

HBCUs
Established to Meet a Need
Evolving With the Times
Essential for Today and Tomorrow

2008 National Historically Black Colleges and Universities Week Conference

Conference Summary

September 7–10, 2008

Hyatt Regency Washington on Capitol Hill

400 New Jersey Avenue, N.W.

Washington, DC 20001

(Union Station Metro Stop)



White House Initiative on Historically
Black Colleges and Universities



THE WHITE HOUSE

WASHINGTON

NATIONAL HISTORICALLY BLACK COLLEGES AND
UNIVERSITIES WEEK, 2008

By The President of The United States of America

A Proclamation

Historically Black Colleges and Universities (HBCUs) are helping to extend lifelines of learning throughout our country. During Historically Black Colleges and Universities Week, we pay tribute to these distinguished institutions.

Our Nation's HBCUs help unlock the great potential within students by providing quality higher education to traditionally underserved communities. By offering all students an opportunity to develop their skills and talents, HBCUs are helping more Americans realize the promise of our Nation.

My Administration is committed to promoting equal opportunities and access to higher education for all students. Since 2001, funding for HBCUs and Historically Black Graduate Institutions has increased. Additionally, the College Cost Reduction and Access Act of 2007 makes college more affordable for low-income students by increasing funding for Federal Pell Grants by more than \$11 billion. The Act also helps HBCUs increase educational opportunities in the critical fields of math, science, technology, and foreign languages. By educating all of America's students, we are investing in our next generation of leaders and contributing to a more hopeful people and a more prosperous America.

Throughout this week, we renew the call for this country to never rest until equality is real, opportunity is universal, and all citizens can realize their dreams. We also recognize our country's HBCUs and their important role in making these goals a reality.

NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim September 7 through September 13, 2008, as National Historically Black Colleges and Universities Week. I call upon public officials, educators, librarians, and all the people of the United States to observe this week with appropriate programs, ceremonies, and activities in respect and appreciation for the contributions these valuable institutions and their graduates have made to our country.

IN WITNESS WHEREOF, I have hereunto set my hand this third day of September, in the year of our Lord two thousand eight, and of the Independence of the United States of America the two hundred and thirty-third.

A handwritten signature in black ink, appearing to read "George W. Bush".



UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF THE SECRETARY

December 19, 2008

Dear Conference Attendees:

It was a great joy to see you during the 2008 National Historically Black Colleges and Universities (HBCUs) Week Conference, hosted by the White House Initiative on Historically Black Colleges and Universities. The Conference was an exciting and productive event—over 1,000 people attended, making it the most attended conference in the history of the Initiative. In addition, the conference brought together 60 black college presidents - the largest assembly of black college leaders to ever participate.

The conference was sponsored by agencies of the federal government and the private sector in support of *Presidential Executive Order 13256*. Input in shaping the conference agenda was solicited from the 105 HBCU presidents/chancellors. Every effort was made to have as many of the presidents/chancellors who attended involved in active roles during the conference.

The conference theme, *HBCUs: Established to Meet a Need, Evolving with the Times, Essential for Today and Tomorrow*, was reaffirmed over and over again by all the speakers and presenters. From Supreme Court Justice Clarence Thomas to Federal Reserve Board Chairman, Ben Bernanke, to Secretary of State Condoleezza Rice, we heard repeatedly that historically black colleges are very important providers of access to educational opportunities for the citizens of the United States.

While the HBCU community was widely applauded for their outstanding accomplishments, the Initiative feels more must be done to strengthen and enhance the HBCU community. Now that we are in the midst of an historic political transition, we need to do all we can to realize the objectives of the executive order. With your help and encouragement, we must press on, to insure the future of HBCUs so they can remain as viable educational opportunities for the citizens of this great country.

