

# HBCU Engagement Group Meeting

## Notes from Face-to-Face Meeting

July 21, 2014

San Diego, CA

### 1. Welcome/ Introductions/ Round-Up

- We need “boots on the ground”. Our initial strategy - to get services and benefits to HBCU’s locally (e.g., Drive-In Workshops, Toolkit, Chapter & Regional meeting participation); this strategy has been affirmed.

### 2. Renewals Update

- After our call in August, we will send a final list of dropped members from both the February and July billing cycles.

### 3. HBCU Drive-In (Update) – 7 Drive-Ins with Fayetteville State ; Randolph emphasized these are great venues to provide information and share a consistent APPA/Regional/Chapter message with the people in attendance. Folks confirmed this has been done to date.

- Date Confirmations
  - i. Fayetteville State University and Kentucky State University needed to reschedule (update by Larry Blake...who may just drive there to get some uptake on the offer!)
- Maxwell House (David and Kelly) looking for BP to sponsor a room in hotel for drive-in (changed to deliver at TSU on September 12 where there are four HBCUs in the immediate area and reviewing four potential sponsors. Dan & Andy to coordinate its delivery. APPA rep is David Gray; SRAPPA rep is ???; TNAPPA rep is Dan Wooten.
- Andy Maddox (PD Committee) wants info on Spelman (reported delivery on October 1/2 with Siemens as sponsor)
- Schedule Drive-In for Jackson State University or Mississippi Valley State (Wayne had no date as of yet for the Jackson State delivery; no update on Mississippi Valley State – correct?)
- Identified a new delivery by Xavier University (and possibly Dillard) on September 30 with Siemens to sponsor)
- Identify scholarship recipients for Toolkits

### 4. Identify scholarship recipients for Toolkits

- Andy Maddox reported there are 11 Toolkits slated this year by SRAPPA! They tentatively slated one scholarship per Toolkit deliver; however, there

have been 7 scholarships approved by the SRAPPA board to date but not all used.

## **5. Grassroots Efforts**

- Ideas on ways to increase numbers and participation on conference calls and future initiatives launched by the group
  - Ribbons for Constituency groups (e.g., HBCUs, K-12, etc.)
  - Ensure a great experience by ensuring comfort of all and truly personalized relationship-building (very important to include the spouse or significant other)
  - First-timers need a Mentor/ a buddy of sorts...
- Identify specific initiatives and assign sub-groups???
  - Need Top Down Engagement on Why APPA? And identifying the benefits of an unlimited associate members (e.g., target NAFEO, APLU, AGB, NACUBO on their initiatives and how to touch their Top Level Constituency group – Presidents, VP’s etc.)

## **6. Membership Committee Offerings & Efforts**

- Chris Z. spoke about the Membership Committee offerings of “Try Before You Buy” and its access on-line; existing scholarships; and other educational programs/venues (Toolkit, Academy-on-Campus, Drive-In Workshops, etc.) to use in support of this initiative.

## **7. HBCU Engagement Brochure**

- Get the group’s feedback on content, design and graphics
  - i. Santianna to provide a mock version for “show and tell”
    1. No time for feedback of the mock version...

## **8. General Membership Survey & the Five Focus Group Questions**

- Discussed the goal(s) of disseminating a General Membership Survey questionnaire later this fall. Each person provided their individual answers/perspectives on the five focus group questions (responses to be tallied and distributed).

## **9. Future Conference Call Dates**

- Continue to stick with the 3<sup>rd</sup> Wednesday of each month at 11:00 am?
- Different date and time?

## **10. Video Filming of Testimonials**

- No filming occurred.