

Leading
Women
in Business:

TRIANGLE

SHAW UNIVERSITY: LEADING THE WAY IN HIGHER EDUCATION

While other private liberal arts colleges are struggling to stay afloat, Shaw University is growing in leaps and bounds. The secret to the success of this historically black college, says President Tashni-Ann Dubroy, is simple: “Shaw has one foot firmly planted in tradition and the other pointed toward the future.”

Founded in 1865, the school saw its numbers start to transform in 2015 when Dr. Dubroy came on as President. That year, Shaw reversed six consecutive years of enrollment declines, yielded a 15 percent increase in new and returning students, and closed a \$4 million funding gap. Flash forward to 2017, and application numbers have nearly doubled, and “we are slated to have the highest enrollment in the freshman body this fall,” says Dubroy.

Shaw matches the needs of today’s students with those of the 21st-century workplace by offering undergraduate programs in rising fields like technology, innovation and entrepreneurship, supply chain management, and business management. The school prides itself on giving students “a robust offering of academia mixed with business and the hands-on experience they need,” says Dubroy.

Shaw takes full advantage of its thriving Raleigh, North Carolina, location by partnering with businesses to bring unique opportunities to campus. The goal, says Dubroy, is forming graduates “who can quickly adapt to the skill sets corporate America needs.” And, through its Centers for Alternative Programming in Education (CAPE), Shaw also offers adult learning opportunities—like micro-credentialing programs—at eight satellite campuses across the state.

This kind of forward-thinking education undoubtedly has roots in Shaw’s impressive list of “firsts.” Shaw was the first historically black college or university (HBCU) founded in the southern United States, the first college in the country with a four-year medical school program, and the first HBCU in the nation to admit female students. Now, Shaw strives to be first in whatever the world needs next.

“I feel as if we are embarking on a journey that puts us in that discovery phase,” says Dubroy. “Only universities that are quickly adaptable will be able to survive.” With all the school has accomplished so far, it’s safe to say Shaw is well positioned for the future and beyond.



STRONG LEADERSHIP MAKES A STRONG SCHOOL

Dr. Tashni-Ann Dubroy is a Shaw alumna who also holds a Ph.D. in Physical Organic Chemistry from North Carolina State University and an MBA from Rutgers University. A former research scientist for the BASF Corporation, Dubroy was also the co-founder of a hair care company and co-owner of Raleigh’s Element Beauty Bar before she found her way to academia. She became Shaw’s president the same year the school celebrated its sesquicentennial anniversary. Now she’s using her unique combination of experiences to lead what she calls a “152-year-old startup toward a new landscape in education.”

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