*As we prepare for the 2009 event, please mark your calendars for August 30 – September 3, 2009, the conference will be held at the Renaissance Hotel, 999 9th Street, N.W., Washington, DC. Your continued encouragement and support in assisting the Initiative Office with the implementation of *Presidential Executive Order 13256* is deeply appreciated.*

Sincerely,

Leonard L. Haynes III, Ph.D.
Executive Director
White House Initiative on Historically
Black Colleges and Universities

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www.ed.gov

The Department of Education's mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.

President's Board of Advisors on Historically Black Colleges and Universities



Seated, left to right: Chairman Louis W. Sullivan, M.D.; Dr. Beverly D. Tatum, president, Spelman College; Dr. Belinda Anderson, president, Virginia Union University; and Dr. Leonard L. Haynes III, executive director, White House Initiative on HBCUs.

Standing, left to right: Dr. James C. Renick; Dr. Ricardo Romo, president, University of Texas-San Antonio; Timothy G. Walker, president, Walker Recruiting & Consulting; Dr. Ernest L. Holloway, president emeritus, Langston University; Eugene Hale, president, G&C Equipment Corporation; Dr. Ivory V. Nelson, president, Lincoln University; Bernard J. Milano, president, KPMG Foundation; Dr. Lawrence A. Davis Jr., chancellor, University of Arkansas at Pine Bluff; and Dr. Delbert Baker, president, Oakwood College.

Not pictured are Dr. Arlene Ackerman, superintendent, School District of Philadelphia; Dr. Hazo W. Carter Jr., president, West Virginia State University; Ambassador Harold E. Doley Jr., president, Doley Securities, Inc.; Brett E. Fuller, senior pastor, Grace Covenant Church; Dr. William E. Kirwan, chancellor, University System of Maryland; Dr. Michael L. Lomax, president & CEO, United Negro College Fund; Dr. Dianne B. Suber, president, St. Augustine College; and Dr. John K. Waddell, president, Denmark Technical College.

Executive Summary

The White House Initiative on Historically Black Colleges and Universities hosted the 2008 National Historically Black Colleges and Universities Week Conference September 7-10 in Washington, D.C. It was the largest conference ever, with more than 1,000 attendees.

The theme for the conference was “HBCUs: Established to Meet a Need, Evolving With the Times, Essential for Today and Tomorrow.” The event served as a reaffirmation of Presidential Executive Order 13256, which states the White House Initiative exists *“in order to advance the development of the Nation’s full human potential and to advance equal opportunity in higher education, to strengthen the capacity of historically black colleges and universities to provide the highest quality education, and to increase opportunities for these institutions to participate in and benefit from Federal programs, as do other colleges and universities...”*

The conference included more than 60 HBCU presidents and chancellors, which made it the largest assembly of black college leadership in recent history.

The conference sessions covered a variety of topics of importance to HBCUs, from economics

to grants and partnerships to media. The prevalent theme throughout the conference was the discussion of the importance of the existence of HBCUs – how their successful education of students contributes to the success of the nation and its economy. The ongoing sessions, meetings and discussions allowed for meaningful and constructive interaction between colleges, federal agencies and supporters.

In a new and unique activity, students from HBCUs all over the country were brought together for “105 Voices of History,” a first-ever choral event that featured music from classical to gospel. The audience at the Kennedy Center responded enthusiastically and was wowed by the choir’s premier performance.

Conference attendees came away with a sense of renewal and a new charge to continue to wholeheartedly support the mission of the nation’s HBCUs. The White House Initiative on HBCUs will remain steadfast in its efforts to meet the needs of the nation’s historically black colleges and universities through its conferences and outreach initiatives in implementing the Executive Orders supporting HBCUs, issued by the President of the United States.



The Honorable Clarence Thomas, United States Supreme Court Justice and conference speaker, visits with Ms. Annie Whatley, U.S. Department of Energy; Dr. Earl G. Yarborough, Sr., President, Savannah State University; and Dr. Ernest Holloway, Member, President's Board of Advisors on HBCUs.



Dr. Haynes and Mr. Will Minter, Division Director, Oak Ridge National Laboratory.



