

COLLEGE OF THE MAINLAND
409.938.1211 or 1.888.258.8859
Contact: Jim Higgins, Ext. 438
E-News Release COM-136
May 25, 2004

New Diversity Director at COM has wealth of experience

Lonica Bush Poindexter, J.D., College of the Mainland's new Director of Diversity and Equity for Human Resources, brings a wealth of personal and professional experience to a new position.

The Crosby native and mother of three, holds a law degree from the South Texas College of Law, a bachelors degree in radio and television from the University of Houston, and an associate degree from Baytown's Lee Jr. College.

"Having experienced the community college system as a student, I know what a difference a community college education can make in a young person's life," Poindexter said. "Focusing on preparing these students for life beyond COM, whether in pursuit of further higher education or employment in either the private or public sector, it is my personal objective to help provide an environment conducive towards their success in life."

At COM, Poindexter's responsibilities include employee development; employee orientation; and benefits management; as well as the development, implementation and monitoring of a diversity plan which will provide for the employment and retention of a culturally diverse workforce, with an emphasis on Faculty and Administrator Positions.

"I look forward to providing leadership and oversight of the College's recruitment and hiring process as well as administering recruitment programs essential to

diversity efforts to foster a healthy and stimulating diversity environment for students and employees.”

Prior to joining COM, Poindexter was in private practice representing both employers and employees in administrative matters as well as state and federal litigation.

“I began my career in the area of Labor & Employment Law with the City of Houston’s Legal Department as an Assistant City Attorney responsible for providing legal advise to and legal representation of all City of Houston Department Heads, ” said Poindexter. “During my years as a private practitioner, I was responsible for two published court cases; one from the Texas Supreme Court and the other from the U.S. District Court for the Southern District of Texas in Galveston County.”

Growing up during the Civil Rights Movement of the 1960s and being exposed to debates and discussions on fairness and equity and how it benefits society, she set her sights on law and media as a career goal. Realizing that broadcast media was a very powerful source of influence, she became focused on a career in the radio & television industry. However, after graduating from the University of Houston with a degree in R/T, she became more interested in media law.

“I knew I needed a better understanding of the laws that controlled the dissemination of information to the general public which in turn influenced people’s belief systems, norms, morals and cultures. Therefore, I enrolled at South Texas College of Law with the intention of becoming a Media Law Attorney.”

She earned her doctorate in jurisprudence and in 1991 passed the State Bar of Texas. Married and with small children, Poindexter did not want to uproot her family and move to Washington, DC, the center of media law, so she adjusted her career goals and began to specialize in labor and employment law.

“There appeared to be a great need for equity and fairness in our labor market, so I was determined to make a contribution towards the whole concept of “liberty and justice for all.”

While she is passionate about her work and commitment to equity and fairness in the workplace, she is equally passionate about family. Her oldest son, Zeb F. Poindexter, IV, will be graduating with a bachelor’s degree in chemical engineering from Hampton University in Hampton, Virginia in May 2006. Her daughter, Lauren, graduates from the

High School for Performing and Visual Arts in Houston, Texas this month and plans to attend Howard University in Washington, D.C. this fall. Her youngest son, Blake, will attend COM's Child Development Program this summer.

Having grown up in a large family in a supportive community, Poindexter believes that the family unit is more important than any other relationship.

“It is from this beginning that we all learn our individual value system and functional roles in the communities in which we live and work,” she stated. “Honoring family traditions and customs is vital to a healthy self esteem and critical to the vibrancy of any community. It is for this reason that I strongly believe the awareness and appreciation for cultural diversity is the cornerstone of a sense of individual well being and is in turn a prerequisite to justice and fairness in our society.”