



ROY GRIGGS SCHOOL OF BUSINESS AT SOUTHERN UNIVERSITY AT SHREVEPORT



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MISSION STATEMENT

The mission of Southern University at Shreveport's Roy Griggs School of Business is to prepare students with skills necessary to function effectively in the economic marketplace and to offer courses commensurate to the community. Students are prepared for immediate entry into the workforce through the Associate Degree programs in Business Management, Accounting, as well as certificates in Administrative Technology Specialist and Accounting Technology Clerk. The curriculum is designed for transfer course consideration to four-year colleges or universities.



ROY GRIGGS SCHOOL OF BUSINESS

ABOUT ROY GRIGGS

There is a relatively small segment of leaders in the business world; individuals who seem able to build relationships, trust and support with almost anyone, and then are able to broker the relationships and make connections between people, creating partnerships and alliances, and motivating forward momentum to “get things done.”

Roy Griggs, Entrepreneur and CEO of Griggs Enterprise, Incorporated/McDonald's, is one of those people who believe in “getting things done”. He strives for driving results through collaboration, partnership, and relationships. With an enthusiastic and generously friendly attitude, Roy Griggs radiates a sincere passion for delivering value and benefits.

Roy Griggs, a native of Meridian, Mississippi began his McDonald's career in 1971. Because of Roy Griggs goal driven approach, he faced each challenge with intense flair and quickly moved through the ranks of McDonald's, from crew person to being promoted to restaurant Manager in 1974 and recognized as the first Black McDonald's restaurant Manager in Meridian, Mississippi. Because of Roy's perseverance, in 1981, he was awarded Outstanding Young Man in America. In 1985, he was the recipient of McDonald's Achiever's Award, and in 1988, he was approved by McDonald's Corporation to own/operate his very own McDonald's Restaurant Franchise in Thomasville, Alabama. Because of Roy Griggs ability to reflect differently and establish a pattern for business, he wanted to make a difference; not only to the McDonald's corporate image, reputation and profitability; but to his own franchise, Griggs Enterprise, Incorporated/McDonald's. Roy Griggs was able to unearth opportunities from the most unexpected of places and forge relationships at the most opportune moments to help his company organize and reap benefits. This resulted in Roy Griggs owning/operating three McDonald's Restaurants in Thomasville, Alabama.

With an opportunity to expand his dream of a McDonald's Franchisee, in 1997, Roy Griggs sold his Alabama franchise, relocated to the Shreveport-Bossier City, Louisiana area; where he purchased four area McDonald's restaurants, and in the same year, was honored with The Ronald Award, and again honored in 2006. The Ronald Award is the most prestigious award given to one owner/operator within a region. In 2000, Roy purchased five additional restaurants; two in Marshall, Texas and three within Shreveport, Louisiana. One year later he purchased three additional restaurants in Shreveport, Louisiana. In 2007, a new restaurant was built in Jefferson, Texas.

The newest Griggs Enterprise, Inc. McDonald's Restaurant was erected in Waskom, Texas and opened in September 2015. Today, Roy Griggs is the proud owner of fourteen McDonald's restaurants throughout the ARK-LA-TEX; nine in Shreveport, Louisiana, one in Bossier City, Louisiana and four in East Texas with over 800 employees and an annual revenue of \$32 million with a payroll of approximately \$7.4 million.

In 2009, Roy Griggs expanded his career opportunities and opened his first hotel in Shreveport, Louisiana, Sleep Inn Suites Medical Center which offers 83 well-appointed rooms perfectly situated in the heart of the Region's Medical Community. Roy has always been civic minded and deeply committed and involved within the communities in which he lives and gets involved outside the office.

The following accomplishments are as such:

- Invited to be a delegate to the White House in recognition of achievements by Black Entrepreneurs
- Past President of McDonald's Shreveport/Texarkana Co-Op
- McDonald's Black Operator Association in the Great Southern Region
- Greater Shreveport Chamber of Commerce Member; where in 2004, he was named Business Leader of the Year
- Rotary Club Member
- Shreveport Community Renewal Member
- Shreveport-Bossier African American Chamber of Commerce Member
- Vice Chairman of Finance for Scoutreach/Norwela Council for the Boy Scouts of America; where he has raised over \$350,000.00 to help at risk boys
- Shreveport Art Break Corporate Sponsor
- Sheriff Safety Town Sponsor
- Mardi Gras Krewe of Harambee Title Sponsor
- 2007 Inductee into the Junior Achievement Hall of Fame Laureates
- Secured a grant in 2004 for \$500,000 through Southern University of Shreveport and the State of Louisiana for the Incumbent Worker's Training Program. This program not only provided additional workforce training skills, it also provided additional opportunities to enhance the personal lives of his employees.
- Committee of 100
- Chef Orlando Chatman Golf Tournament/Title Sponsor
- 2020-2021 President/Caddo Bossier Port Authority