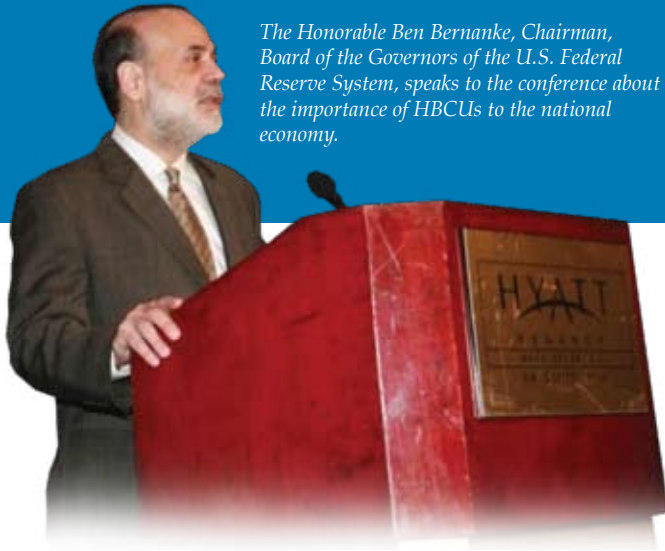
The Honorable Condoleezza Rice, U.S. Secretary of State, spoke to conference-goers about her family ties to HBCUs.



The Honorable Louis W. Sullivan, M.D., chairman, President's Board of Advisors on HBCUs, and Mrs. Sullivan receive award. Left: Dr. Leonard L. Haynes III, Executive Director, White House Initiative on HBCUs and right: Dr. Michael Lomax, President and CEO, UNCF.



Dr. Haynes greets Dr. Lenora Peters Gant, Director, CAE Program, Intelligence Community Centers of Excellence Office of the Director of National Intelligence.



The Honorable Ben Bernanke, Chairman, Board of the Governors of the U.S. Federal Reserve System, speaks to the conference about the importance of HBCUs to the national economy.



Singing sensations "The Commodores" visit the conference joined by Dr. Marvalene Hughes, President, Dillard University and Wila Hall Smith, Tuskegee University.



General Dennis Via, Commanding General, Communications Electronic Command, U.S. Army, greets Dr. Belinda Anderson, President, Virginia Union University, after speaking at the conference.



Dr. Robert Ford, Texas Southern University, Dr. Leonard Haynes and Dr. Ed Valeu, President Emeritus California Community Colleges



U.S. Navy attendees.



Dr. Julianne Malveaux, President, Bennett College and Dr. Leonard Haynes III.

Conference Session Summaries

The following is a compilation of summaries of several of the conference sessions.

Monday Sessions

Opening Plenary

Dr. Leonard Haynes opened the plenary of the largest conference ever of the White House Initiative on HBCUs. Dr. Haynes touted the historic significance of the event, saying that while historically black schools are steeped in tradition, the focus of this conference is on producing results. "This gathering of historically black colleges and universities is organized to facilitate the meaningful, constructive interaction between colleges, agencies and supporters," he said.

Dr. Louis Sullivan, chair of the Board of Advisors of the White House Initiative on HBCUs, was recognized for outstanding contributions to the White House Initiative. He is the founding President and Dean of the Morehouse Medical School, and served as Secretary of the Department of Health and Human Services under George H.W. Bush.

In accepting the recognition, Dr. Sullivan discussed the importance and global impact of HBCUs, including statistics from the National Science Foundation, which state that HBCUs produce 40% of the nation's science and engineering doctoral degree earners.

Dr. Sullivan said, however, that the number of African-Americans in health professions is still low, and that the industry needs more "well-trained, culturally competent professionals." He said this shortage exacerbated by the difficulties of the student loan system, which tends to discourage many low-income individuals from pursuing careers in medicine.

