

**APPA HBCU Engagement Group Meeting**  
**Friday, January 20, 2012**  
**Via Conference Call**  
**10:00 – 11:00 am**

Present: David Gray, APPA President  
John Bernhards, Associate Vice President  
Leon Bivens, University of Maryland – Eastern Shore  
Randolph Hare, APPA Vice President for Information & Research, Washington-Lee University  
Jessie Hayden, Alcorn State University  
Santianna Stewart, APPA Membership and Outreach Manager  
Peter Strazdas, APPA Treasurer and Membership Committee Chair  
Matthew Taylor, retired, University of North Florida  
Mary Vosevich, APPA President-elect, University of New Mexico

David Gray chaired the meeting. Group members reviewed and discussed the following agenda items:

**HBCU Engagement Group Mission and Purpose**

The Group members approved a written mission and purpose, which should assist in finding additional volunteers and support. A page is under development on the APPA web site for purposes of posting minutes and support materials for this initiative.

**HBCU Engagement Toolbox**

Group members reviewed the draft toolbox document and offered their comments. Staff will add hyperlinks to the membership benefit items found under page three to relevant areas of the APPA web site. The toolbox contains boilerplate email copy that group members will use to contact nonmember HBCUs during the months of January/February. Other items contained in the Toolbox include the following: a document outlining how group members can conduct Drive In Workshops for area colleges and universities; a list of APPA member benefits and member discounts (the “APPA Advantage” flyer); and an institutional membership application.

**List of HBCUs**

The Group reviewed an updated list of HBCUs by state. Presently one-third of all HBCUs are members of APPA. Only one member has not renewed to-date for the 2011-12 dues membership year (Tuskegee).

**HBCU Assignments**

The following group members have volunteered to serve as state HBCU “champions” and will use the toolbox and other resources to communicate and establish contact with nonmember HBCUs:

Leon Bivens – Maryland, Pennsylvania and Washington, D.C.

Matthew Taylor and Wallace Harris – Florida and Georgia

Jessie Hayden – Alabama, Mississippi, and Louisiana

David Gray indicated that he would ask Jr. and Sr. regional representatives on the APPA board to spearhead efforts to identify volunteer champions in other states where needed. Additionally, John Bernhards has reached out to CAPPAs membership committee representative (Tom Lee) and to the CAPPAs president, for assistance in finding volunteers and champions to support this initiative among states in their region (most notably Texas). John will follow up with both during a meeting of the CAPPAs Board of Directors in February.

David Gray adjourned the meeting at approximately 4:00 pm.

- Prepared by J. Bernhards, 1/24/2012