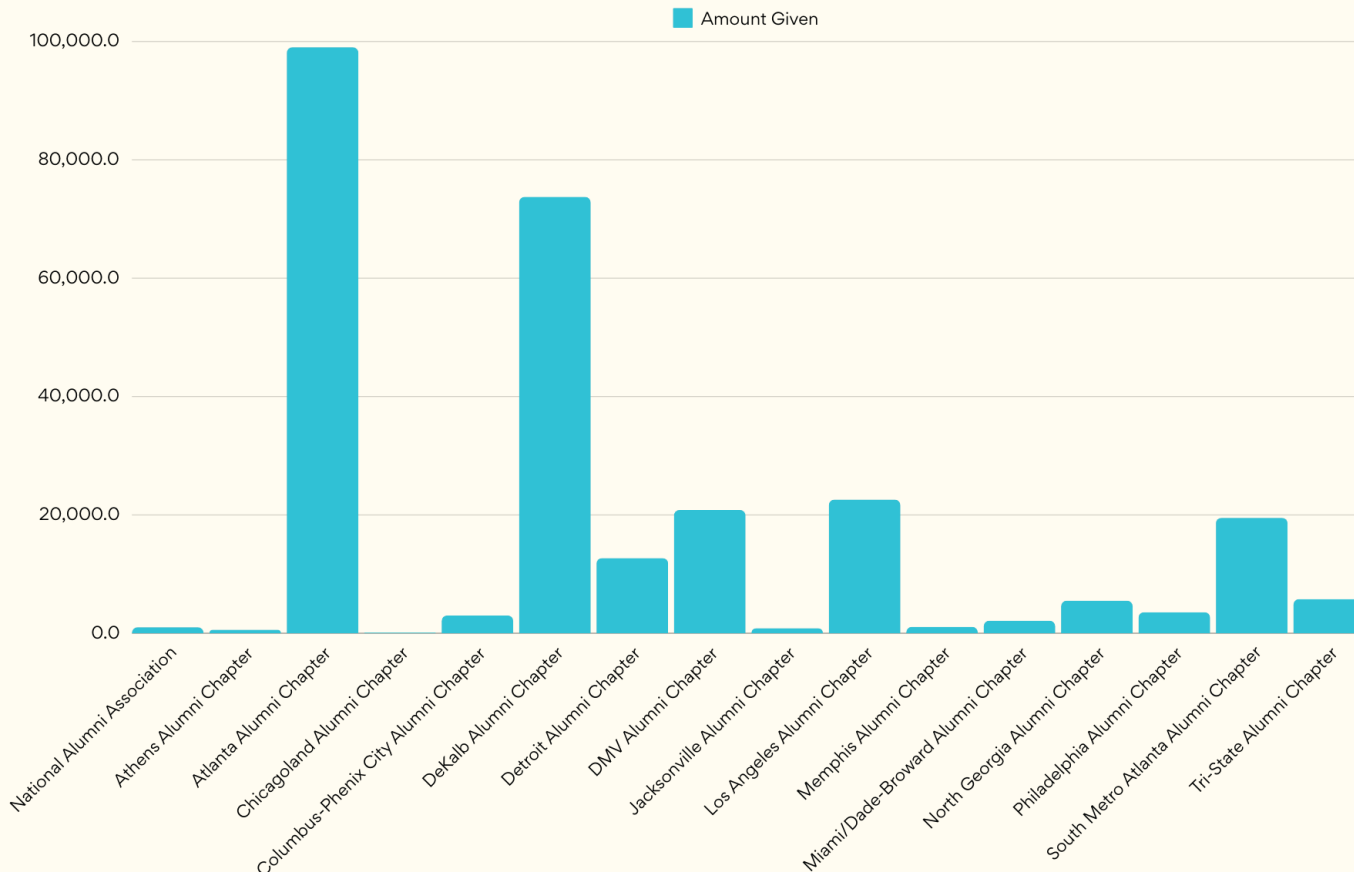
Institutional Advancement Impact Report

Based on Fiscal Year 2023-2024

A visual representation of key donor metrics and achievements for the fiscal year

Morris Brown College

Total Fundraising Amount from Current Donors (Last Fiscal Year):



Sub-Total Giving: \$271,899.11

MBC FINANCIAL GROWTH (cont.)

