

CEO ACTION
FOR RACIAL
EQUITY



Advancing Corporate & Historically Black College and University Collaboration

Expanding Reach and Sustaining Engagement

October 21, 2021



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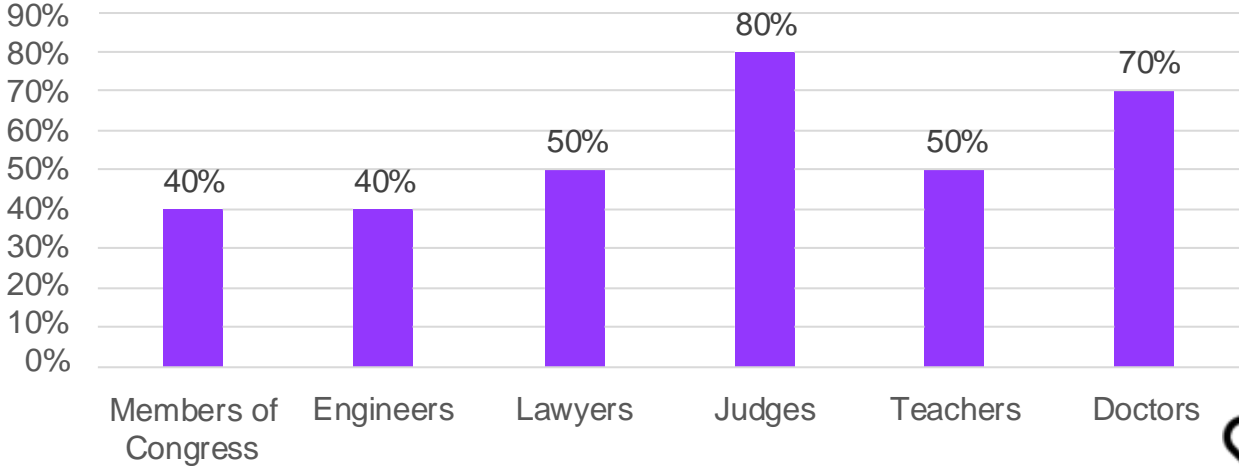
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HBCU Engagement – Catalyst for Solutions

HBCU's have continually overperformed in bringing talent despite being woefully under-funded, under-resourced, and often overlooked by most major corporations.

African Americans with a bachelor's degree of origin from an HBCU



HBCU's account for only **3%** of four-year nonprofit colleges
□
Yet, they are responsible for **22%** of bachelor degrees attained by African Americans.³

Source: Thurgood Marshall College Fund²





Rep. Al Green



Kamala Harris



John Lewis



Martin Luther King Jr.

Politics



Mary Jackson



Katherine Johnson



Lonnie Johnson



Charles H Scales

Engineers



Julius Chambers



Marian Wright Edelman



Geraldine Hines



Thurgood Marshall



Tanya Walton Pratt

Judges & Lawyers



Mary McLeod Bethune



Dr. Michael Lomax



Ruth Simmons



Booker T Washington

Educators



Sylvia Trent-Adams



Regina Marcia Benjamin



Leonidas Harris Berry



David Satcher

Doctors



Chadwick Boseman



Phylicia Rashad



Jerry Rice



Oprah Winfrey

Sports & Entertainment



Rosalind Brewer



Janice Bryant Howroyd



Dr. Deborah A Cole



John W. Thompson

CEOs



INVEST. EMPOWER. ADVOCATE.



The Process

Creating the HBCU Engagement Solution



Research &
Development



Gap Analysis



Solution
Hypothesis



Engaging Thought
Leaders



Solution
Workstream
Creation

HBCU Engagement: Gaps & Opportunity



Invest

Gap

- The average HBCU endowment is **1/8th** the size of non-HBCUs⁴
- Average Annual Gifts HBCUs vs. URUs; **\$2.4M vs \$230M⁵**
- **\$81M** average deferred maintenance⁶
- **2x** average debt for Black students compared to white students (\$53k vs. \$26k)⁷

Opportunity

- Income-contingent Funding
- Strategic Philanthropy/Corporate Giving
- Directed Philanthropy/Corporate Giving
- Research & Development Dollars



Empower

Gap

- Big 6 tech firms only (2%-6% African American)⁸
- Diverse companies attain **2.3x** higher cash flow/FTE and are **35%** more likely to perform better overall⁹

Opportunity

- Internships (faculty and students), apprenticeships
- Developing long term relationships with alumni networks
- Creating a work environment that enables HBCU student success



Advocate

Gap

- Historic lack of federal and state funding for HBCUs¹⁰
- Public non-HBCU endowments are **3x** the size of public HBCU endowments¹⁰
- Private non-HBCU endowments are **7x** the size of private HBCU endowments¹⁰

Opportunity

- Advocate for increase in funding for HBCUs
- Create and cultivate long-term relationships with HBCUs

HBCU Engagement – The Business Case

Corporations can positively affect the success of diverse talent by considering various ways to engage with HBCUs.

