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May 30, 2009

Dear Members of the Shaw Family:

As we move forward in this time of transition, with a goal of creating an even stronger community, it is imperative that we vastly improve our communications - both internally and to the outside world.

In order to achieve our goals and objectives, the University has contracted with WCP Communications – a globally recognized communications firm. WCP Communications' Chairman and CEO, Tanya Wiley, will directly oversee this process.

Ms. Wiley has worked as a transition specialist and consultant, specializing in business valuations, business acquisitions, marketing, advertising and related fields. She currently owns and operates WC Publishing Co., Inc., (a full service printing and publishing company), WB & Associates, LLC (a real estate development/property management firm, WC Consulting (a consulting firm specializing in crisis management and business/organizational development) and WCP Communications (www.wcpcommunications.com), (a full service marketing, advertising, and public relations firm).

She holds a bachelors degree in English and Political Science from Winston Salem State University. Wiley also obtained her paralegal certification from George Washington University, and is a member of the Society of Certified Business Entrepreneurs. She holds numerous certifications for business studies and coursework. Wiley is a graduate of the Leadership America North Carolina Class of 2004 and is a 2008/2009 graduate of the National Organization of Black Elected Legislative Women's class.

Tanya Wiley has served as the editor for several published projects and has written two books which are scheduled for release in 2009/2010: Taming the Best "Unleashing Your Hidden Potential" and God Likes A Cheerful Giver "How To Effectively Market Through Giving and Getting Referrals."

Ms. Wiley will serve as the Executive Director for Shaw University's "new" Marketing and Public Relations Division. She will be contacting you soon about various efforts we will be undertaking in order to streamline, improve, and accentuate our communications efforts.

Join me in welcoming Ms. Wiley to the Shaw family.

Sincerely,

Dr. Joseph Bell
Chairman
Transition Team