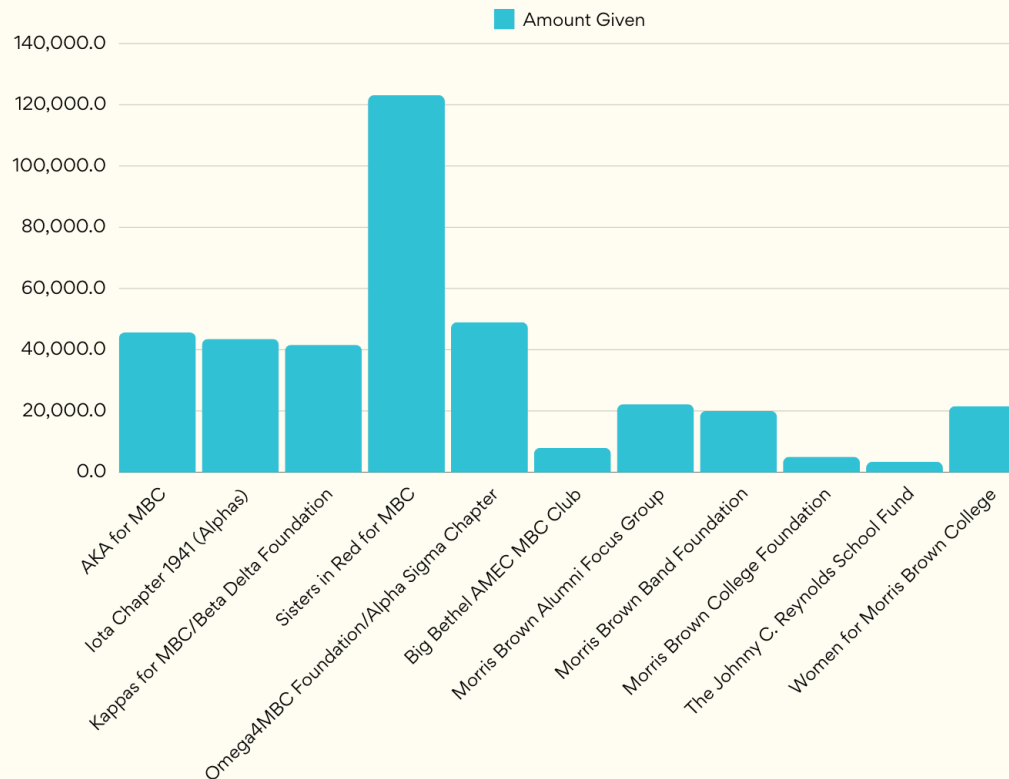


Institutional Advancement Impact Report

Based on Fiscal Year 2023-2024

A visual representation of key donor metrics and achievements for the fiscal year

Morris Brown College Affinity Groups and Support Organizations



Sub-Total Giving: \$382,699.17

MBC FINANCIAL GROWTH (cont.)



Institutional Advancement Impact Report

Based on Fiscal Year 2023-2024

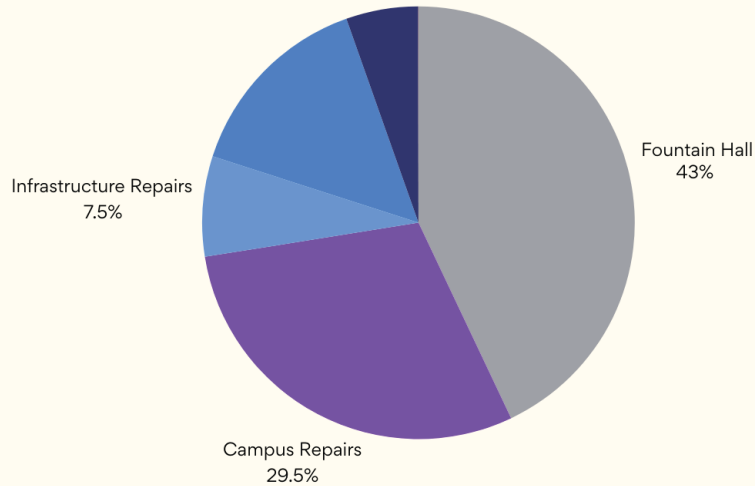
A visual representation of key donor metrics and achievements for the fiscal year

