Spelman College, GA
Event Company of the Year

Summary

Spelman College, a historically Black college and a global leader in the education of women of African descent, is dedicated to academic excellence in the liberal arts and sciences and the intellectual, creative, ethical, and leadership development of its students. Spelman empowers the whole person to engage the many cultures of the world and inspires a commitment to positive social change.

Today our student body comprises more than 2,100 students from 41 states and 15 foreign countries. Spelman empowers women to engage the many cultures of the world and inspires a commitment to positive social change through service. We are dedicated to academic excellence in the liberal arts and sciences and the intellectual, creative, ethical and leadership development of our students.

Our campus which composes over 27 liberal arts majors, produces over 1000 events annually to meet this academic excellence. While we wanted to highlight more, this entry will specifically focus on three departments that have produced impactful events during the 2013 academic year:

- Spelman College Museum of Fine Arts- the only museum in the nation emphasizing art by and about women of the African Diaspora.
- Wellness Revolution, an initiative designed to empower and educate Spelman women and the world on the value and components of lifelong wellness.
- Research Day 2013 - featuring 222 poster and oral presentations including an awards ceremony and a conversation about Innovation between President Beverly Daniel Tatum and Greg Gunn, entrepreneur in residence at City Life Capital which is a venture capital firm investing in USA based, high growth companies dedicated to tackling some of society's toughest challenges.

Event Showcase one

Museum of Fine Art
The Spelman College Museum of Fine Art, dedicated in 1996 on the campus of Spelman College in Atlanta, includes approximately 450 works in its permanent collection. The primary focus of the collection is twentieth-century painting and sculpture by African-American artists. Dedicated in 1996, it is housed in the Camille Olivia Hanks Cosby Academic Center at the entrance of Spelman College. The Museum's primary mission is to support the curriculum and enrich the academic environment of the students, faculty, and staff of College.

Funded by a gift in 1988 from the comedic actor Bill Cosby and designed by dejongh Associates and R. L. Brown and Associates, the Cosby Academic Center includes 4,500 feet of gallery space and a viewing room for showing videos and films. In addition to the Museum, the center also houses the Women's Research and Resource Center, archives, classrooms, and office space. The Museum collection highlights contemporary African and African-American art in a variety of media, Hale Woodruff's 1953 work Celestial Gate (oil on canvas, 50" x 40") hangs in the gallery of the Spelman College Museum of Fine Art. During the 1930s and 1940s, Woodruff, a prominent African American artist, was a member of Atlanta University's faculty and taught classes at Spelman.

Established before the Museum's opening in 1996, the permanent collection includes approximately 450 works--paintings, sculptures, prints, and textiles. The collection's greatest strength is twentieth-century painting and sculpture by African-American artists. Among the nationally renowned artists whose work resides in the permanent collection are Jacob Lawrence (painting), Faith Ringgold (painting), and Hale Woodruff, the prominent painter, printmaker, and Spelman professor who established the art department at the Atlanta University Center in 1931.

Previous exhibitions at the Museum include Race in Digital Space, a national exhibition from the Massachusetts Institute of Technology consisting of fifty artists in a variety of digital formats; selected works from the collection of Walter O. Evans, a Savannah collector of African-American art; and exhibitions of works by Romare Bearden (prints and collage), Elizabeth Catlett (sculpture), and David Driskell (painting).

An ongoing logistical effort of the Museum is the installation of the exhibition. Often on limited time and depending on the delicacy of the pieces, the Museum's curators strategically place each of artwork in a location to convey thought, conversation and awareness. Some pieces have to be managed with a crane, gloves or put together by hand. The curators layout a diagram and work with our facilities management team to move each piece with care and patience. The end result is an exhibition that may tell a story, send a compelling message or just often artistic enjoyment.

One of the biggest challenges with hosting events at the Museum is awareness and getting people to come and visit. The Museum has only existed for 10 years yet many don't know that it exists. With limited resources, the team partners with the Office of Communications to create an impactful social media campaign that reaches students, alumnae and the community. As a result, The Museum has gained high visibility in the city. For example, the Director has won many awards, including the prestigious Driskell Award. This year, every single exhibit has garnered a feature in the Atlanta Journal and Constitution newspaper, and visibility in other media outlets as well.

