

HBCU Engagement Group Conference Call

Agenda

March 19, 2014

1-866-846-3997

Passcode: 265554

1. Welcome and Introductions

John Morris, Randolph Hare, David Gray, Kelly Ostergrant, Santianna Stewart, Lander Medlin, Larry Blake, Jay Williams, Oria Bibbs, Robert Wall

2. HBCU Drive-In Workshops (Update)

- Confirm dates for Spelman College and Tennessee State University (David Gray)
 - Lander to make contact with Danny Flanagan; David left word with Ron Brooks to give a call back
 - David to spend a day going to HBCU's in Nashville area
- Confirm dates for Fayetteville State University and Kentucky State University to hosting a drive-in (Larry Blake)
 - FSU contingent date, week of June 10th
 - KSU contingent date, month of June
- Confirm dates for Jackson State University and Mississippi Valley State University (Wayne Goodwin)
- Upcoming Drive-In Locations
 - Texas Christian University, Ft. Worth, TX (April 22nd)
 - 4 weeks out, how do we market to nearby institutions? (list of institutions attached)
 - Lander and Santianna to contact Shelton Riley to reach out to the nearby schools
 - Shelton Riley to be an HBCU representative
 - Shorter College just re-opened; lost accreditation some years ago
 - Located in Little Rock, AR
- Individuals to reach out to that can be a spokesperson for HBCU and SRAPPA scholarships
 - Tommy Verdell (Mississippi Valley State Univ.)
 - Ivory Bogan (U. Mississippi/Medical Center)

3. HBCU ‘Try Before You Buy’ Campaign

- Potential launch dates
 - i. April 1st?
 1. Marks the beginning of new membership year
- For emails, personal mailings and campus visits, the PDF version of the TBYB enrollment form is attached.
 - i. Can be printed or emailed as an attachment for recruitment purposes
 - ii. To be updated with current membership year date and link to the APPA website
- Seek testimonials from HBCU members as to why they remain engaged with APPA.
 - i. Group to provide feedback on this initiative
- Follow up with group of HBCUs that attended the SRAPPA Regional Conference at Lake Lanier
 - i. Group to provide feedback on this initiative
 1. Larry Blake forwarded list of attendees to Lander
 2. Possible missing attendees from list

4. HBCU Toolbox

- Re-designing and updating materials
 - To be finalized by early next week (March 24th)

5. HBCU Member Engagement Activities

- Promote involvement of existing APPA HBCU members by:
 - Inviting Primary Reps and/or associates to join in on monthly calls
 - Randolph agreed this would be a great idea
 - Having a possible face-to-face meeting in San Diego and inviting HBCU attendees to meeting
 - Must promote early

6. Confirmation of Future Conference Call Dates and Times

- April 16th, 2014 @ 11:00 am ET
- June 18th, 2014 @ 11:00 am ET
- Possible face-to-face meeting in San Diego?

7. Adjournment

Call closed at 11:44 am ET