Morris Brown College Sponsored Programs

Donor dollars for MBC: The Office of Institutional Advancement collaborates with MBC alumni, businesses and community organizations to support the institution's mission. Together, we secure resources, promote the institution's achievements, and foster a culture of philanthropy.

Donor dollars for MBC have made a significant difference, as illustrated in the graph below.

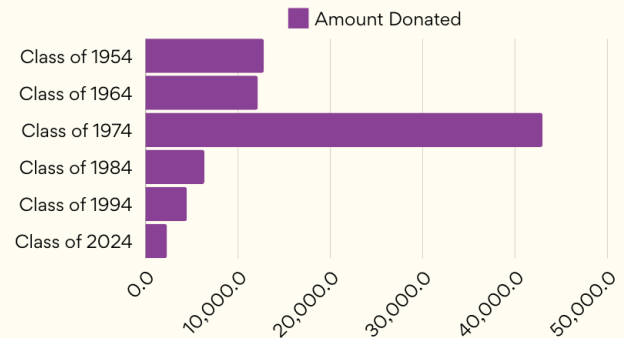
Teaching and Learning Renovation & Construction
14.6%



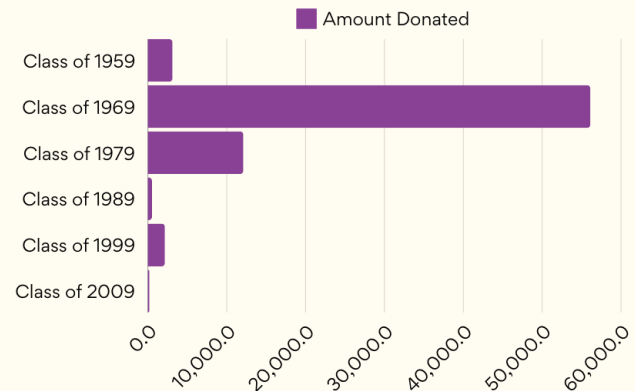
Sub-Total Achievement \$930,845

Morris Brown College Alumni Class Reunion Gifts

Sub-Total Giving: \$81,067.21



Sub-Total Giving: \$74,226.66



MBC FINANCIAL GROWTH (cont.)

