

**A G E N D A**  
**HBCU Engagement Group Meeting**  
**Friday, February 24, 2012**

- **Welcome and Introductions**
  - i) **In Attendance:**
    - (1) **David Gray**
    - (2) **John Morris**
    - (3) **Matthew Taylor**
    - (4) **Santianna Stewart**
    - (5) **Mary Vosevich**
    - (6) **Leon Bivens**
    - (7) **John Bernhards**
  
- **Outreach Efforts by State – How are we doing? What other materials do we need to get in the hands of nonmember HBCUs?**
  - i) **David working on schools in the state of TN**
  
  - ii) **Has anyone made any connections with HBCU's since the last call?**
    - (1) **John Bernhards to reach out to Tuskegee University**
  
    - (2) **Matthew and Wallace split their list; Matthew made contacts with HBCU institutions**
      - (a) **Bethune Cookman- Left messages with Ervin Ross; no response**
  
      - (b) **Florida A&M University- Contacted Kendell Jones; school had administrative changes and the dues fell through the cracks. He will be getting dues prepared for payment sometime early next week.**
  
      - (c) **Clark Atlanta University- Left messages with Victor Panchuk; no response**

- (d) Interdenominational Theological Center- Contacted Jimmy Davidson; ensued dialogue and he wanted to view the APPA website and Matthew to follow up early next week
  - (e) Morris Brown College- Calvin Peters is the contact; no contact has been made, no message left. Matthew to follow up next week
  - (f) Pain College- Contacted Michael Summers; he was previously with Savannah State University and was an APPA, SRAPP, and GAPPA member. Interested in getting back involved.
- (3) Leon Bivens contacted several HBCU institutions by phone and sent a follow up letter including the '7 Reasons to Join APPA' to:
- (a) Morgan State University
  - (b) University of District of Columbia
  - (c) Lincoln University
  - (d) Delaware State University
  - (e) Also contacted Bowie State University and Coppin State University; they are APPA members, but not very active
- iii) Santianna to provide group with a list of HBCU APPA members that are on the late billing cycle
  - iv) Hope to focus on getting more volunteers to help with the initiative of recruitment by state
  - v) Santianna and John to revise the list that allows group members to enter new contact information of schools that they come into contact with
- APPA 2012 Conference in Denver: Should we schedule a face-to-face meeting of the HBCU Engagement Group?
    - i) Tough but we can try to work out
    - ii) Financial situation could be a problem for HBCU's to travel to Denver
    - iii) Work with Suzanne to see there's a place for HBCU member attendees to meet face-to-face

**(1) Cannot interfere with other meetings that will be taking place (Community College focus group, SFO, etc.)**

**iv) Possibly tie in HBCU group meeting with SRAPPA meeting**

**v) Does APPA have a booklet/leaflet that can be given to prospects**

**(1) John/Santianna to work on a marketing piece tailored specifically to HBCU's as handouts for face-to-face meetings**

- **What else can we be doing to foster greater engagement?**
- **Adjourn**
- i) **Next meeting March 23, 2012 at 10:00 am ET**

## **Historically Black Colleges and Universities (HBCUs) Engagement Group Mission and Purpose**

**Launched in November 2011 under APPA President David Gray (Middle Tennessee State University), the HBCU Engagement Group seeks to accomplish the following:**

- **Make recommendations and implement strategies that will allow APPA International, its regions and chapters to further engage and expand participation of HBCU facilities professionals within APPA activities and services;**
- **Identify ways for APPA to grow its membership among HBCU institutions;**
- **Actively engage in engagement and member recruitment activities established by HBCU Engagement Group members;**
- **Provide perspective on the needs of HBCU educational facilities professionals, and how APPA, its regions and chapters can meet those needs.**