

HBCU Engagement Group Meeting

Conference Call Agenda

August 20, 2014; Time: 11:00 am – 12:00 noon EST
(Use call-in # 1-800-264-8432; pass code 673401#)

- 1. Welcome to potential new participants & Introductions of all**

- 2. Renewals Update**
 - Follow-up on list of cancelled HBCU institutions (from the attachment for the July 21 meeting in San Diego); How can we re-engage these dropped members?
 - Follow-up on those from the July billing who have not yet renewed their membership

- 3. HBCU Drive-In Workshops (Update)**
 - Follow-up on various Deliveries
 - i. Fayetteville State University and Kentucky State University
 1. Any updates?
 - ii. Jackson State University
 1. Any update?
 - iii. Mississippi Valley State
 - iv. Others? All set?
 - Any further discussion needed on scholarship recipients for Toolkits?
 - Any additional needs for/with BPs sponsors?

- 4. Focus Group Questions RESPONSES by HBCU meeting attendees**
 - Review responses and discuss what we might glean from them

- 5. Grassroots Efforts – Focus & Direction for personal engagement**
 - Continue to brainstorm ideas on ways to increase numbers of HBCU members; participation on conference calls; other future initiatives launched by the group
 - Re-cap assignments of sub-groups/ Any report(s)?

- 6. HBCU Engagement Brochure**
 - Thoughts on the content, design and graphics (what would make it compelling?)

- 7. Possible use of our 100th anniversary video clips and/or the General Plenary/ Panel Sessions YouTubes & video clips (A Place for Place in the Future of Higher Education) for recruitment of new members**
- 8. Reminder of Monthly Conference Call Dates & Time**
 - Please note the 3rd Wednesday of each month at 11:00 am EST on your calendar for this call