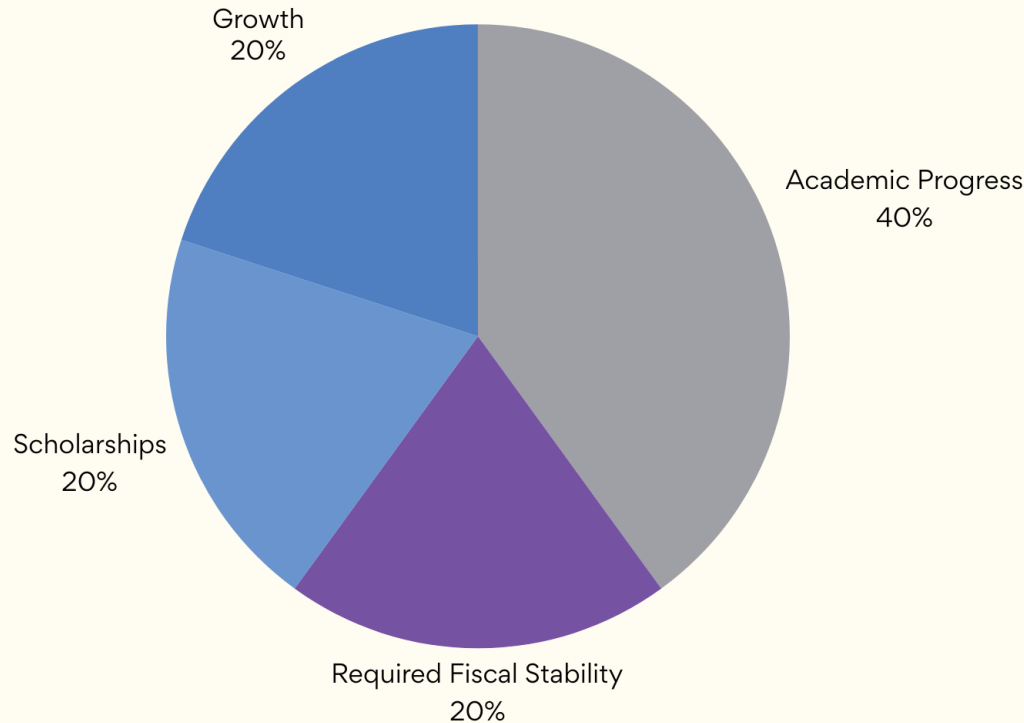


Institutional Advancement Impact Report

Based on Fiscal Year 2023-2024

A visual representation of key donor metrics and achievements for the fiscal year

Morris Brown College Donor dollars will be spent on the following:



Give Today

CASHAPP:\$RESTOREMORRISBROWN

MBC FINANCIAL GROWTH (cont.)



Institutional Advancement Impact Report

Based on Fiscal Year 2023-2024

A visual representation of key donor metrics and achievements for the fiscal year

Morris Brown College

Giving Levels

Brownite

\$100

Purple

\$250

Black

\$500

Wolverine

\$1,000

Fighting Wolverines

\$1,500



MORRIS BROWN COLLEGE

GIVING

CAMPAIGN

 Cash App



CLICK &
PLEDGE®

Credit cards accepted.



 PayPal



Raiser's Edge NXT™



Text: Text "Give" to (404) 495-3870

Mail: Send checks addressed to:
Morris Brown College
Institutional Advancement
643 Martin Luther King Jr., Drive NW
Atlanta, Georgia 30314-4140

morrisbrown.edu



ACADEMIC ACHIEVEMENTS

- 453 students were enrolled over the course of the 2023-2024 academic year, which **is a 30% increase** compared to the 2022-2023 academic year (347).
- **49% of** students enrolled during the 2023-2024 academic year finished with **a 3.0 or higher GPA.**
- Morris Brown College's Class of 2024 consisted of 57 graduates – **a 200% increase** over the Class of 2023 (19).
- 45 of the 57 graduates (**79%**) **of the Class of 2024 graduated with honors**, which **is a 5% increase** compared to the Class of 2023 graduates with honors (74%).



FIRST-GEN SUCCESS

Stretching Across Traditions

Morris Brown College is buzzing with excitement as a new wave of students—244 strong—embarks on their academic journey during the 2023-2024 year. Among these, 81 are first-time students, representing a significant 33% of the new class and signaling an incredible **32.8% increase in first-time student enrollment from the previous year**. What makes this year even more remarkable is that **43% of these new students are first-generation scholars**, blazing a trail for their families while representing a spectrum of ages and backgrounds. At Morris Brown, the experience stretches across traditions and generations, with students from all walks of life coming together to redefine education and build a legacy that extends far beyond the classroom. This historic institution is truly a place where firsts happen, and the impact is felt across the community.

CAREER OUTCOMES



- Positive career outcomes are when graduating students are either gainfully employed, enrolled in a graduate school program, participating in an internship or service organization, or actively part of the military services.
- Morris Brown College's Class of 2024 has an **84.2% positive career outcome rate**. This is higher than the Career Outcome Rate (83.7%) for the Southeast region.

PROGRAM HIGHLIGHTS

CERTIFICATES

Morris Brown College celebrated its first three graduates from the Nonprofit Management certificate program – graduates who earned an impressive cumulative GPA of 3.69.

