

# HBCU Engagement Group Conference Call

Minutes

January 30, 2014

**1-866-846-3997**

**Passcode: 265554**

## 1. Welcome and Introductions

- Robert Wall, Randolph Hare, David Gray, Santianna Stewart, Chris Ziolkowski, Kelly Ostergrant, Jay Williams, John Bernhards, Larry Blake, Lander Medlin

## 2. HBCU Drive-In Workshops (Update)

- Use the workshops to introduce HBCU's to APPA
  - David Gray has confirmed 2 schools and awaiting dates
    - Spelman College and Tennessee State University
    - Will seek support from Past Presidents to deliver the APPA message
  - Larry Blake has confirmed Kentucky State University
    - To confirm Fayetteville State University
  - 2 Toolkits happening in SRAPPA region – Alcorn State University and Norfolk State University;
    - Jay Williams to contact those institutions and explore the possibility of financial support.
    - Will seek support from SRAPPA board members to deliver the APPA message.
  - Possible video that is targeted towards HBCU's to be shown at drive-in workshops
  - Robert Wall has offered to host a Drive-In at the University of Arkansas Pine Bluff
  - Wayne Goodwin to identify two HBCU's in his geographical area to host Drive-Ins

## 3. HBCU Recruitment/Retention Ideas for 2014-2015

- 2014 HED list (most recent non-member contacts)\*
- 'Try Before You Buy' campaign targeted at HBCU's
  - Go with possible targeted promotion

\*View attachment in email

- Draft email
- Flyer/mailer
- Business Officer and HBCU President outreach (personal letter from APPA's EVP)
- Other Ideas

#### **4. HBCU Toolbox\***

- What materials need to be revised/added/removed?
  - Committee to analyze the document and make suggestions

#### **5. Upcoming Conference Call Dates and Times**

- Proposed by Randolph:
  - February-April 2014, calls will be scheduled monthly; after April, every other month
  - Group to identify a consistent date and time that works for all involved
  - Once dates and times are confirmed, Santianna will send reminders to groups Outlook calendars

#### **6. Adjournment**

- Meeting Adjourned at 3:46 pm