1

Playbook:
Strategic Corporate Giving &
Directed Corporate Collaborations

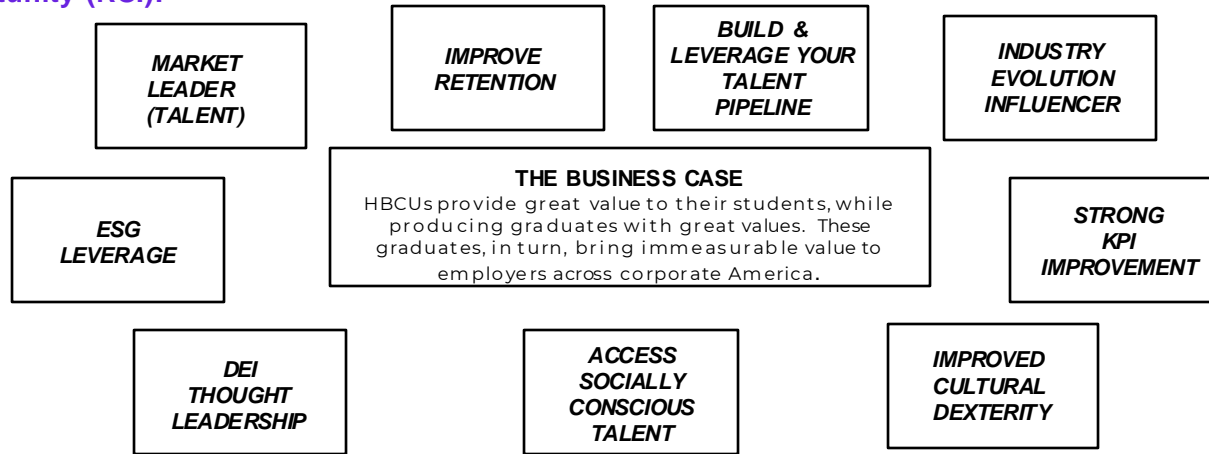
2

Playbook:
Drive Long-Term Talent & Development
Pipeline Relationships

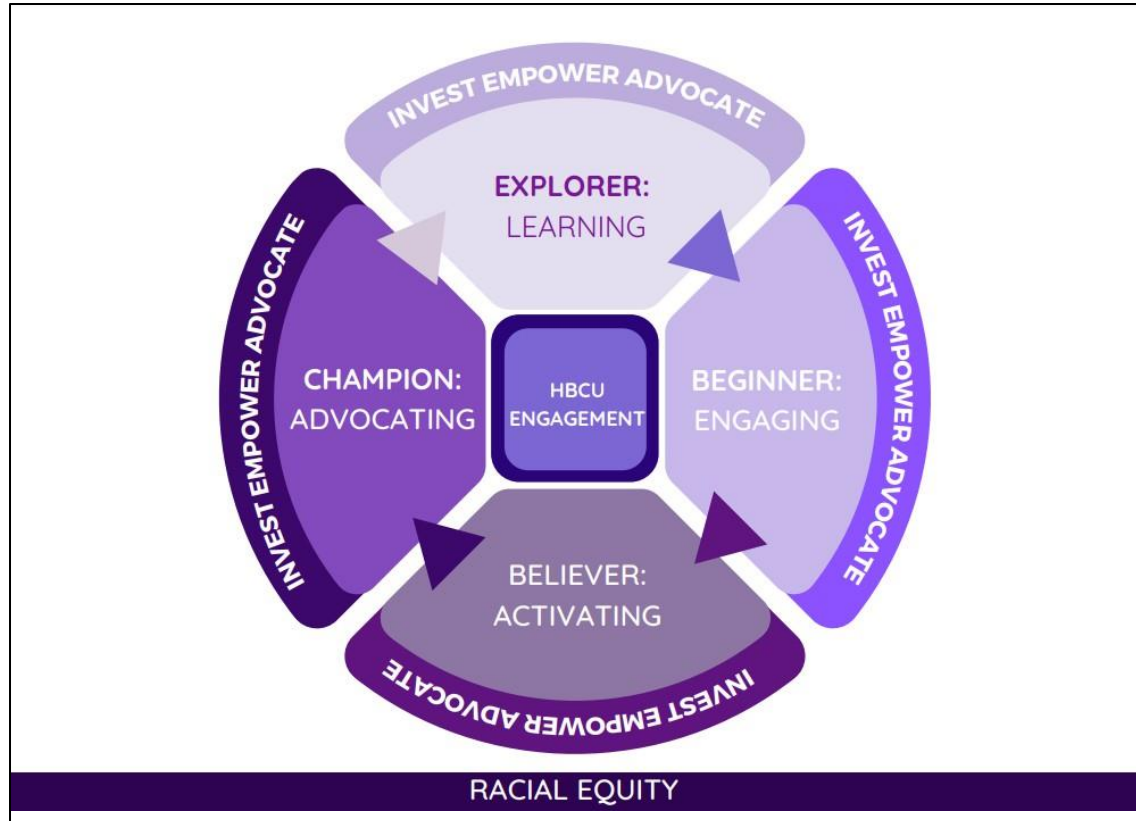
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CEOARE HUB:
Corporations connecting with HBCUs
& Foundations