Dr. Haynes said that indeed, it is the job of everyone in attendance to tell the story about how HBCUs are continuing to educate new generations of students. "Black colleges are meeting an unmet need," he said. "If they did not exist, we would have to create them."

Science and Technology – Issues and Opportunities – A discussion of current programs, and how HBCUs can become government contractors.

Notes:

- NASA has a 10% requirement for working with HBCUs. NASA, Northrop Grumman, Department of Defense and others are putting together a process to increase HBCU participation.
- B&W Y-12 has five mentor-protégé agreements with HBCUs. The workforce is needed to support nuclear energy programs and nuclear weapons industry.

1890s Initiatives – The goals of federally funded land grant HBCUs. Clarification of the contemporary mission of federally funded land grant institutions.

Notes:

- Whatever an 1890 institution specializes in, make sure it's relevant to real-world issues.

Partnerships for Innovative Grant Programs – Discussion of partnership opportunities.

Notes:

- Connecting with NASA – Cooperative activities, "Industry Days," www.nasa.gov/education; NASA can visit campuses, work regionally.
- South Carolina State University is involved in pre-collegiate recruiting; Florida A&M assisted in keeping research on campus, before it gets to public domain.

Workforce Readiness: Making the Transition from College to Career – Preparation and skills students need for employment. Discussion on how to connect students with the right federal HR persons to obtain employment; Ways federal agencies can obtain more visibility on campus

Securing the Campus – Meeting the Challenges for Students and Community – Ways the Department of Justice can help with campus safety; What some schools are doing to protect students and prepare for emergencies.

Environmental Trends – Greening Your College Campus and Curriculum – Looking for new innovations for renewable energy; How to merge complexity of the integral parts of energy projects.

Perspective on International Opportunities – Agency representatives discussed international opportunities and how minority participation in the programs; International opportunities available to HBCUs could be increased.

Connecting with Opportunities – U.S. Department of Energy – Opportunities to develop collaborative relationships with the Department of Energy, including Oak Ridge National Laboratory. Internships are available for students and summer research opportunities are available for faculty.

Tuesday Sessions

Opening Plenary

The Honorable Ben S. Bernanke, Chairman of the Board of Governors of the Federal Reserve System, spoke to the conference about the importance of education. He said that “Historically black colleges and universities have a proud record of accomplishments dating back to 1837, with the founding of what is now Cheyney University of Pennsylvania. Today, they are very fine choices for many students, and not just African Americans.”

He also said that financial education is a vital part of the mission of the Federal Reserve, and that the agency supports programs to improve financial literacy. Bernanke said that the nation must continue to find ways to move people into education after high school, including HBCUs. He said HBCUs are an important part of the fabric of society, and have produced many distinguished graduates, including Oprah Winfrey, Author Toni Morrison and U.S. Surgeon General, Dr. David Satcher.

Morehouse College President, Dr. Robert Franklin, addressed the importance of HBCUs, and more specifically, how Morehouse works to “produce Renaissance men in a hip-hop culture.” He said that students must be: well read, well-traveled, well dressed and well balanced with healthy minds and values.

National HBCU Title III Administrators, INC. (Part I) – Title III funds and wise utilization; Understanding the purpose of funds in supporting capacity building.

Strengthening Faith-Based and Community Partnerships – Required skills to apply for grants; rules for obtaining grants.

Emergency Management and the FAA – FEMA process review and categories for funding; training opportunities for disaster preparedness.

ROTC and Foreign Language Opportunities – Currently, fewer African-American students are joining the ROTC than in the past.

Economic Impact and the Nation's HBCUs

This session included a discussion on how HBCUs are economic engines that work to create a more highly skilled workforce.

HBCUs need to work to build larger endowments. For example, Wellesley College has about 2,400 students, as does Spelman College; but Wellesley has an endowment that is 20 times greater than Spelman’s.

There is also an “Investment Divide” in our community. In a 10-year study of white and black investors, on average, 80% of whites invested in the stock market, compared to 57 % of blacks. In addition, on average, whites save \$276 a month, while blacks save an average of \$218 a month.

