As SC State continues to revamp its campus, its image received a make-over as the university’s new brand logo made its debut February 23 in the President’s STATE Room at the Hugine Student Residence Complex. University Relations and Marketing Director Erica Prioleau said that the new look will enhance the university’s public appearance.

“It’s a new look that lets the world know that South Carolina State is entering a renaissance, a ‘new state of mind,’ in South Carolina and beyond,” said Prioleau.

The new logo and brand campaign are the result of a research and development project that began in 2005, when the university partnered with Semaphore, Inc. to design a new brand and marketing plan for the school using criteria that would give the university a new image, according to SC State Board of Trustees President Maurice Washington.

Executive Speaker Series prepares Business students for success
By Abdalla Straker

At least once per week, students of the Business Department of SC State University walk this campus professionally clad in business attire, looking like the budding business men and women that they are. Some of them may proudly declare that they already are. Is this just a formality or part of a greater vision by the university? The later is the answer.

Business students enrolled in SB 201, SB 301, and SB 401 are required to attend the weekly Executive Speaker Series (ESS) program as a laboratory requirement. Attendance at, and reports on the ESS programs account for 20% of each student’s final grade in each course. Student roles include platform participants (providing statements of welcome, introduction of speakers, announcements, etc.), ushers, monitors and participation in a round table discussion before the actual event.

The Executive Speaker Series at SC State University was implemented in the core curriculum of the School of Business in 1996 as a component of the Leadership and Professional Development Program, which all business majors are required to complete. Its purpose is to expose students to viewpoints of leaders who are on the cutting edge of business, industry and government. Students are provided with key points on developing skill sets that are needed to become a successful leader in various fields. Each Wednesday, executives spend the day interacting with students and faculty in roundtable discussions and a general assembly. Executives from companies such as Pfizer, Milliken, Federal Deposit Insurance Company (FDIC), Savannah River Site, Toast Master, Bell South, Geico, Ernst & Young, among others have participated in the series.

The Executive Speaker Series has been a major tool in equipping business students to enter the workforce and even start their own businesses. In the highly competitive job market, it keeps them one step ahead of the rest and poised for success.
Entertainment

Kon the Don: Another Kanye smash
By Secret Spencer
Eye Candy of the Month Coordinator

Kon the Don, produced by DJ Keyz and the Concept Kings, features exclusive remixes by hip-hop stars Juelz Santana, Kanye West. This mixtape includes many exclusive remixes as well as unreleased tracks by Kanye. Several songs that have already received honors and credibility now have been decorated with the musical genius of Kanye West. Only a few of the disc’s tracks would survive mainstream play, due to the controversial nature of the music. With twenty-seven songs on the mixtape, Kanye West has given us a feast of lyrics and beats for a lyrically-starved hip-hop audience. He definitely gives his fans their money’s worth, and according to an online poll many listeners agree! Collaborations include Kanye West, Nature of the Music, Mr. Gotam, Juelz Santana, Mr. West has talent far beyond the small portion that we have heard.

SC State Has Spoken: Wackiest Movies of All Time
Compiled by Fern Monseur

1) Justin and Kelly
2) Soul Plane
3) Glitter
4) Gigli
5) Snakes on a Plane
6) Carmen: A Hip Opera
7) My Babadaddy
8) When Harry Got Mail in Seattle
9) Date Movie
10) The Blair Witch Project

*Based on a recent poll conducted at SC State University*

Hip Hop’s Finest: Spring 2007
By Moezz O’Bell
Beauty of the Month Coordinator

These girls are known for nothing more than looking cute in Hip Hop music videos, however, that is why we love them. What makes a video girl special is her ability to get both credibility and popularity in the local. Here are the top 5 video girls:

1. Karrine Steffans, Mystical, “Danger”
2. Esther Baxter, Juelz Santana, “OhyeClockwork”
4. Angel Melaku, Busta Rhymes, “In the Ghetto”
5. Bria Myles Chingy, “Dem Jeans”

On the Yard

• New State continued from page 1

"These recommendations were a response to SC State’s desire to build a brand and an identity that would increase our enrollment; increase the quality of the administration, faculty, staff, and students; increase funding from both public and private sources; increase diversity to include people of all races in South Carolina, North America, and beyond," Washington said. The university also introduced a new website that some, including SC State’s President Dr. Andrew Hugine, Jr., hope will increase interest and attention to the university, especially with the Democratic Presidential Debate coming to the campus on April 26.

"With SC State becoming an international center of attention as a result of the national debates taking place here on our campus, people from all corners of the globe will be able to learn about our wonderful university online," said Hugine.

It was also stressed that the current logos used by SC State, such as the university seal and the Bulldog, will be reimagined to be used. The seal will be limited to university diplomas, certificates, and legal documents, and the bulldog will be seen as a watermark on letters from the president and the Board of Trustees. The Bulldog logo will be used by the Athletics Department, the University Bookstore, and can be used with student or alumni publications or documents.

School officials hope that the new look will change the way the public views SC State today, and into the future.

