



Association for  
*Multicultural Counseling and Development*

Providing global leadership, research, training and development for multicultural counseling professionals with a focus on racial and ethnic issues.

**Volume 1  
Issue 1**

**Spring 2008**

**African- American Ad  
Hoc Committee**

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Olu Ekundayo, Ph. D

**Committee:**

Kevin Bailey

Amy Davis

**Outreach:**

E. Joan Looby, Ph. D

**Public Policy:**

Position to be filled

**Newsletter Staff**

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**FROM THE DESK OF THE VICE-PRESIDENT  
OF AFRICAN-AMERICAN CONCERNS**



*It is an honor to have been selected to serve as Vice-President of African-American Concerns. It is with enthusiasm that I look forward to working with the membership in an effort to increase active participation, to continue to conduct clinical outreach activities in the community, and to address public policy matters. I look forward to implanting new strategies and ideas and welcome your suggestions. I thank you for the opportunity to represent African-Americans Concerns.*

—Beatrice A. Tatem

**AMCD CONVENTION— HIGHLIGHTS OF  
EVENTS**

<p><b>Past President's Award Reception</b> Day: March 28, 2008 Time: 7:00p.m- 9:00p.m. Location: Lehua</p>	<p><b>ACMD Dancer &amp; Mixer</b> Day: March 29, 2008 Time: 9:00p.m.- 1:00p.m. Location: Coral 1&amp; 2</p>	<p><b>Executive Council &amp; Annual Business Meeting</b> Day: March 27, 2008 Time: 8:00a.m.- 10:00a.m. Location: Kahili 2</p>
<p><b>Annual Luncheon</b> Day: March 29, 2008 Time: 12:00p.m.- 2:00p.m. Location: Coral 1</p>	<p><b>AMCD Graduate Student Reception</b> Day: March 29, 2008 Time: 5:00p.m.- 6:30p.m. Location: Nautilus 1</p>	<p><b>Regional Business Meeting</b> Day: March 29, 2008 Time: 2:30p.m.- 3:30p.m. Location: South Pacific (See Regional Representative for specifics)</p>
<p><b>African American Concerns Annual Meeting</b> Day: March 28, 2008 Time: 2:00p.m.- 3:00p.m. Location: South Pacific</p>	<p><b>Sunrise Services</b> Thursday, March 27th: E ALA E (Awaken/Arise) A Sunrise Blessing Friday, March 28: Native American Sunrise Ceremony <b>Saturday, March 29th: African/African- American Sunrise Ceremony</b> Sunday, March 30th: Latino/Hispanic Sunrise Ceremony</p> 	

# OUTREACH: AMCD in South Africa

African-American Concerns was represented through its leadership in Southern Africa this past summer. This experience developed by Dr. Cirecie West-Olatunji involved a group of counselor educators, practitioner, and students participated in a 23 day outreach trip in southern Africa. Several days were spent in cultural immersion, touring South Africa meeting with people. Following the tour, outreach participants met with various agencies working with people affected by HIV/AIDS. The goal is to continue such clinical community outreach in our local communities. The goal is to plan an outreach during the 2009 ACA conference in the city of Charlotte, NC during March 19-23 and the 2010 ACA conference in Pittsburgh during March 18-22. If interested in participating in future outreaches please contact Beatrice Tatem.



## Membership

The effort was made to address membership concerns. This year as with previous years active membership continues to be at the forefront on local and national levels. Dr. Ekundayo has agreed to chair the membership committee. In November, a membership drive was conducted by graduate assistants Mr. Kevin Bailey and Ms. Amy Davis along with Dr. Gloria Dansby-Giles and Dr. Beatrice Tatem at the Mississippi Counseling Association. MAMCD was reactivated with the goal of becoming a division. It is also the goal to meet with graduate students bi-annually in hopes of increasing their involvement on the local and national levels.

## AMCD Leader Needed

Former Vice-President of African- American concerns and current AMCD President Dr. Cirecie West-Olatunji Ph. D appointed a chair to head public policy. The former chair of public policy for African American Concerns Dr. Michael Brooks now serves as Treasurer for AMCD. The position of chair for public policy is open and is in need of being filled. If you are interested in policy, advocacy, and reform along with having the time to help African-American Concerns in this area please contact Beatrice Tatem.



## Submissions

The Newsletter for African-American Concerns will be published twice a year spring and fall. If you have any questions or comments or have an idea that you want to submit please contact: Dr. Beatrice A. Tatem at btatem@saffairs.msstate.edu.

The Newsletter is posted on AMCD website and also mailed out electronically . To submit articles for upcoming issues of the newsletter send an email as an attachment in Microsoft Word to Angel Williams, editor, African American Concerns Newsletter at awilliams@saffairs.msstate.edu or at Beatrice A. Tatem, Vice President, P.O. Box 5194, MS State, MS 39762.

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# INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

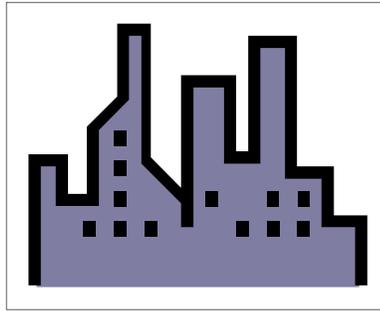
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a spe-

cial offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

# INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your

customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice

column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

# INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

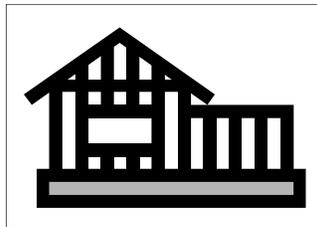
Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes

thousands of clip art images from which you can choose and import into your newsletter.

There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to



Caption describing picture or graphic.

place the caption of the image near the image.

MSU

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
Email: xyz@microsoft.com

We're on the Web!  
example.microsoft.com

Your business tag line here.



*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

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## BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees. If you have any prices of stan-



Caption describing picture or graphic.

such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

dard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event,