

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