The events they host can vary from the intimate "walk-and-talk conversation" of 20 to the annual opening and closing receptions that host up to 100 guests. Also, to maintain the consistent flow of guests, they host events with senior citizens groups, church groups, elementary, middle and high school while entertaining VIPS that come to campus and sponsor student classes. Partnerships have been the success of the Museum and it continues to host celebrated events for all walks of life to enjoy.

EVENTS THIS FALL

Posing Beauty in African American Culture, the current exhibition, features more than 75 photographs by leading, emerging, and amateur photographers. It explores the ways in which our contemporary understanding of beauty has been informed by photographers and artists working from 1890 to the present. It incorporates a diverse range of media including photography, film, video, fashion, and other forms of popular culture and prompts rich discussions about the contested ways that African and African American beauty have been represented in historical and contemporary contexts.

· Opening Reception and Book Signing Thursday, September 12, 2013. Meet Deborah Willis, Ph.D., the curator of Posing Beauty in African American Culture, and be among the first to view this nationally touring exhibition. The #thisisbeauty social media campaign will be launched at this event. This campaign, which is inspired by Posing Beauty encourages people to take photographs of the beautiful things that they encounter in their daily lives, join the conversation about beauty by posting them on Twitter, Facebook and Instagram using #thisisbeauty.

· Community Day Saturday, September 28, 2013. This was a fun filled exploration of Posing Beauty
for participants of all ages including make-and-take workshops, art scavenger hunts, interactive tours, and more!

- The Music, Movement and Migration Series Wednesday, October 2, 2013 and Wednesday, November 6, 2013 This series explored the interdependent role that music, visual art, and literature played in the social mobility of Black people, from the perspective of Black women cultural producers. Led by artist/scholar dj lynnée denise, this interactive lecture and performance series utilized sound equipment and computer technology to investigate audio/visual illustrations of Black expressive culture.

- Reframing Black is Beautiful: A lecture by Dr. Deborah Willis. Thursday, October 17, 2013 This program was organized in collaboration with Atlanta Celebrates Photography and was part of the Ida B. Wells-Barnett Distinguished Lecture Series.

- This is Beauty Homecoming Reception Friday, October 24, 2013 Alumni from Spelman, Morehouse, and Clark Atlanta University participated in a special welcome home reception including wine tasting, interactive tours of Posing Beauty, and music provided by the Good Times Brass Band. This program is organized in collaboration with the Spelman College Office of Alumnae Affairs and Special Events.

- BLACK BOX: Danielle Deadwyler, (dis)possessed: the live mixtape Wednesday, November 20, 2013 6:30 p.m. Channeling the funk of Southern musical pioneers like Outkast and Joi, (dis)possessed this was a stream of consciousness mixtape listening party. Music, movement, sonic play, video installation, and lyrical monologues was addressed in the presentation of the black female body in popular culture through the voices of three female characters - an Emcee, a youthful girl, and a wayward streetwalker. BLACK BOX is a site for play, dialogue, and creative risk taking that encourages artists of all disciplines to engage with others connected to their subject matter. Each program affords the opportunity for cultural producers to share in-progress works on the art and culture of the African Diaspora in front of a live audience for feedback, engagement, and encouragement. It also provides a space for arts enthusiasts to view compelling work from some of the most exciting and thought-provoking artists working today.

**Event Showcase two**

**Spelman Wellness Revolution**
Whether it is diabetes, high blood pressure, heart disease, breast cancer or stroke, Black women are more likely to suffer from these ailments and die from them - early. All of these illnesses are linked to obesity and lack of physical activity. As a community, we are illiterate - illiterate about what it takes to maintain our health and wellness.

Spelman, which serves a population of women, almost all of whom are of African descent, is known for educating the best and the brightest of their generation. We invest a tremendous amount of time and talent into our students' development, an investment which will transform their lives and the communities they will impact.

However, given the current state of Black women's health, we have to question whether these students will live long enough to make that impact. Will they have the healthy quality of life needed to truly deliver on the promise of their potential? Committed to educating the whole person -- mind, body and spirit - Spelman has an opportunity to change the health trajectory of our students and, through their influence, the communities from which they come. We are taking that opportunity seriously by launching our own Wellness Revolution, an initiative designed to empower and educate Spelman women and the world on the value and components of lifelong wellness.

