

HBCU Engagement Group Conference Call

Agenda

December 17, 2013

1-866-846-3997 Passcode: 265554

1. Welcome and Introductions

- David Gray, Randolph Hare, Santianna Stewart, John Bernhards, Lander Medlin, Leon Bivens

2. Identify Institutions hosting Drive-In Workshops and dates

- Last conference call, David Gray, Larry Blake and Wayne Goodwin were to identify two HBCU institutions to host
- Possible BP to host both drive-ins for David's institutions
- 8-9 weeks needed to launch a drive-in
- University of Maryland/Eastern Shore is interested in hosting a drive-in

3. Strategies for maximizing participation by nearby HBCU's

- Targeting non-member institutions
- 1/3 of HBCU's are APPA members
- Fisk University has been re-accredited
- Do more than email notification; look at other strategies
 - Personal visits; face-to-face conversations
 - Connect with Leslie Baskerville to introduce Lander to HBCU Presidents; send a personal letter
 - Do the same strategy with Business Officers

4. Assuring support from APPA institutions to foster networking opportunities at the Drive-In's

- There's a presentation that is done at each drive-in workshop that includes the transformation video and a short slide show regarding information about APPA
- Try a tailored approach

- Who can we task to do this?
 - David Gray and Ron are willing to craft a tailored approach
- Possibly augment slide photos to emphasize HBCU institutions and personnel
- Current HBCU member testimonials

5. Effective methods to introduce attendees to APPA's products, services and offerings

6. Reaching out to the President's Council for HBCU's

7. Agenda for Next Meeting

- January (tentative)

8. Adjournment

- Meeting adjourned by Randolph Hare at 11:35am ET.