HOSPITALITY

Morris Brown College's Hospitality Program is the gateway to a world of endless possibilities in the dynamic global hospitality industry! Located in Atlanta, a major hub for tourism, the program offers hands-on experience and cutting-edge curriculum designed to prepare students for leadership roles in hotels, event management, travel, and beyond. With access to top-tier industry professionals, internships, and real-world training, students gain the skills and confidence needed to thrive in this exciting field. Morris Brown College's Hospitality Program does more than just provide an educational opportunity for students. It offers an invitation to shape the future of hospitality with innovation, passion, and purpose.

GLOBAL REACH

Morris Brown College enrolled its first international student since regaining accreditation, and this student has excelled with a perfect 4.0 cumulative GPA.



MORRIS BROWN

COLLEGE



MISSION AND PURPOSE



Mission

Morris Brown College was founded on Christian principles in 1881 by the African Methodist Episcopal Church and is chartered by the State of Georgia as a private, coeducational, liberal arts college engaged in teaching, research, and public service in the arts, humanities, social and natural sciences and professional programs.

The mission of Morris Brown College is to provide educational opportunities in a positive and nurturing environment that will enable its students to become fully functional persons in our global society. The college prepares graduates to live meaningful and rewarding lives, thereby enabling them to make socially constructive and culturally relevant contributions to society.

Morris Brown College, in its commitment to academic excellence, provides experiences that foster and enhance intellectual, personal, and interpersonal development for students who have demonstrated the potential to compete in a challenging undergraduate liberal arts program of study.

MISSION AND PURPOSE (cont.)

Purpose

The most universal criterion by which Morris Brown College and any other institution may be measured is the achievement of its alumni. The College seeks to provide its students with the following:

- An environment that will foster the development of wholesome attitudes and a full appreciation for the cultural heritage of the human race epitomized in the major intellectual and/or cultural disciplines;
- Knowledge that represents a comprehensive understanding of the fundamentals of the intellectual and cultural disciplines embodied in the Liberal Arts tradition of the General Education Program;
- Experiences that will promote an awareness and sensitivity to the societal structures and processes that persistently provoke the climate and substance of social change;
- An understanding and respect for the ethical, moral, and spiritual values of the Christian faith;
- A set of skills that will equip students to negotiate effectively in the cultural, economic, global, political, and social environments;
- Preparation in the scholarly tradition that will support graduate and professional studies;
- Training that prepares students for active participation as intellectually competent, proficient individuals in a scientific and technologically advanced society;
- Opportunities to contribute to research, artistic and other intellectual endeavors; and
- Opportunities for public service and experiential training to enrich the lives of citizens in local, state, national and international communities.

NOTE: *The philanthropic contributions you give help to further the impact of our academic programs and advance humankind. Your generous gifts provide the environment that allows the college to engage students with learning opportunities within and beyond the classroom.*

We look forward to your continued support of Morris Brown College.

STRATEGIC PLAN: *Priorities*



Embedded in our core values – “Founded in Service...Grounded in Excellence...and Anchored in Tradition” – Morris Brown College is thrilled to unveil a dynamic transformation. Morris Brown College has embraced a comprehensive “Hard Reset” to revitalize our strategic plan for the next five years. Under the visionary leadership of our dedicated steering committee, including trustees, administrators, faculty, staff, students, and alumni, we are charting a new course toward continued excellence.

Our refreshed approach features a realigned vision, building on our established guiding principles and introducing six new strategic priorities. These priorities are at the heart of our mission as a premier institution of higher learning. **“The Resurgence: Reset and Ready 2024-2029”** embodies our unwavering commitment to success and innovation.

As we reengage and reposition ourselves as an accredited and forward-thinking institution, Morris Brown College is poised to make a profound impact on all who enter our historic doors. Together, let’s embark on this exhilarating journey of resurgence and excellence!