Cultural disparities exist as well. Many blacks struggle with day-to-day expenses. They are more likely to take care of their parents. They want to send their children to college, but have saved less money over the years. Whites start saving at age 21.

National HBCU Title III Administrators, INC.

(Part II) – HERA and action plans for National Title III Administrators Association; How can Title III Administrators be proactive regarding future changes to APR

Perspectives on Health Care Disparities – Shortage of minority health care professionals and faculty; Increasing diversity in healthcare, educational opportunities and professions; Programs that expose and encourage minorities to work in health care fields

DC Access Program – Student recruitment and retention efforts; Competitive financial assistance for DC residents; Available to those residents who attend HBCUs.

Wednesday Sessions

Campus Radio/Television Stations

Highlights of this session included references to the campus radio station at Clark Atlanta University, which has been in the community for 35 years, and serves a vital role in communication between the school and the community. It is important to position the station as professionally run. It serves as a major resource to the entire community.

Radio stations located on campuses potentially serve hundreds of communities. Every week, 1.5 million people tune in to African-American public radio. Schools should stop thinking of the stations as “campus radio,” but rather a vehicle for serving the public.

There is a problem with media having too much emphasis on profit, so that what you see is superficial and less substantive. How you treat people at the margins affects the strength of the nation. Students coming out of HBCUs can compete anywhere in the world.

Enhancing Technological Infrastructure on HBCU Campuses – Grant opportunities. IT Advancement; Importance of research before upgrading technology.

Financial Literacy – Reasons money is not understood; Idea of investing; Importance of good credit; Making financially sound decisions

New Financial Literacy Initiative with HOPE Partnership

Operation HOPE entered into a Memorandum of Understanding with the White House Initiative on HBCUs on September 10, 2008, to teach financial literacy to every freshman and senior class at all 105 HBCUs nationwide.

The initiative is the result of meetings with Cabinet members of President George Bush, who signed an executive order on January 22, 2008, that established “financial literacy as the policy of the federal government (of the United States)” for the first time in history.

Operation HOPE’s discussions with Cabinet members addressed the issue of student retention at HBCUs. “The number one reason black and brown kids drop out of school is not academics, it is money,” says John Hope Bryant, Operation HOPE founder and Vice Chairman of the President’s Advisory Council on Financial Literacy.

The new program called “Banking on Our Future, College Edition” will be unveiled on the campus of Spelman College in 2009.

Operation HOPE is a national non-profit organization that works to connect the minority community with mainstream, private-sector resources through strategic alliances and initiatives.

Dr. Leonard Haynes was featured in the December, 2008 issue of "Diverse Issues in Higher Education" magazine.

Catching Up with Dr. Leonard Haynes

by Ronald Roach

December 23, 2008, 08:01

After a little more than a year as its executive director, Dr. Leonard L. Haynes III has been credited with substantially improving the performance of the White House Initiative on Historically Black Colleges and Universities. Haynes, a veteran education department official and a former acting president of Grambling State University, took over the office in October 2007 after its previous executive director resigned under fire from the initiative's board of advisors over performance.

Established in 1980 by former President Jimmy Carter, the White House Initiative was authorized by Executive Order and each president since has reauthorized it. Diverse caught up with Haynes and spoke to him about new programs and prospects for the White House Initiative, which coordinates federal involvement with the nation's 105 HBCUs.

Here is some of what Haynes had to say:

How do you assess your tenure at the White House Initiative on Historically Black Colleges and Universities?

I think we've made tremendous progress since I've been the executive director. There's no question about it. The excitement that's been generated about what's possible in this office has become more of a reality than just a dream.

And I'll just go back to a moment that took place in February earlier this year when we had an event at the White House and the President of the United States celebrated Black History Month. I was there and much to my pleasant surprise (President Bush) recognized me out of all these people. And he pointed out the important work that was going on at the White House Initiative on HBCUs.

