



from the desk of

President Anthony L. Jenkins, Ph.D.

December 7, 2020

Dear Eagle Nation:

Coppin State University students, faculty, and staff continue to make differences in an array of areas, and I am pleased to share some campus highlights and things to look forward to:

College of Business to Kick-Off Occupational Insight in Spring Semester, a New Career Workforce Preparation Model

Starting Spring semester, CSU's College of Business (COB) will launch a new educational strategy shifting from a sole focus on business academic preparation to ongoing career planning and lifelong learning in the business profession. Uniquely designed to strengthen post-graduation employability for students while at Coppin and assure career aspirations for graduates, the program embeds early planning, practical experience, and soft skill development strategies directly into the curriculum.

Students receive intentional career development from freshman to senior year throughout their chosen field of study. Each year as they matriculate through their academic program, students will receive deeper insights into employer needs for specific jobs and how to competitively position themselves for those jobs. The college will use Occupational Insight, a platform developed by CampusNexus in collaboration with CSU's IT Division and the COB, to empower students early in their undergraduate careers, building confidence in their ability to place in professional positions upon graduation. In January 2021 the COB will continue rolling out courses that will help students explore careers, develop skills required, identify additional courses needed, determine expected job demands, salaries and projected job openings in geographic locations that students desire to live.

This change will provide new opportunities for students to receive appropriate advising on how to match their interest and skills with employment options earlier in their college journey and career. Students are expected to formulate a personal workforce readiness plan for entry in the most in-demand careers in their community or city through the careful selection of courses, internships, and professional development opportunities geared to make them more competitive in the job marketplace while engaged in their undergraduate experience. The College initiated a pilot program this current semester and is gathering feedback to make adjustments for the official kick-off next semester.

Congratulations to Dr. Sadie Gregory, CSU College of Business dean, and to CSU's Information Technology team for working together to develop this innovative initiative.

The Maryland Charities Campaign

The Maryland Charities Campaign (MCC) is currently underway. The theme this year is One Family One Hope #MDInThisTogether! Consider contributing to the campaign and making a difference in the Baltimore community. You can select the organization of your choice and contribute from \$1 or \$5 to \$100, or more. As a reminder, MCC is a workplace, charitable giving program that offers state employees and eligible retirees the opportunity to contribute to charities of their choice using the convenience of payroll deduction. Currently, nearly 1,000 charities participate in the Campaign.



In 2019, approximately 9,000 state employees and retirees raised more than \$2.5 million for approximately 1,000 worthy causes. That collective generosity directly impacted the public health, safety, and welfare of Marylanders by providing, food, shelter, healthcare, mental health services, services to the poor, homeless, and those suffering from addiction, in addition to supporting the arts, faith-based initiatives, and much more.

Coppin's goal for this year is \$2,800. Please [click here](#) to make your gift.

Board of Regents Staff Awards Nominations

The nomination deadline for The University System of Maryland Board of Regents Staff Awards (BOR) is January 18, 2021. Please begin to consider making your nominations. The BOR Staff Awards represent the highest honor bestowed by the Board of Regents for achievements of exempt and non-exempt staff employees from institutions within the University System of Maryland. You have the opportunity to recognize exempt and non-exempt employees who consistently demonstrate excellence. The nominee's success should be beyond the scope of their full-time professional responsibilities and the impact the individual has on his or her department, school or community. You can also self-nominate. The individual award amount is \$2,000.

The award categories include:

- Exceptional contribution to the institution and/or unit to which the person is assigned
- Outstanding service to students in an academic or residential environment
- Extraordinary public service to the university or the greater community
- Effectiveness and efficiency regarding an academic or administrative transformation with a savings of \$10,000 or more
- Inclusion, Multiculturalism, and Social Justice

Please contact Yvonne Oliver, executive administrative assistant, Office of Administration & Finance and Staff Senate co-chair, at yoliver@coppin.edu or call extension 3575 for [application forms](#), tips and more information.

A Visit to the EMAGE Center in West Baltimore

Recently, I had the wonderful opportunity to tour the newly-opened Entrepreneurs Making And Growing Enterprises (EMAGE) Center, which is located just a few blocks from our campus. The center is operated by Citywide Youth Development, a non-profit organization that uses manufacturing and entrepreneurship to elevate a new economic framework for youth and young adults in Baltimore. EMAGE Center's purpose is to build upon traditional approaches and incorporate key strategies that result in doing business in a more intentional and, ultimately, more effective way. Citywide Youth Development is working to further their mission in providing solutions for crime and poverty, through the establishment of the EMAGE Center.



(L-R) President Jenkins with Sen. Antonio Hayes and EMAGE Center director Rasheed Aziz tour the facility and products manufactured, on-site, by Made in BMORE Clothing, a Baltimore-based company, that designs and constructs products, using fabric that is made in the U.S.A.

The EMAGE Center will serve to expand Citywide's manufacturing and entrepreneurship platforms to include: an Industrial Apparel Manufacturing Program (a 12-week skills-training program for ages 18 & up seeking opportunities in manufacturing, including job placement); a Frozen Desert Sorbet production facility; Frozen Desert Sorbet & Café (a 300 square foot café located on the new expansion site); Made in Bmore Production Plant that specializes in sewing, printing and embroidery; and EMAGE Mall--consisting of four store retail incubators located adjacent to Frozen Desert Café. It exists to provide locally produced brands with a retail presence. In the first year, eight jobs will be created. By year five, 18 jobs will be created due to the expansion of the retail footprint which will include indoor & outdoor retail kiosks. They are also planning for outdoor seating and dining to supplement the in-door seating, already available.

The EMAGE Center is located at 2132 W. North Ave, in Baltimore, and is being directed by Rasheed Aziz. Many thanks to Sen. Antonio Hayes who helped to bring this worthwhile endeavor to our community.

College of Health Professions Virtual Information Session

The CSU College of Health Professions will host a virtual information session on Dec. 10 at 6 p.m.

Join faculty and admissions staff to learn about admission requirements, choosing a major, and exploring careers.



[Click here to register.](#)

Lastly, thank you for continuing your commitment to keeping our campus safe during these challenging times. Our latest COVID-19 updates can be found [here](#).

Take care, be well, and Go Eagles!



Anthony L. Jenkins, Ph.D.
President
Coppin State University

president@coppin.edu