

HBCU Engagement Group Conference Call

Agenda

June 18, 2014

1-719-457-6209

Passcode: 935076

1. Welcome and Introductions

Larry Blake, David Gray, Chris Ziolkowski, Kelly Ostergrant, Randolph Haire, John Bernhards

2. Third and Final Notices Mailed

- Notices mailed Friday, May 16th
- Cancel all un-paid members on July 1st (date tentative)
 - List of unpaid HBCU institutions attached
- Dues renewal for July billing cycle scheduled for June 10th

3. HBCU Drive-In (Update)

- Date Confirmations
 - i. In limbo on Tennessee State University
 - 1. Maxwell House (David and Kelly) looking for BP to sponsor a room in hotel for drive-in
 - ii. Fayetteville State University cancelled
 - 1. Vendors were not APPA members and were not interested
 - 2. Still looking to reschedule
 - iii. Kentucky State University
 - 1. Looking to reschedule
 - iv. Andy Maddox (PD Committee) wants info on Spelman
 - 1. Not heard anything

4. HBCU “Try Before You Buy” Campaign (Update)

- Ideas on marketing to members regarding submission of 3-sentence statements about APPA value (how do we spread the word?)
 - *InsideAPPA*
 - Facilities Manager blurb
 - Social Media
 - Email Blast
 - Think about who would deliver the message and the medium in which we would use

5. HBCU Member Engagement Activities (Update)

- 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
 - Notify SRAPPA Business Partners (see attachment)
 - Reach out to HBCU's and get feedback
 - Randolph to talk to Lander about BP suggestions on strategic alliance

6. Scholarship Opportunities for Upcoming Toolkits

- Toolkit registration reduced to \$200 for TNAPPA members

7. Development of Possible HBCU Marketing Literature

- What should it look like?
 - Tri-fold, handout, flyer
- What should it entail?
 - Cost
 - Benefits
 - Contact Information
 - How to apply (direct to website)
 - Opportunities for Involvement
 - Engagement group

8. Face-to-Face Meeting in San Diego, CA

- Available date and times
 - July 21st, 12:00 pm – 1:00 pm (group will need to grab lunch prior to the meeting as food will be provided in that space)
- Suzanne will need to be notified of the confirmed date and time by Friday, June 20th
- Meeting reserved for one hour

9. Adjournment