What steps were taken to get the initiative seen positively by Black college leaders?

I think one of the things we had to do was restore some credibility to this office because prior to my coming, there were some issues that were quite public. And I said to myself we can settle things down. Number one, we got to have a good relationship with the board of advisors, and that board is chaired by Dr. (Louis) Sullivan, a former secretary of Health and Human Services. So we repaired that relationship right away. I've known Lou for a long

time, and he's known me, so I told him that one of the things that we will do is make results happen. And I think that's what the Secretary was after when she made this change.

What specific programs have you established?

Under the Executive Order, we have a wide reach, if you will, because we work with 32 federal agencies and one of the things I put back into place was the technical assistance conference. That hadn't happened in a long time so we went to Norfolk State. I planned for 125 people to come; by God, 420 people came, exceeding our expectations.

It was a tremendous success so much so that we're having our second technical assistance conference planned for March (2009) at Norfolk State again, and we anticipate that we'll have about 500 attendees. We brought together members of the HBCU community, members of the business community, as well as the federal agencies, and that was great. Out of that came an announcement from the Department of the Navy to engage in a more constructive relationship with Norfolk State, as well as the announcement of a \$1 million scholarship fund for HBCU students in the STEM (science, technology, engineering and math) fields.

The other thing we've done is that we've started an orientation for new college presidents of Black colleges. It's never ever happened before. It dawned on me when I was talking to some presidents that a number of them were new, and they were asking some basic questions that I thought they had the answers to, but they didn't.

I said we're going to put together an orientation of federal programs for these new presidents. We had our first one on May 29 that was hosted by the University of the District of Columbia; we had some 15 presidents and chancellors come. Our initial focus was on Department of Education programs because they are so critical to the institutions -- Title III, Title IV, and the HBCU Capital Finance Program.

I'm pleased to report that part two was held (in November) at the University of the District of Columbia. We did part two, and we expanded it. We went beyond the Education Department; we had the Department of Energy there, and the Department of the Navy came, as well as the Office of Personnel Management. I think now we will institutionalize this. A program with FEMA is another initiative that we've launched.

Another important initiative has been going on at NASA. NASA has this 1 percent goal to get HBCUs engaged and the concern is, will the agency be able to do so? We've been talking with NASA as well as with the members of the defense contracting industry --- Lockheed-Martin, Boeing and the like -- to try to see what can we do to come up with a strategy that will allow the HBCUs to take better advantage of the 1 percent NASA has out there.

The vice chair of the President's Council on Financial Literacy, John Bryant, is engaged with us. We signed a memorandum of understanding with (the council) because he wants to help HBCU students be better informed as part of this financial literacy campaign. Of course, we're in this economic crisis so this is right on time. Spelman College is already engaged so we have a model, and the plan is to add more institutions to that so we can get better information out to our students who are in need of this.

Can you talk about HBCU interaction with the U.S. Department of Health and Human Services?

Health and Human Services (HHS) is a huge agency, and we have a number of our institutions that are involved with HHS activities. We have three medical schools --- Meharry, Morehouse, Howard; we have pharmacy schools; we have nursing programs; and we have schools of social work. And in meeting with the HHS people they said that they were not pleased with the kind of relationships that they have enjoyed with the HBCUs. There have been some success efforts, especially with the Office of Minority Health. But with the resources HHS has available, we're not really playing in the sandbox we need to be playing in.

How do we correct that? (I asked myself.) In talking to Dr. Sullivan about this he said "Haynes, you're absolutely right. I can speak to (this issue) as a former (HHS) Secretary. Let's see what we can do to change this picture."

We have in the offing now a meeting planned at Meharry Medical School on January 12, 2009 to invite the senior managers from HHS and to invite the appropriate HBCU decision makers to come to Nashville for a one-day discussion on what can be done to improve the relationship. That meeting will happen one day before the Presidents' Board of Advisors will have its meeting at Fisk University.

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