Roy and his family are members of the Stonewall Missionary Baptist in Bossier City, Louisiana where he serves as a member of the Board of Deacons, Sunday School Teacher and Secretary of the Brotherhood. Roy resides in Shreveport, Louisiana with his wife Nelva, seven grandchildren, three of their four children, with one son residing in California.

“I came from humble beginnings with nothing... I want to help educate youth on all the opportunities that are available to them... I want them to know that if I can do it, they can too.”

Roy Griggs, CEO
Griggs Enterprise, Inc. / McDonald's

PROGRAM DELIVERY MODEL

WORLD-CLASS BUSINESS EDUCATION AND ENTREPRENEURIAL PREPARATION:

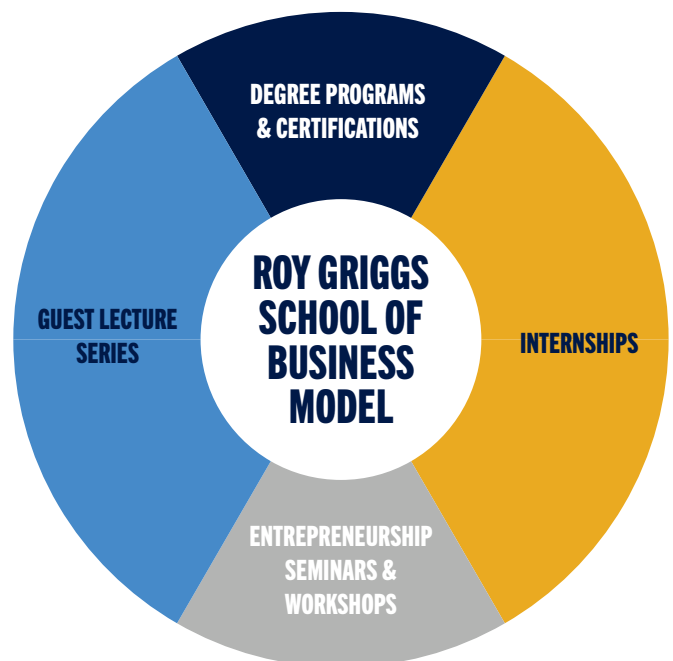
Students accepted into the Program are exposed to a world class business education experience from instructors who are leaders in their respective disciplines with proven track records for success. Building on a strong tradition of academic and workforce preparation, courses are delivered by fusing best practices and cutting-edge instructional models with state-of-the art technology. These strategies empower graduates to compete for high-demand business career opportunities and to become leaders on the world-wide stage of a global economy.

- World class faculty
- Individualized instruction models for impact learning and application
- State-of-the art technology fused with real-work business learning software
- Wrap-around advising, leadership think tank brainstorming sessions, real world business leader mentors and internships

APPLIED LEARNING:

The Roy Griggs School of Business at Southern University at Shreveport will focus on preparing individuals to take charge of their own destiny by empowering them with skills needed to succeed in business careers and the global workforce. Based on the guiding principles of excellence, creativity, tenacity and integrity of the School's namesake, business mogul Mr. Roy Griggs, the program delivery model will stem from four focal points of learning.

- Degree Program and Internships
- Entrepreneurship Seminars & Workshops
- Guest Lecture Series
- Research and Internship Opportunities





PROGRAMS & DEGREES

Located in the Alphonse Jackson Building on the main campus of Southern University at Shreveport, The Roy Griggs School of Business offers students a quality education, unique learning experiences, and personalized access to our highly qualified faculty. Our undergraduate options include Associate Degrees in **Accounting & Business Management**, which can lead to four year degrees in Accounting, Business Management, Business Administration, and Marketing. SUSLA prepares students for successful careers and meaningful lives after graduation.

VISION.
STRATEGIC MANAGEMENT.
LEADERSHIP.
EMPOWERMENT.



