

Greetings!

On behalf of the Office of Diversity Programs at Western Kentucky University, I hope this letter bids you well. Our office strives to serve as a resource and change agent in pursuit of our core values; Diversity, Social Justice, Leadership Development and Intellectual Growth and one way we accomplish our mission is by providing students with the awareness, knowledge and skills necessary to succeed in a pluralistic society.

On a campus with over 19,000 students, only 700 undergraduates are African American males. In an effort to resist the stereotypes for our African American men at Western and to combat the myth of the Black male crisis in our society, the Office of Diversity Programs is developing a new program entitled “The Come Up: From Ballas to Scholars” (which is a spin off of MTV’s “From G’s to Gents”). This program is designed to aid African American males in the areas of academics, socially, spiritually, physically, emotionally, and mentally. Participants will enhance their skills in etiquette, academics, language, finances, attire, health, and most importantly self worth.

We know you value the success of our community as much as we do and would like for you to consider making a financial contribution to aid our program. The program will cost an estimated \$10,000 and this covers program materials, a tailored suit, and two formal dinners. I would like the opportunity to discuss the program in detail and to discuss how you can contribute. Please contact me at veleashia.smith@wku.edu or 270-745-7096 to set up an appointment or to ask additional questions.

I look forward to your response and working with you in the near future.

Cordially,

Veleashia Smith
Assistant to the Director
Office of Diversity Programs