STRATEGIC PLAN: *Priorities*



PRIORITY 1:

Increase Financial Sustainability



PRIORITY 2:

Elevate Academic Prominence



PRIORITY 3:

Enhancement of Infrastructure and Operations



PRIORITY 4:

Enhance Student Engagement and Enrollment



PRIORITY 5:

Maximizing Strategic Partnership and Stakeholder Engagement



PRIORITY 6:

Obtain Institutional Effectiveness and Efficiency

STRATEGIC PLAN: *Priorities*

1 Increase Financial Sustainability:

Achieve financial sustainability by necessitating a strategic and holistic approach that balances revenue enhancement with prudent cost management while prioritizing student success and institutional resources.

2 Elevate Academic Prominence:

Re-imagine the academic experience by committing to excellence, innovation, and societal advancement and fostering an environment that nurtures intellectual curiosity, critical thinking, and scholarly rigor while prioritizing academic distinction and empowering students and faculty to push boundaries of knowledge.

3 Enhancement of Infrastructure and Operations:

Provide strategic investment and modernization initiatives to enhance infrastructure and optimize operations to create an environment conducive to learning, research, and innovation while promoting sustainable practices to elevate the quality of education, attract top talent, and empower students and faculty to excel in their academic pursuits.

STRATEGIC PLAN: *Priorities*

4 Enhance Student Engagement and Enrollment:

Commitment to cultivating an environment where students are not only recipients of knowledge but active participants in their educational journey while fostering a culture of inclusive, collaboration, and innovation aiming to empower students to engage deeply with their coursework, peers, and communities through experiential learning opportunities, mentorship programs, and extracurricular activities.

5 Maximizing Strategic Partnership and Stakeholder Engagement:

Commitment to fostering mutually beneficial partnerships and cultivating robust stakeholder engagement by leveraging strategic collaboration with industry, government, academia, and the broader community, aiming to maximize our collective impact and drive innovation, sustainability, and social progress.

6 Obtain Institutional Effectiveness and Efficiency:

Achieving our mission of fostering academic excellence, student success and societal impact by implementing rigorous evaluation processes, utilizing data-informed decision-making, and fostering a culture of continuous improvement while striving to optimize resource allocation, enhance student learning outcomes, and maximize institutional impact.

INNOVATIVE CURRICULUM

Esports Performance & Drone Technology

Morris Brown College has achieved a significant milestone by becoming the first institution in Georgia to offer a degree in **Esports Performance & Drone Technology**. This program, meticulously vetted, evaluated, and approved by the Georgia Nonpublic Postsecondary Education Commission and the Transnational Association of Christian Colleges and Schools, reflects our commitment to providing cutting-edge educational opportunities to our diverse student body.

Esports, standing for electronic sports, represents the forefront of the billion-dollar gaming industry, revolutionizing competitive game play between teams. Recognizing the lack of diversity in Esports and Drone Technology leadership, with less than 1% being persons of color, Morris Brown College has taken proactive measures to bridge this gap, with a special emphasis on students ages 16-24. **Our Esports Performance program introduces two distinct tracks:** a bachelor's program in **Global Management and Applied Leadership** with a concentration in Esports Performance, and an eight-course certificate in Esports Performance & Drone Technology.

Situated within the esteemed Business Department, the Morris Brown Esports Performance program is a valuable addition for students interested in film and television, event management, communications, game play, coaching, exercise science, or any field poised for continued growth and prominence.



INNOVATIVE CURRICULUM

Purple Dev Club

Morris Brown College offers a focused approach on addressing digital literacy and in preparing students for coding, computer science, and other STEM fields.

Students in the Purple Dev Club learn the basic structure of a Java program, including how classes are defined and how methods are declared and how to output data to the console, a fundamental aspect of many simple programs. This task set the foundation for understanding more complex concepts in Java and programming in general.

Purple Dev Club programs help students gain hands-on experience with the decision-making capabilities of Java. Students learn how to handle multiple scenarios in a program efficiently and how to organize their code for better readability and maintenance. This foundational knowledge is essential for building more complex and dynamic applications in Java and basics of coding in Scratch. Scratch programming introduces students to the basics of coding in a visual, block-based programming environment designed by MIT. The use of code helps our lower learning students to understand the different type of programming instructions and structures such as loops, events and functions.