ACCOUNTING ◀

The Department of Accounting has the mission of preparing students with skills to function efficiently in the economic marketplace and to offer courses commensurate to the community. Students are prepared for immediate entry into the workforce through the Associate Degree Programs in Accounting as well as certificate in Accounting Technology Clerk. The Department of Accounting is committed to giving personal attention to the growth and development of the students as a whole, and it fosters excellence in teaching and provides a nurturing environment for its diverse student population. The curriculum is designed for transfer course consideration to 4 year colleges or universities.

The Accounting curriculum is designed to provide a thorough knowledge of accounting theory and practice in order to prepare students for positions as accountants in industry, governmental service, or public accounting. The capstone course for the program is an internship where the students will demonstrate their acquired skills in the functional areas of accounting. The curriculum includes thirty-two (32) credit hours in General Education courses, thirty (30) credit hours in core requirements.

Degree Type: Associate's Degree

Total Credit Hours: 62



WHY CHOOSE SUSLA'S ACCOUNTING PROGRAM?

Currently, the demand for accountants exceeds the number of new graduates entering the job market. The Bureau of Labor Statistics Occupational Outlook Handbook estimates that employment is expected to grow faster than average for accountants, bookkeepers, clerks, and auditors. The number of accounting-related jobs is expected to grow by 12% between 2006 and 2016.

- **EARN YOUR ASSOCIATE'S DEGREE IN JUST 2 YEARS.**
- **FOCUS ON CRITICAL AREAS OF BUSINESS OPERATIONS & BUSINESS MANAGEMENT.**
- **ENROLL IN CAPSTONE COURSE WITH INTERNSHIP OPPORTUNITIES REAL WORK, REAL WORLD EXPERIENCES.**

Enroll at www.susla.edu or contact Professor Aylwin Holmon at aholmon@susla.edu.



BUSINESS MANAGEMENT



The Department of Business Management has the mission of preparing students with skills necessary to function effectively in the economic marketplace and to offer courses commensurate to the community. Students are prepared for immediate entry into the workforce through the Associate Degree Program in Business Management as well as a certificate in Administrative Technology Specialist. The Department is committed to giving personal attention to the growth and development of the students as a whole, and it fosters excellence in teaching and provides a nurturing environment for its diverse student population. The curriculum is designed for transfer course consideration to 4 year college or universities. Students may also pursue an Associate Degree in General Studies with a concentration in Business Administration.

Associate of Science in Business Management is designed for students seeking a broad program of study in all phases of business practices. This degree not only focuses on the core of management, but also encompasses the critical areas of business operations (communications, finance, accounting, economics, and business law). The capstone course for the program is an internship where the students who seek to continue their studies in a business discipline beyond the Associate Degree will be well prepared. The curriculum includes 32 credit hours in General Education courses, with the remaining thirty (30) credit hours in the management core and business-related areas.

Degree Type: Associate's Degree

Total Credit Hours: 62



WHY CHOOSE SUSLA'S BUSINESS MANAGEMENT PROGRAM?

Southern University at Shreveport (SUSLA) specializes in producing great leaders, and does so through its unique humanics approach, which educates students in spirit, mind, and body for leadership in service to others. The business management major at SUSLA is a well-rounded discipline that leads to limitless opportunities. SUSLA is the perfect place to obtain the advanced skills needed for a successful business career. Business management majors are not only taught the traditional business skills that enable them to compete in the business world, but they are also given real-world experiences that provide essential training to become effective leaders and decision-makers.

ENDOWED SCHOLARSHIPS ◀

Education is the universal equalizer and a common factor in diminishing the disparities of inequities, especially in underrepresented and underserved populations. The Roy Griggs School of Business endowed scholarships will remove barriers for individuals, seeking access to opportunities for success from various entry points of life, especially individuals and former entrepreneurs adversely impacted by the unprecedented economic downturn of the pandemic.

ENDOWED PROFESSORSHIPS ◀

Endowment support is key to building capacity and ensuring growth and sustainability of programs. As a partner at this level, your investment will help the School of Business attract and retain world class, talented instructors needed to teach 21 Century business techniques utilizing cutting-edge technology.

Enroll at www.susla.edu or contact Dr. Regina Webb at rwebb@susla.edu.

Southern University at Shreveport is pleased to announce the establishment of the Roy Griggs School of Business at Southern University at Shreveport. As a businessman and entrepreneur, Mr. Griggs epitomizes the core tenets we try to teach students in the business program. His story is a true success story and, the majority of students we serve come from backgrounds that resemble his own. We are honored that his story will now be part of SUSLA's story.