Since this initiative began, events have taken place on and off campus. Here are a few of the events that we have done that are ongoing on campus.

Wellness Revolution 5K Run/Walk
On Saturday, April 6, 2013, Spelman President Beverly Daniel Tatum led the college's inaugural Wellness Revolution 5K Run/Walk. The run/walk supported President Tatum's quest to have a direct impact on lowering the percentage of Black women who face serious health challenges, and forge a new health and wellness path for the Spelman community.

Being the College's first 5K walk, this gave the division of College Relations the opportunity to learn how to create a historic event. Using templates from other local walks and runs, a plan was designed in partnership with the Wellness Team. From creating a route in the neighborhood to developing a new registration site to securing sponsorships, the logistics took a team of over 20 people to make it happen. There were lots of learning curves such as understanding safety during 5K walks, understanding runner's etiquette, having an emergency plan, building a website and reviewing liability issues that may come up.

Opening with a "warm-up" led by Spelman alumna and celebrity life stylist AJ Johnson, the event started at Spelman, continued through parts of the Atlanta University Center and ended back at Spelman. The program also featured activities for runners and walkers, as well as fitness classes, health and wellness information, and light refreshments.

By coincidence, University of Michigan was competing in the men's basketball Final Four last weekend, about a mile from Spelman's campus. Getting the Atlanta City Police to assist with securing the streets was not available. So the event team had to make sure that the sidewalks would be clear for the path. Volunteer coordination was key and organized. Each volunteer team had assignments and knew their role as to how they would assist the walkers along the route. Also the team came up with the idea to use "fruit signage" to divide participants in groups of 75-100 and started them out in shifts. This worked well and the groups left in intervals of 5 -10 minutes. While one of the marquee events in college sports was taking place roughly 800 students and alumnae jogged or speed-walked five kilometers. It was a lot going on at the same time but the event came out a success. The event concluded with cool down, Zumba session and a fruit break. Plans are currently underway for the next 5K Walk in April 2014.

HEALTHY U PROGRAM - The Wellness program helped first-year students avoid the dreaded "Freshman 15" weight gain. Beginning Monday, August 19, 2013 members of the class of 2017 will learn fun and innovative strategies to get and stay healthy while also earning cool prizes. The "Freshman 15" Rewards Program is a new initiative designed to allow students to earn points for prizes by staying active and educating themselves about healthy behaviors.

On Tuesday, August 20, students are invited to start the year off on the right track by participating in the Spelman Wellness Fitness Fun Day. Whether it's working up a sweat in the Read Hall gymnasium or participating in a variety of 30-minute preview classes such as Zumba, Boom Shock N Lock, or Flirty Girl Fitness, every time students complete an activity, they can receive points on their tracking sheets from the Spelman Wellness Center staff.

Students can also earn points by following Spelman Wellness on Facebook and Twitter, scheduling a fitness assessment and an appointment with the College's registered dietitian, and more. Prizes include iPhone skins, iPhone pockets, athletic arm bands, yoga mats, and jump ropes. The program...
is part of Healthy U Interactive, an online health and wellness platform featuring engaging, interactive tools that guide students to better health. Currently they have over 160 students participating in the program.

Finally social media has been a huge contribution to the success of the Wellness Revolution events. The Facebook page started with 80 followers and now has over 1400 followers. The demographics are 65% female, 35% male and the interest is 22% Health, mind, body - 18% Alternative care, 13% Leadership - 13% Weight Loss. This hyper growth shows that the message of better health is working.

"Hungry For Change: America's Struggle to Eliminate Food Deserts
On Tuesday, November 12, Spelman hosted "Hungry For Change: America's Struggle to Eliminate Food Deserts," a CNN Dialogues event focused on the issues of food security and food deserts in the United States, with a particular emphasis on the 17 million children who spend their days and nights hungry.