Students also benefit from learning about employment opportunities related in the area of AI and Machine Learning, IT Specialist, Computer Networking, Cybersecurity and other STEM fields.



INNOVATIVE CURRICULUM

Center for Teaching, Learning, and Innovation

Morris Brown College is proud to announce the unveiling of the Dr. Nasrolah R. Farokhi Center for Teaching, Learning, and Innovation in April 2024. This is an exciting new addition to the campus that honors the longstanding contributions of Dr. Nasrolah R. Farokhi. A pillar of the Morris Brown community, Dr. Farokhi has dedicated over four decades to the institution, joining the faculty in 1981 as an Assistant Professor and achieving the rank of Full Professor by 1986. His dedication to academic excellence and student success has made a lasting impact on generations of Morris Brown students.

In addition to his remarkable teaching career, Dr. Farokhi along with his wife established the Drs. Nasrolah and Beth Farokhi Endowed Scholarship Fund, a generous initiative that supports student scholarships, further enhancing opportunities for the next generation of scholars.

The center named for Dr. Farokhi is not only a tribute to Dr. Farokhi's legacy but also a reflection of Morris Brown College's continued commitment to academic growth, creativity, and student empowerment.

As part of the college's broader efforts to enhance infrastructure and promote student engagement, the lounge also serves as a hub for collaboration, innovation, and learning across disciplines.

The center represents the institution's ongoing pursuit of academic distinction and infrastructure enhancement, ensuring that Morris Brown College remains at the

forefront of educational innovation while honoring the rich history and contributions of its esteemed faculty.

The unveiling coincides with Morris Brown's recent partnership with The Home Depot's "Retool Your School" program, which awarded the college a grant in 2023 for campus improvement projects. Morris Brown was among 30 Historically Black Colleges and Universities to receive this prestigious grant, further supporting its efforts to revitalize and expand its campus offerings. Through that partnership, Morris Brown was able to open the Innovation Lounge for students to connect, work, and relax.



COMMUNITY CONNECTIONS/ COMMUNITY CONTRIBUTIONS

Morris Brown College has been uplifted by a steadfast and dynamic community of supporters, whose commitment to the institution's success and student empowerment is nothing short of extraordinary. From strategic partnerships to grassroots collaborations, the community has been instrumental in advancing Morris Brown's academic excellence, enhancing its infrastructure, and expanding its outreach.

Local businesses have emerged as powerful allies, offering internships, mentorship programs, and financial backing that provide students with invaluable real-world experiences while helping them pursue their academic dreams. Alumni, faculty, and staff have been equally passionate in their involvement, spearheading events, volunteer initiatives, and fundraisers that amplify awareness and galvanize support for the college's mission.

Community leaders and organizations also have rallied behind Morris Brown, advocating for its enduring legacy as an historic institution and celebrating its role as a beacon of opportunity for future generations. This unwavering support not only has bolstered the college's resilience but also has fueled its growth, positioning Morris Brown as a pivotal force in the lives of its students and the community at large.

Looking ahead, the robust support that Morris Brown enjoys from its community partners sets a strong precedent for continued collaboration. The deep-rooted connections, shared values, and enduring partnerships between the college and the surrounding community are poised to foster sustained growth and mutual advancement. As Morris Brown continues

to innovate and expand its academic offerings and initiatives, the community's role undoubtedly will remain vital.

With the college's strategic efforts to strengthen alumni engagement and cultivate ties with local businesses and organizations, the future of community support looks bright. By nurturing these relationships and showcasing the value they bring to the community, Morris Brown College is primed for ongoing success – ensuring its lasting impact on students and the wider community for years to come.



ALUMNI FACTS



Laurene Chandler Simmons (1890) was the first graduate from the Normal department.

William E. Lane, M.D. & James R. Stroud, M.D. (1898) are the first graduates of the college.

Charles L. Harper (1899) is the founder and first President of the Morris Brown College Alumni. Harper was the first principal of Booker T. Washington High School in Atlanta, Georgia. Charles L. Harper High School in Atlanta, Georgia, was named after him.