Corporate Opportunity (ROI):



Maturity Model – Signatory Self-Assessment



HBCU Engagement – The Solution(s)

Corporations can positively affect diverse talent success by considering various HBCU engagement strategies

1

Playbook:
Strategic Corporate Giving &
Directed Corporate Collaborations

2

Playbook:
Drive Long-Term Talent & Development Pipeline
Relationships

3

CEOARE HUB:
Corporations connecting with HBCUs &
Foundations

1

- Strategic/directed corporate giving
- Giving that aligns with corporate strategy
 - Focus on specific degree programs (STEM, diverse population, etc.)
 - Income contingent financing
 - Directed giving – R&D collaborations (prime, sub-recipients, R2, R1, etc.)

2

- Building talent/developing sustainable relationships
- Universities expect long term engagement
 - This can help drive top talent over time
 - Building and leveraging alumni networks
 - Supports retention, development, and talent through organization levels
 - Mentorship, R&D, internship, apprenticeship
 - Reciprocal internship programs can drive top talent to companies and funds to HBCUs

3

- CEOARE as HUB
- Heat map: geography, degree type, NSBE, grad schools, med schools, strategic alignment, etc.
 - Educating corporations and HBCUs on what it takes to build long-term through cycle relationships and help improve ROI



PLAYBOOK



HEAT MAP

CEO ACTION FOR RACIAL EQUITY HBCU Heatmap

OVERVIEW

STATE SCHOOL CATEGORY

358

Cities

781

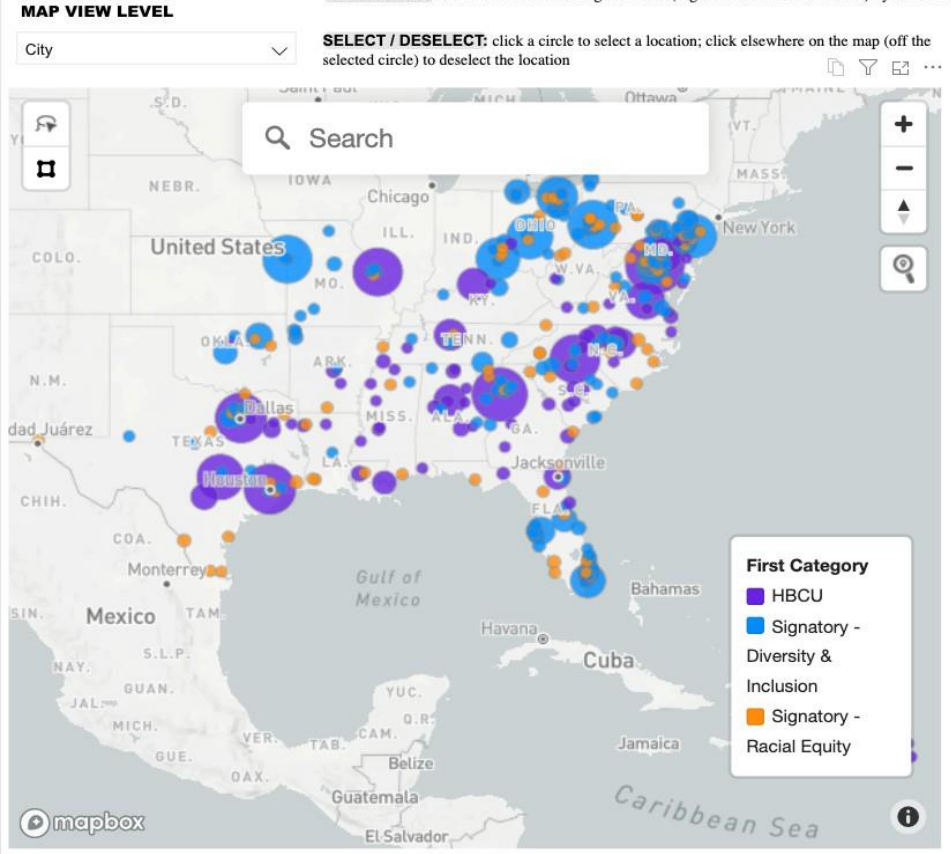
CEO Action D&I Signatories

57

Racial Equity Signatories

101

HBCU's



Search

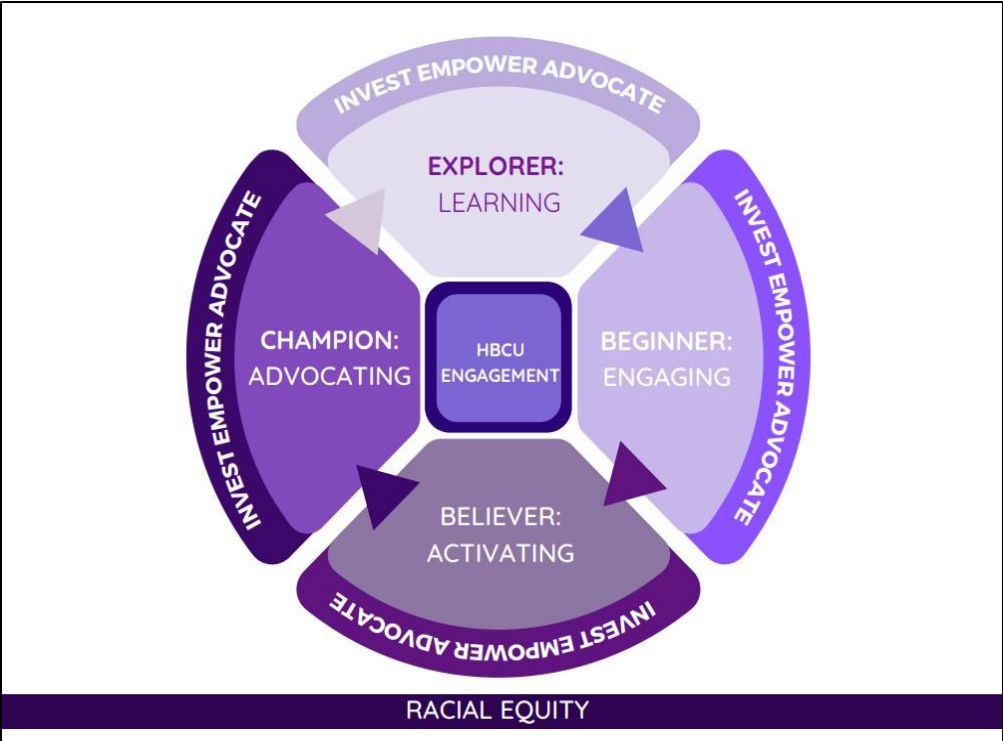
ORGANIZATION	ROLE	CITY	COUNTY	STATE	LOCATION TYPE
