



TUSKEGEE UNIVERSITY

OFFICE OF THE PRESIDENT

February 6, 2014

Re: Interim Associate Vice President for Office of Development and Alumni Affairs

Effective February 5, 2014, Dr. La'Shaun Seay has been appointed Interim Associate Vice President for Tuskegee University's Office of Development and Alumni Affairs. She has served as the director of First Year Students since 2010. In this position, she also worked with First Year Professors and managed the Starfish Retention Program and Laser Week. Seay also served as an instructor of sales and marketing with the College of Business from 2003 to 2008.

When she was an instructor at Tuskegee's College of Business, Dr. Seay taught marketing and sales courses to sophomores, juniors and seniors. During that time, she built relationships with more than five Fortune 500 companies and co-wrote proposals that brought in millions of dollars in donations from 3M to the College of Business. She was also appointed Convocation Marshal by former university president, Benjamin F. Payton in 2007 and named TUBE Teacher of the year in 2004 and 2006. In 2006, she was also awarded the Faculty Service Award for her teaching and instruction within the College of Business and Computer Science.

Before becoming director of First Year Students at Tuskegee, Dr. Seay was an assistant professor at Alabama State University from 2008-2010. She taught Consumer Behavior, Business Law, Business Communication Marketing Principles, Sports Marketing, Marketing Strategy, Hospitality Marketing and Consumer Behavior, Business Research, Marketing Research, Direct Marketing, and Stats classes. From 2007 to 2008, she was an adjunct professor and taught Consumer Behavior, Business Law, Business Communication and Direct Marketing classes.

Seay also has experience in computer and online teaching applications. From 1998 to 2001, she was an instructor assistant in the "Pharmacy Technology Boot Camp" program, where she taught computer applications to pharmacists at Auburn University. She has online teaching experience with American Public University Systems, Ohio Christian University and Keiser University.

Seay received her bachelor's degree in business administration from Tuskegee University; a master's degree in business administration from Troy University; and a Doctor of Business Administration degree from Argosy University (formerly known as University of Sarasota).

She is currently engaged in a research project entitled, "Exploring why HBCUs are not engaging in online degrees". She has also collaborated on research projects with North Carolina A&T University and Southern University measuring brand awareness and brand perception among black and white Generation Y. Seay has also submitted an article to the Journal of Marketing entitled, "Targeting African American Consumers: Maximizing the Influence of Mass Media through Mainstream Agencies".

Seay holds professional memberships with the following organizations: American Marketing, Pi Sigma Epsilon, Inc., National Black MBA Association, Inc., Boys and Girls Club, National Coalition of 100 Black Women and the NAACP.

Seay has contributed to Tuskegee by serving on numerous committees and organizations including the Convocations and Special Events Committee and the Financial Aid Appeals Committee. Seay is also adviser and charter founder for PSE (Pi Sigma Epsilon) Sales and Marketing and has served as past adviser for the S.T.E.P. (Striving Towards Excellence and Professionalism) Mentors.

"Dr. Seay has served her alma mater in various capacities and I have full confidence that she will continue to do so during her interim post," said Acting President, Dr. Matthew Jenkins. "A national search will be conducted to find a candidate to permanently fill the position. Until then, Seay will manage the day-to-day functions of the office and will report directly to me."

Matthew Jenkins, D.V.M.
Acting President
Tuskegee University