William A. Fountain, Sr. (1901) became the first graduate to become President of Morris Brown College and later became a Bishop in the A.M.E. Church.

John H. Lewis (1905) is the only graduate to serve two times as the College's President.

William A. Fountain, Jr. (1917) is the only graduate to serve as College President while his father was also serving as the Presiding Bishop of Georgia. These years are often referred to as the "Fountain Years."

Milton Randolph (1933) composed the words to the college hymn (Alma Mater).

Alberta Williams King (1938) was the wife of Dr. Martin Luther King, Sr., and mother of Dr. Martin Luther King, Jr.

Albert J. Edmonds (1964) Retired Lt. General, USAF, is currently President of EDS' Federal Government-Information Solutions organization. In that position he is responsible for all of EDS' relationships with U.S. federal, civilian and military clients.

ALUMNI FACTS

Beverly J. Harvard (1972) is the first Black woman to lead a major police department in the United States, having served as the Chief of Police for Atlanta, Georgia. In 2010, Harvard was nominated by President Barack Obama to become the United States Marshal for the Northern District of Georgia, a position that she held until 2019.

James A. McPherson (1965) was a Professor of English at the University of Iowa and an American writer, whose fiction and journalism offer a powerful review of American prejudice. His short stories in 1977, "Elbow Room," received the Pulitzer Prize for fiction in 1978.

Rev. Dr. Hosea Williams (1951) was a prominent civil rights leader whose contributions to the Civil Rights Movement spanned nearly four decades. His career as a "Freedom Fighter" began when he led the integration of the South's first passenger train, The Nancy Hanks, which ran from Savannah to Atlanta. Because he challenged the racism on his job as a research chemist, Williams was fired from his position in 1964. Although he successfully appealed his firing and was rehired, he resigned his position that same year and accepted Dr. King's offer to become one of the top field generals of the Southern Christian Leadership Conference.

Eula L. Adams (1972) was the first Black to become a full partner of a major Certified Public Accounting firm and the first black member of the Atlanta Country Club.

Issac Blythers (1973) retired as President of Atlanta Gas Light Company (AGLC).

Leonard E. Dawson (1954) was the sixth President of Voorhees College in Denmark, South Carolina.

Robert E. James (1968) is President of Carver State Bank of Savannah. He is also the owner and publisher of "The Savannah Tribute," one of the oldest Black-owned newspapers in America.

Jethro Joseph (1969), retired is the Manager of Special Supplier Relations, Procurement and Supply for Diamler Chrysler Corporation. He serves on several boards and committees, including the National Minority Supplier Development Council.

Marjorie H. Young (1969) is the former Commissioner of the Georgia Merit System, appointed by the Governor of Georgia in June 1999. She has been widely recognized for her leadership and has received several awards during her 29 years of service to the citizens of Georgia.

MBC FUTURE GROWTH

As we set our sights on the future, Morris Brown College is poised on the cusp of an exhilarating new chapter, fueled by the promise of boundless opportunities and transformative growth. Our strategic plan, **“The Resurgence: Reset and Ready 2024-2029,”** is the beacon guiding us through this dynamic era, underscoring our steadfast commitment to excellence and innovation.

Central to our journey is the exceptional faculty and staff at Morris Brown College. Their unwavering dedication and expertise form the bedrock of our success. Their relentless pursuit of academic excellence and their passion for empowering each student ensure that we remain a leading light in higher education.

Our vibrant community stands united in its mission to propel Morris Brown into a future brimming with promise and potential. By aligning our efforts with our core values and strategic priorities, we are prepared to make a profound impact on our students, our community, and beyond.

The future of Morris Brown College is radiant with opportunity, and we are ready to seize it with enthusiasm and determination. As we embark on this exciting journey, we remain devoted to our mission, confident in our path, and eager for the milestones that await. Here’s to a future that gleams with promise, driven by the strength of our exceptional team and the collective spirit of the Morris Brown community.





Morris Brown College | 643 Martin Luther King Jr. Drive, Atlanta, Georgia 30314

Office#: 404-458-6085