

*White House Initiative on
Historically Black Colleges and Universities*

2009-2013 Agenda:

Fulfilling Executive Order 13532



Perception Enhancement

ED CORE Messaging: HBCUs & 2020 Goal
Affordability Tour – Best Practices
HBCU “Commencement Swarm” 2012
JSW Messaging: Articles/Speeches
Annual Conference/Report

Campus Enrichment

STEM Promotion
Arts at HBCUs
Enhancing Teacher Preparation
African American Male Initiative
Small Liberal Arts College

***Promoting HBCU
Excellence
Innovation &
Sustainability***

Capital Enlargement

New Federal Agency Work (Webinars)
New Private Sector Pursuits
Advancement Assistance [14 HBCU CCs]
Alumni Giving/Endowment Surges

Strategy Development

Blue Ocean Strategy
Dashboard Project
Engaging the HBCU Church-Affiliated Sectors: AME
MIT Academic Profile Partnership
HBCU/MSI Financial Condition
HBCU Broadband Access
Public HBCUs and the States
New Executive Order

“Advancing
Creative Interventions
and
Disruptive Innovations”

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