Moderated by CNN's chief medical correspondent Dr. Sanjay Gupta, the talk focused on the challenges facing urban environments and what needs to change to put healthy food in the hands of more Americans. Panelists included: Maura Daly, chief communication and development officer for Feeding America, the nation's largest domestic hunger relief charity; K. Rashid Nuri, founder of Truly Living Well Center in Atlanta; and Monica White, assistant professor of Environmental Justice at the University of Wisconsin-Madison, with a joint appointment at the Gaylord Nelson Institute for Environmental Studies and the Department of Community and Environmental Sociology.

This event hosted over 200 participants and the logistics served to be challenge as CNN had to cover the Typhoon Haiyan that struck the central Philippines 5 days before the event. Details including securing the space contract, arranging for catering, setting the stage, securing volunteers, coordinating the AV and television crew. Luckily, with the partnership efforts of the Office of Communication and the Office of Special Events, the event was huge success. Currently, the program is shown as a part of the "Feeding America" series online.

Event Showcase three

Research Day 2013
This year’s event featured 222 poster and oral presentations, the highest number in Research Day history. The day’s events included an awards ceremony and a conversation about Innovation between President Beverly Daniel Tatum and Greg Gunn, entrepreneur in residence at City Life Capital which is a venture capital firm investing in USA based, high growth companies dedicated to tackling some of society's toughest challenges.

This event must be well coordinated because of the volume of presentations and the diverse expertise of judges required to review the array of projects. It's all about the timing. Students have various displays that cover many interdisciplinary research subjects. Prior to poster installation, all student projects must be approved by their professor and be checked for compliance with presentation/printing specifications. This typically leaves a very short window for installing each presentation so it is displayed in time for the judging and general viewing.

The installation takes at least 2 days and the coordination of a huge event team. The campus logistics team composing of our facilities management department must help configure the room. Aisles must be wide enough for guests and judging, and there can be no blocked entrances for smooth traffic flow. One of the biggest challenges is the gathering and tabulation of scores from over 100 judges in time for the awards presentation held on the same day. Various innovations are explored each year to help increase efficiencies in critical areas. This year, the work focused on streamlining the judging/selection process by modifying the judging critique sheet, devising a system for judges to convene during the event and make final selections. This information was then uploaded to the Research Day database and allowed for the winners to be recognized at the award ceremony. It's huge undertaking of logistical set-up and intellectual exchange.

Some of the displays are as follows:

Kristie Bronner
Music major, Kristie Bronner, C'2013, first place, for her oral presentation "Quoniam tu solus": An Exploration of Baroque Style and Listening Pleasure.

Alexandra Brown
Math major, Alexandra Brown, C'2013, first place for her poster presentation "Media Attitudes, Alcohol and Marijuana Sexual Expectancies Among Male Adolescent Detainees"

Brianna Burlock
Biology major, Brianna Burlock, C'2015, second place for her poster presentation "Comparative Analysis of Serine Palmitoyltransferase - 1 SPTLC1 Expression in Caucasian and African-American Prostrate Cancer Cell Lines"

Ariel Harden
Biology major, Ariel Harden, C'2014, first place for poster presentation "Evidence that Variation in Proline Rich Domain Containing 9 is Assoicated With the Absence of Recombination on 21q and Nondisjunction"

Monique Gray
Comparative Women Studies major, first place for her oral presentation "The Number of Lifetime Sexual Partners and Dual Contraceptive Use at Last Sex Among Female Adolescents:

Jazette Johnson
Computer Science major, Jazette Johnson, C'2015, second place for her oral presentation "Mobile Healthcare Informatics: Alzheimer's Music Therapy Mobile Application"

Cadiesha McKenly
Biology major, Cadiesha McKenly, C'2014, second place for her poster presentation "The Effects of Endometriosis on the Proteome of Human Eutopic Endometrium"

Jenine McKoy
Environmental Science and Dual-Degree Environmental Engineering major, Jenine McKoy, C'2014, first place for her poster presentation "How's the Air Up There?": Using LIDAR Data to Compare the Air Quality on College Campuses in Metropolitan Atlanta

Jani Mikel
International Studies major, Jani Mikel, C'2015, for her oral presentation "Are the IMF and World Bank
Beneficial?"

Alexis Sims

Biology major, Alexis Sims, C'2015, for her first place poster presentation on "The Effect of Caloric Restriction on p53 Expression in Multidrug Resistant SDOV3 Cells"

Letters of recommendation


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Links