

LOCAL BUSINESSES AND CITY COUNCIL MEMBERS CONSIDER NAME CHANGE IN HAMPTON ROADS

By Kallie Gould

When many Norfolk State University students were still in elementary school, the “seven cities” region was commonly referred to as “Tidewater.” Many businesses and companies still exist with “Tidewater” in their name, even ones as large as Tidewater Community College.

In 1983, the U.S. Postal Service changed the area’s postmark from “Tidewater” to “Hampton Roads.”

Now, local business owners and some Virginia Beach city council members feel the name no longer fits, and the Hampton Roads Tourism Alliance is one step ahead of the game, re-branding themselves as the Coastal Virginia Tourism Alliance.

“Coastal Virginia” is the new name popping up on what was formerly known as *Hampton Roads Magazine*.

Editor-in-Chief of *Hampton Roads Magazine* Randy Thompson told WAVY-TV 10, “We’re a lifestyle magazine, and the name ‘Hampton

Roads’ just doesn’t bring to mind really any connotations that are lifestyle related.”

Virginia Beach City Councilwoman and NSU Music Department faculty and service-learning coordinator Dr. Amelia Ross-Hammond said, “I believe [the name change] would be worth entertaining because it would give the region more visibility and positively impact our tourism businesses. Many people do not know where Hampton Roads is located, or understand its name origin.”

The name “Hampton” originates from colonial times after a founder of the Virginia Company of London. The word “Roads” refers to the safety of port in a body of water.

Junior Joseph Toombs said, “Change is good, but an original name carries so much history.” Originally from Atlanta, Toombs said that the name “Coastal Virginia” makes it sound like “a fake, coastal Carolina.”

ACADEMIC AFFAIRS PLANS NEW BUDGET TO HELP INCREASE RETENTION

By Danielle Kirsh

Academic affairs is one of the biggest consumers of Norfolk State University’s budget, taking up about \$46 million of it, so it is planning an overhaul with its own budget in the university’s colleges.

The university wants to grow enrollment to 8,000 by 2018 and increase the retention rate to 80 percent. In order to make this jump, academic affairs is going to search for new faculty members and deans to prepare themselves for when the current ones retire.

Also, the university wants to close some programs with lower student enrollments in

order to enhance others that are thriving.

The College of Liberal Arts is the biggest college at NSU. Out of the entire budget for the College of Liberal Arts, 98 percent is solely for personnel.

Unfortunately, the university is going to have to let some staff members go in order to enhance other programs. For example, right now the psychology and sociology departments are understaffed while other departments are over-staffed.

Provost and Vice President for Academic Affairs Dr. Sandra DeLoatch said that she

hopes the budget changes will help bring more “quality instruction” to classes at NSU.

Much of the funding that the university receives comes from research grants from the Department of Education.

In the past, funding was set aside from the grants to pay adjunct professors, but it could only be used once. This year that funding runs out.

In total, Academic Affairs is asking for \$7,648,000 in changes to their budget to enhance the schools colleges at NSU and to help with the retention rates and the enrollment in the future.

Celebration of Black History

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and organizations across the country.

By the time the Civil Rights Movement began in the 1950s and 1960s, Negro History Week became especially influential.

In the 1970s, the Black Power Movement emphasized racial pride and cultural values. This movement led to the ASNLIH becoming what it is known as today, the Association for the Study of African American Life and History (ASALH). Around the same time as the name change, Negro History week became Black History Week.

The idea to expand Black

History Week into Black History Month was proposed by the Black United Students Organization at Kent State University in February 1969. It wasn’t until a year later that the first celebration of Black History Month was celebrated at KSU.

As part of the United States Bicentennial, Black History Week was informally expanded into Black History Month by proposition of President Gerald Ford in 1976.

Ford urged Americans to observe Black History Month and “seize the opportunity to honor the too-often

neglected accomplishments of black Americans in every area of endeavor throughout our history.”

Since then, every American president has recognized February as Black History Month and has specified a theme every year.

This year’s theme is “Civil Rights in America.” The ASALH chose this theme to mark the 15th anniversary of the Civil Rights Act of 1964, which outlawed discrimination against race, ethnicity, nationality, religious beliefs and women.



Former *Hampton Roads Magazine* changed their name to *Coastal Virginia Magazine* after city council discusses potential benefits of rebranding the seven cities area. photo from www.coastalvirginiamag.com/index.php/archive-index/.