



FOR IMMEDIATE RELEASE
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Photo of Moorer sent as an attachment

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**Baker College dean named one of 100
'Modern Men of Distinction' by national magazine**

MUSKEGON, Mich. – Cleamon Moorer Jr., DBA, Baker College's dean of the College of Business, is one of Black Enterprise magazine's 100 Modern Men of Distinction with the moniker "Mr. Higher Learning."

"To be called 'Mr. Higher Learning' is more than humbling," said Moorer, who holds a doctorate in business administration and has been in higher education business instruction for more than 16 years. "I have some big shoes to fill!"

As a potential role model for Baker College students and his own four young sons, Moorer aims "to inspire, influence and impart legacy in all of my interactions with others by working with mentees, colleagues and subordinates to brainstorm sound solutions or paths to achieve optimal goal attainment."

Black Enterprise magazine created the Men of Distinction feature to challenge the prevailing narrative of black men by media and popular culture. The initiative showcases black men more accurately as significant contributors, solution providers and valued assets. Award recipients serve as a standard of excellence.

In addition to serving as dean at Baker College, Moorer, a Detroit native, and his wife, Nicole, manage a not-for-profit organization that provides scholarships to students and grants to K-12 educators.

Included in Moorer's effort to inspire is his book, "From Failure to Promise: 360 Degrees," documenting his rise to success after initially flunking out of college. It is currently the No. 1 best-selling educator's memoir at Walmart. A second book based on his 2016 TED Talk, "Pursue Promise," is on the way. TED, a nonprofit organization

devoted to “ideas worth spreading,” initially focused on content related to technology, entertainment and design (TED), but today covers almost all topics – from science to business to global issues entertainment and design.

Since joining Baker College in May 2016, Moorer has overseen reaffirmation of business administration programs by the International Accreditation Council for Business Education through 2023 and worked to strengthen ties with employers. Examples include providing on-campus office space to businesses and organizations that offer real-world experience for students, and the formation of a systemwide advisory board of business professionals that helps to ensure curricula meet the needs of changing workplace demands.

Moorer is also working to formalize articulation agreements with community colleges, as Baker College ranks third in the state for the number of students who transfer from community colleges to higher education business programs. He is also editor of the new Baker College magazine, PURSUIT. The first issue will be available online and in print in October.

Baker College offers undergraduate business programs at each of its on-ground campuses and online. Master’s and doctoral degrees in business are offered online.

Black Enterprise (BE) is a monthly magazine that focuses on business, investing and wealth-building resources for African-Americans. A brief feature about Moorer is posted on the BE website. He will receive the award at the magazine’s Black Men XCEL Summit, Aug. 30–Sept. 3, in Palm Beach Gardens, Florida.

In 2015, Moorer received the Spirit of Detroit Award from the City of Detroit Council and was recognized in “40 under 40” by the Michigan Chronicle and the Network Journal-NYC, and DBusiness Magazine’s “30 in Their Thirties.” He was also included in the Crain’s Detroit Business 2014 “40 under 40.”

The largest private college in Michigan, Baker College is a not-for-profit higher education institution accredited by the Higher Learning Commission. Founded in 1911, Baker College grants doctoral, master’s, bachelor’s and associate degrees, as well as certificates in diverse academic fields including applied technology, business, education, engineering, health science, information technology and social science. Baker College

has on-ground campuses throughout Michigan and offers online programs that can be completed 100 percent online without ever visiting a campus. In 2016, the Online Learning Consortium recognized Baker College Online with the OLC Quality Scorecard Exemplary Endorsement, the highest ranking for online higher education programs. For information, visit www.baker.edu or follow Baker College on Twitter, @bakercollege, or on Facebook, www.facebook.com/bakercollege.

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