3D Systems Corporation	Signatory	Rock Hill	York	SC	HQ
A Betterway Leasing LLC	Signatory	Atlanta	Fulton	GA	HQ
A.T. Still University of Health Sciences	Signatory	Kirksville	Adair	MO	HQ
AAA Club Alliance Inc.	Signatory	Wilmington	New Castle	DE	HQ
Aacsb International	Signatory	Tampa	Hillsborough	FL	HQ
ABC Fitness Solutions	Signatory	Sherwood	Pulaski	AR	HQ
Accruent, LLC	Signatory	Austin	Travis	TX	HQ
Achieve More LLC	Signatory	Washington	District of Columbia	DC	HQ

Search

STEM PROGRAM? STUDENT FREEDOM INITIATIVE?

ORGANIZATION	ROLE	CITY	COUNTY	STATE	STEM	STU INIT
Albany State University	HBCU	Albany	Dougherty	GA	Yes	
Interdenominational Theological Center	HBCU	Atlanta	Fulton	GA	No	
Morehouse School of Medicine	HBCU	Atlanta	Fulton	GA	Yes	
Spelman College	HBCU	Atlanta	Fulton	GA	Yes	
Paine College	HBCU	Augusta	Richmond	GA	Yes	
Huston-Tillotson University	HBCU	Austin	Travis	TX	Yes	
Coppin State University	HBCU	Baltimore	Baltimore	MD	Yes	
Moravian State University	HBCU	Baltimore	Baltimore	MD	Yes	

For illustrative purposes only



Signatory Next Steps

- Maturity Continuum: Assess your respective company's current relationship with HBCUs





Thank You



References

1. [TMCF | About HBCUs](#)
2. [African Americans with Bachelors Degree from an HBCU](#)
3. [HBCU Endowment Size Compared to non-HBCUs](#)
4. [HBCUs vs Ultra Rich Universities](#)
5. [HBCU Infrastructure Needs](#)
6. [Black-white disparity in student loan debt more than triples after graduation](#)
7. [Black representation in tech: What the figures don't tell us](#)
8. [Diverse Companies Attain Higher Cash Flow](#)
9. [Public and Private HBCUs vs Public and Private non-HBCUs](#)

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