"Since our founding in 1896, we have reinvented ourselves again and again to keep pace with a rapidly changing society, to better educate our students and to improve our services for all citizens of our beloved state," Hugine said. "This is a day of unity, of bridging the university’s past to its future.”

The University of South Carolina’s popular Steele Hall Dorm Decorating Contest will be held on Monday, April 9th. The winning team will be announced Tuesday, April 10th. The Campus Student Government is hosting the Dorm Decorating Contest to promote the spirit of unity among students and to showcase the unique personalities of the dorms. The contest is open to all dormitories and will include judges who will announce the winners.

The Buzz: Spring 2007
By Secret Spencer
Entertainment On the Yard

Join Nascar and SC State University for the “The Step Show Case”
Pan-Hellenic Greek Organizations, band fraternities and residence halls teams will be performing. The winning team will be hosted at the Darlingting Kayscale.

"Bulldogfest is something that both high school and current students look forward to. I am really anxious to see how Bulldogfest 07 is going to turn out with the concert in the Oliver C. Dawson Stadium, the Nascar Dorm Step, and to see what Vibe Magazine has to contribute. It’s always a little different every year, so I am anticipating this year’s.”

Job and Internship Availability

Also on campus: Nascar Show Car, Live Music, Comedians, Job and Internship Availability

SOUTH CAROLINA STATE UNIVERSITY BULLDOGFEAST 2007 ACTIVITIES

Monday, April 9th
Dorm Carnival
International Day
Student Center Plaza
12:00pm-5:00pm

Buckeye on Buckeye Pk I
Buckeye Street/Student Center
6:00pm

Tuesday, April 10th
Blood Drive
Student Center Plaza
12:00pm-5:00pm

Wednesday, April 11th
Bulldog Lounge
Student Center Plaza
12:00pm-5:00pm

VIBE Magazine College Tour
Smith-Hammond-Middleton Memorial Center
3:00pm

Thursday, April 12th
Bullseye on Buckeye Pk I
Buckeye Street/Student Center
6:00pm

Friday, April 13th
Mid-Day Meltdown
Memorial Center
10:00am-5:00pm

Saturday, April 14th
Open House
10:00am-3:30pm

Caribbean Party (Jam Rock)
Ducks Cafe
5:00pm

Unleash on Buckley Pt II
Buckley Street/Student Center
8:00am-12:00pm

Sunday, April 15th
Gospel Bowling
5:00pm

Student Center Bowling Alley
8:00pm

Join Nascar and SC State University for the “The Step Show Case”
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Robby Walker
Junior, Mechanical Engineering Technology

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April Fools: SC State University Fashion Influenced by Celebrity Icons

By Denna Harrison

Tips to get “Red Carpet Ready” and have that Celebrity Confidence!

~Don’t be afraid to stand out...

~It’s all in the attitude. You don’t have to be in front of the camera or at an upscale event to look your best. So put your best foot forward everywhere you go.

~Be you! If you like something, but a certain other person doesn’t, just wear it!

~Make sure whatever you wear, remember that’s your style, not anyone else’s!

~Confidence not arrogance. Walk upright, be proud of whom you are, you are a star in your own way!
Sports

As the football team gears up for another season with spring practices and the spring football game, anticipation of the 2007 season is building even further, as SC State will play two Division 1A teams for the first time in its storied history.

In the season opener, SC State will travel to Colorado Springs, Colo., when they take on Air Force Academy. Two weeks later on September 15 in Columbia, S.C., they will face The Gamecocks of South Carolina for the first time ever.

The schedule also includes five home games, with five games that will be played on campus. On the SC State campus, 53 home games will be played this year.

SC State Men’s Basketball Coach Anthony Boney is on the road with his Bulldogs, as the basketball team got its season started with a 75-49 win at Coastal Carolina University.

SC State Softball Coach Candy Vines is on the road with the Lady Bulldogs, as the softball team started the season with a 10-5 win at Georgia Southwestern State University.

SC State Women’s Tennis Coach Tony Mabe is on the road with the Lady Bulldogs, as the tennis team started the season with a 4-0 win over rival South Carolina State University.

SC State Track and Field Coach Tommie Smith is on the road with the Bulldogs, as the track and field team started the season with a 6-1 win over rival South Carolina State University.

SC State Women’s Volleyball Coach Jennifer Young is on the road with the Lady Bulldogs, as the volleyball team started the season with a 3-0 win over rival South Carolina State University.

SC State Women’s Golf Coach Ronny Johnson is on the road with the Lady Bulldogs, as the golf team started the season with a 5-0 win over rival South Carolina State University.

SC State Women’s Swimming and Diving Coach Dave Treadway is on the road with the Lady Bulldogs, as the swimming and diving team started the season with a 6-0 win over rival South Carolina State University.

SC State Men’s Cross Country Coach Joe Williams is on the road with the Bulldogs, as the cross country team started the season with a 5-0 win over rival South Carolina State University.

SC State Men’s Tennis Coach Ronny Johnson is on the road with the Bulldogs, as the tennis team started the season with a 6-0 win over rival South Carolina State University.

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