A WORD FROM THE CAMPAIGN CHAIRS ◀



"For over a decade, I have had the privilege of working with Mr. Griggs. During that time, I have witnessed, first-hand, how he has navigated the corporation, including 14 restaurants and hundreds of employees, with vision and steady, focused leadership which, only comes with many years of experience. I have also seen how his love for humanity has changed countless lives through selfless acts of community service and philanthropy, jobs and educational opportunities and, career growth. Mr. Griggs has mentored many individuals toward economic prosperity - some all the way to becoming franchisee operators themselves. It is indeed, an honor to serve as Co-Chair for this Campaign to honor such a worthy servant and leader as Mr. Roy Griggs."

Mrs. Jean Mosley, Public Relations Manager, Griggs Enterprises dba McDonald's Campaign Co-Chair



"It's an honor to serve as Co-Chair of this campaign to honor such a distinguished individual that has done so much for the community. He's been a mentor to me and so many others and, as we look to further define his legacy, a partnership with Southern University at Shreveport is ideal. SUSLA, just as Mr. Griggs, has been a trailblazer and beacon of hope for so many residents in Shreveport and North Louisiana."

Mr. David Aubrey, Regional Vice President/External and Legislative Affairs for AT&T Louisiana

WHY PARTNER WITH SUSLA?

The purpose of naming Southern University at Shreveport facilities, scholarships, endowments and specialized programs is to bring honor and distinction to the University and to provide appropriate recognition to an individual, family, corporation, or nonprofit organization that, by virtue of their monetary contributions to the University and/or their lifelong dedication and service to the institution, have set an example in the community and in the state for others to follow. To that extent, Southern University at Shreveport is honored with the privilege of dedicating space on its main campus named for Mr. Roy Griggs whose life-long work and service to humanity personifies these characteristics. As a major contributor, you will become an inaugural partner in the Roy Griggs School of Business at Southern University at Shreveport.

☐ EXCLUSIVE “DIAMOND” FOUNDING PARTNER: \$500,000 – UP (Exclusive -Limited partners at this level)

Your gift at this level will help raise the overall profile of the School and make the vision of the Roy Griggs School of Business a reality. Your gift will help provide initial funding to launch the Roy Griggs School of Business locking in the fiscal resources to strengthen stability and leverage needed to secure long-term sustainability

- “Diamond” Founding Partner in Recognition Wall: Your name (or that of a person or organization of your choosing) will receive “exclusive” recognition at the highest level of partnership as a “Diamond” Founding Partner in the Roy Griggs School of Business. Your name (or that of a person or organization of your choosing) will be placed on the Partner wall in an exclusive space for “Diamond” Founder near the honoree’s name, Mr. Roy Griggs, as an enduring honor in tribute to your generosity at this level. For decades to come, citizens seeking opportunities through educational attainment at the Roy Griggs school will also be reminded of your gift which made the school a reality
- An Endowment and Space will be named in your honor (or that of a person or organization of your choosing)
- Recognition Plaque: A plaque will be given to you in a highly profile, public event announcing the gift (unless donor requests otherwise)
- Listed as a “Diamond” Founding Partner on all material promoting the School, in Annual Reports and on the webpage
- Receive updates (quarterly newsletters, Chancellor’s Reports)
- Donor retains distinction at this level over the life-span of the Roy Griggs School of Business*

☐ “CORNERSTONE” FOUNDING PARTNER: \$100,000 – \$499,999

- Your name (or that of a person or organization of your choosing) will be placed on the Partner in Recognition Wall in a highly visible space, reserved for “Cornerstone” Founding Members honoring your generosity at this level. For decades to come, citizens seeking opportunities through educational attainment at the Roy Griggs school will also be reminded of your gift which made the school a reality
- Recognition “Cornerstone”: A commemorative gift will be given to you in a high profile, public event announcing the gift (unless donor requests otherwise)
- An Endowment or Space will be established in your honor (or that of a person or organization of your choosing). Donor may choose from Endowed Scholarship or Endowed Professorship
- Listed as a “Cornerstone” Founding Partner on all material promoting the School, in Annual Reports and on webpage
- Receive updates (quarterly newsletters, Chancellor’s Reports)
- Donor retains distinction at this level over the life-span of the Roy Griggs School of Business*

