

HBCU Engagement Group Conference Call

Agenda

February 19, 2014

1-866-846-3997

Passcode: 265554

1. Welcome and Introductions

On the call: Christopher Ziolkowski; David Gray; Jay Williams; Kelly Ostergrant; Larry Blake; Leon Bivens; Randolph Hare; Robert Wall, Jr.; Wayne Goodwin; John Bernhards and Lander Medlin

2. APPA 2014-2015 Invoices

- Mailed February 18th
- Reflects new dues structure of unlimited associate members for institutions
 - Includes ALL institutional member types (Higher Ed, Community Colleges, K-12, Library/Museums, Systems Offices)
 - Associate members have access to full range of APPA and regional benefits
 - Link on homepage for associates to sign up (to be available by end of this week)
 - Primary Representatives have link under MyAPPA page to enroll additional staff and manage names listed on the invoice (to be available by end of this week)
- Letters explaining dues structure accompanied invoices
- John walked us through the new integrated membership and highlighted the benefits to both APPA and the institutions.

3. HBCU Drive-In Workshops (Update)

- Confirm dates for Spelman College and Tennessee State University (David Gray)
- David Gray will reach out one more time to Spelman College and Tennessee State University to encourage them to confirm dates for Drive-Ins.
- Confirm dates for Fayetteville State University's commitment to hosting a drive-in (Larry Blake)

- Larry Blake will reach out to Fayetteville State University and Kentucky State University to try and secure dates for Drive-Ins.
- Future HBCU drive-in hosts (Wayne Goodwin)
- Wayne Goodwin has committed to host a Drive-In at Jackson State University and to reach out to Mississippi Valley State to encourage them to host a Drive-In.
- Wayne Goodwin proposed a modified FMEP for select HBCUs and then leveraging the outcome as a recruitment tool. It was decided that this needed to be a mid-to-long term initiative because of cost and buy-in from all levels of the institution.

4. Targeted HBCU ‘Try Before You Buy’ Campaign

- How do we wish to reach out?
 - i. Email
 - ii. Personalized mailing
 - iii. Social Media
 - iv. Campus visit
 - v. Phone call
- What values and/or opportunities can an HBCU find in becoming a member of APPA?
- Potential launch dates
- Seek testimonials from HBCU members as to why they remain engaged with APPA.
- Follow up with group of HBCUs that attended the SRAPPA Regional Conference at Lake Lanier to encourage continual engagement. Larry Blake to supply names and emails to Lander.

5. Recruitment/Retention 2014-2015 and HBCU Toolbox

- Group to share thoughts on new recruitment/retention strategies
- Possible launch dates for potential recruitment/retention activities
- What materials need to be revised/added/removed? (Toolbox)

6. Confirmation of Future Conference Call Dates and Times

- February-April 2014, calls will be scheduled monthly; after April, every other month
 - Every 3rd Wednesday of the month at 11:00 am ET
 - March 19th, 2014 @ 11:00 am ET
 - April 16th, 2014 @ 11:00 am ET
 - June 18th, 2014 @ 11:00 am ET
 - Dates are tentative; once agreed, Santianna will send the group reminders to Outlook calendars
 - HBCU Engagement Group agreed to the above schedule for conference calls.
 - Possible face-to-face meeting in San Diego?

7. Adjournment