

# HBCU Engagement Group Conference Call

Agenda

April 16, 2014

**1-866-846-3997**

**Passcode: 265554**

## **1. Welcome and Introductions**

Jay Williams, David Gray, Kelly Ostergrant, Randolph Hare, Chris Ziolkowski, John Bernhards, Lander Medlin

## **2. Second Notices Mailed**

- Notices mailed April 8th
- List attached of non-renewed APPA HBCU members
  - Does any committee members have any direct contact with any of these schools?
    - Coordinate this outreach with Chris Ziolkowski
  - 9 HBCU's that have not renewed to date

## **3. HBCU Drive-In Updates**

- Confirm dates for:
  - i. Spelman College & Tennessee State University (David Gray)
    - 1.** Any contact made with Danny Flanagan (Lander Medlin)
    - 2.** Ron Brooks follow up? (David Gray)
      - a.** No call back from Ron Brooks
  - ii. Fayetteville State University & Kentucky State University (Larry Blake)
    - 1.** FSU tentative for week of June 10<sup>th</sup>
    - 2.** KSU
      - a.** Date confirmed?
  - iii. Jackson State University & Mississippi Valley State University (Wayne Goodwin)
    - 1.** MVSU open to September/October drive-in
      - a.** SRAPPA goals mission
    - 2.** Virginia Military Institute hosting June 24<sup>th</sup> drive-in
- Follow up regarding roles as HBCU/SRAPPA scholarship spokespersons
  - i. Tommy Verdell
  - ii. Ivory Bogan
  - iii. Shelton Riley
    - 1.** Give thought to possible candidates for scholarship

## **4. HBCU "Try Before You Buy" Campaign**

- Committee to provide feedback on seeking testimonials from HBCU members and why they remain engaged with APPA
  - A video is a great avenue for posting on YouTube, scripted dialogue
    - Ask members to submit a 3 sentence statement about APPA value
- Committee to provide feedback from HBCU's that attended the SRAPPA regional conference at Lake Lanier

## **5. HBCU Member Engagement Activities**

- How APPA Business Partner members can help with committee initiatives
  - BP Advisory Committee to meet in May
    - APPA strategic plan and how we can do things differently
    - How to reach out to HBCU's and get feedback
    - Pull together SRAPPA BP's to approach this initiative
- Do a possible Q &A round table discussion with employees from member HBCU institutions
  - Make available as a podcast on the APPA website and social media pages
- Inviting primary representatives and associates to join in on monthly calls
  - Send emails to those members with a personal invitation to join us on June 18<sup>th</sup> call
  - Sample email can be found in toolbox on website

## **6. Confirmation of Future Conference Call Dates and Times**

- June 18<sup>th</sup>, 2014 @ 11:00 am ET
- Possible face-to-face meeting in San Diego?

## **7. Adjournment**

Meeting adjourned at 11:45 am ET