☐ ENDOWMENT PARTNER: \$50,000 – \$99,999

- Endowed Scholarship named for you/ your organization
- Listed as an Endowment Partner on all material promoting the School, on the Partner in Recognition Wall, in Annual Reports and, on the webpage
- Receive updates (quarterly newsletters, Chancellor’s Reports)
- An Endowment will be established in your honor (or that of a person or organization of your choosing)
- Announced at announcement/ unveiling (if pledge received by this date) and at Ribbon Cutting event
- Donor retains distinction at this level over the life-span of the Roy Griggs School of Business*
- Endowed Professorship named for you/ your organization
- Listed as an Endowed Professorship Partner on all material promoting the School, on the Partner in Recognition Wall, in Annual Reports and on the webpage
- Receive updates (quarterly newsletters, Chancellor’s Reports)
- An Endowment will be established in your honor (or that of a person or organization of your choosing). Donor retains distinction at this level over the life-span of the Roy Griggs School of Business*

ANNUAL DONORS

NAMED SPACES AT ROY GRIGGS SCHOOL OF BUSINESS

☐ **\$25,000 – LARGE CLASSROOMS**

☐ **\$10,000 – FACULTY LOUNGES OR FACULTY CONFERENCE ROOM**

- Space named for individual/organization. Plaque listed on entry to space
- Listed on Partner in Recognition Wall, in Annual Reports and on the webpage
- Receive updates (quarterly newsletters, Chancellor's Reports)
- Announced via Media Release

FRIENDS OF ROY GRIGGS SCHOOL OF BUSINESS

☐ **\$25,000 – GOLD PARTNERS/SPONSOR OF RIBBON CUTTING EVENT**

PROMINENT listing at **GOLD** level on Partners in Recognition Wall; Announced at announcement/ unveiling (if pledge received by this date); Receive updates (quarterly newsletters, Chancellor's Reports)

☐ **\$10,000 – SILVER PARTNERS/SPONSOR OF RIBBON CUTTING EVENT**

Highly Visible listing at **SILVER** level on Partners in Recognition Wall; Announced via Media Release; Receive updates (quarterly newsletters, Chancellor's Reports)

☐ **\$5,000 – BRONZE PARTNERS/SPONSOR OF RIBBON CUTTING EVENT**

Listed at **BRONZE** level on Partners in Recognition Wall; Announced at announcement/ unveiling (if pledge received by this date); Receive updates (quarterly newsletters, Chancellor's Reports)

OTHER: GENERAL PARTNERS IN GIVING

Your gift, at a level of your choosing, is sincerely appreciated and, will assist us in reaching our goal of launching and sustaining the School of Business in honor of this community servant, mentor and business icon, Mr. Roy Griggs. As a partner, you will be listed on the Partners in Recognition Wall¹, and receive updates (quarterly newsletters, Chancellor's Reports).

☐ **"Yes!"** _____ (organization/individual's name) would like to become a Partner in Giving to support the Roy Griggs School of Business at Southern University at Shreveport. Please see my pledge level on the pledge form enclosed.

HOW TO GIVE

PAY ONLINE: www.susla.edu/page/give-to-susla

PAY BY CHECK: Make Payable to: Southern University at Shreveport Foundation

Mail to: Southern University at Shreveport
Attn: Office of Institutional Advancement
3050 MLK Drive
Shreveport, LA 71107

¹ All gifts recognized in Annual Report.

* As compliant with signed sponsorship level and duration.



AUDITORIUM



CONFERENCE ROOM



CLASSROOMS



FACULTY OFFICES

► **ROY GRIGGS SCHOOL OF BUSINESS CONTACTS**

Dr. Regina Webb
Department Chair
Endowed Associate Professor
rwebb@susla.edu | 318.670.9394

Mr. Aylwin Holmon
Accounting Professor
Endowed Associate Professor
aholmon@susla.edu | 318.670.9256

► Please use the enclosed envelope to make your investment, go to www.susla.edu/page/give-to-susla, or contact:

Stephanie Rogers
Chief Advancement Officer
Southern University at Shreveport
srogers@susla.edu | 318.670. 9244

A background image showing a group of students in a computer lab. A young man in the foreground is looking at a computer screen, with other students visible in the background.

 www.susla.edu



Excellence • Integrity • Accountability • Service • Diversity

**ROY GRIGGS SCHOOL OF BUSINESS AT
SOUTHERN UNIVERSITY AT SHREVEPORT**

SOUTHERN UNIVERSITY AT SHREVEPORT

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