

Soar to
New Heights



Challenges & Opportunities at Historically Black Colleges and Universities



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Definition of Historically Black College / University

“Any historically black college or university that was established prior to 1964, whose principal mission was, and is, the education of black Americans, and that is accredited by a nationally recognized accrediting agency or association determined by the Secretary (of Education) to be a reliable authority as to the quality of training offered or is, according to such an agency or organization, making reasonable progress toward accreditation.” (Higher Education Act of 1965)



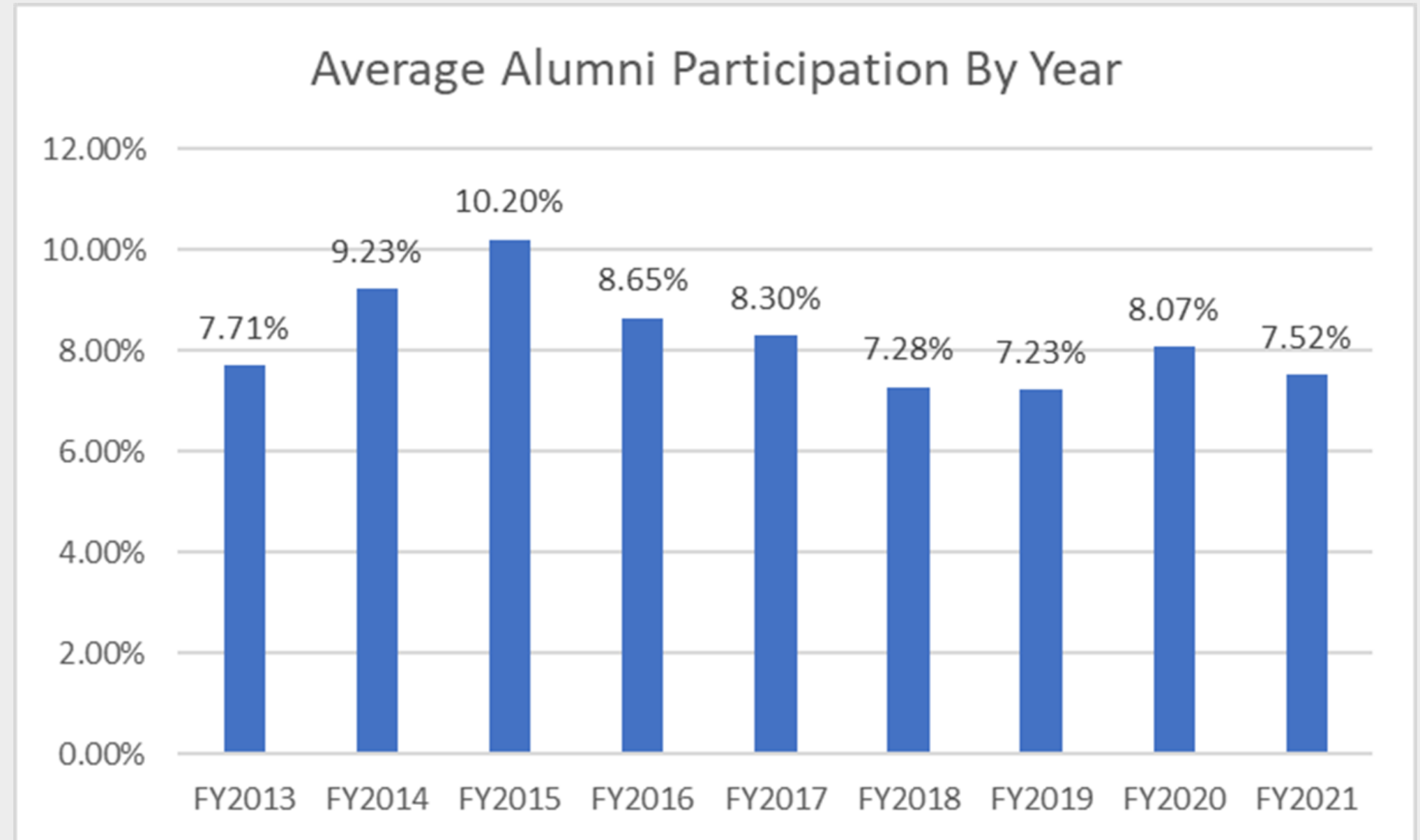
HBCU Successes

- Just 102 institutions
- 17% of all bachelor's degrees to black students are from HBCUs
- 24% of all bachelor's degrees in STEM to black students are from HBCUs
- 40% of all black engineers went to HBCUs
- 40% of all black US congress persons went to HBCUs
- 50% of all black lawyers went to HBCUs
- 80% of all black judges went to HBCUs

CASE Data Miner Statistics: HBCU Alumni



Average: 8.22%

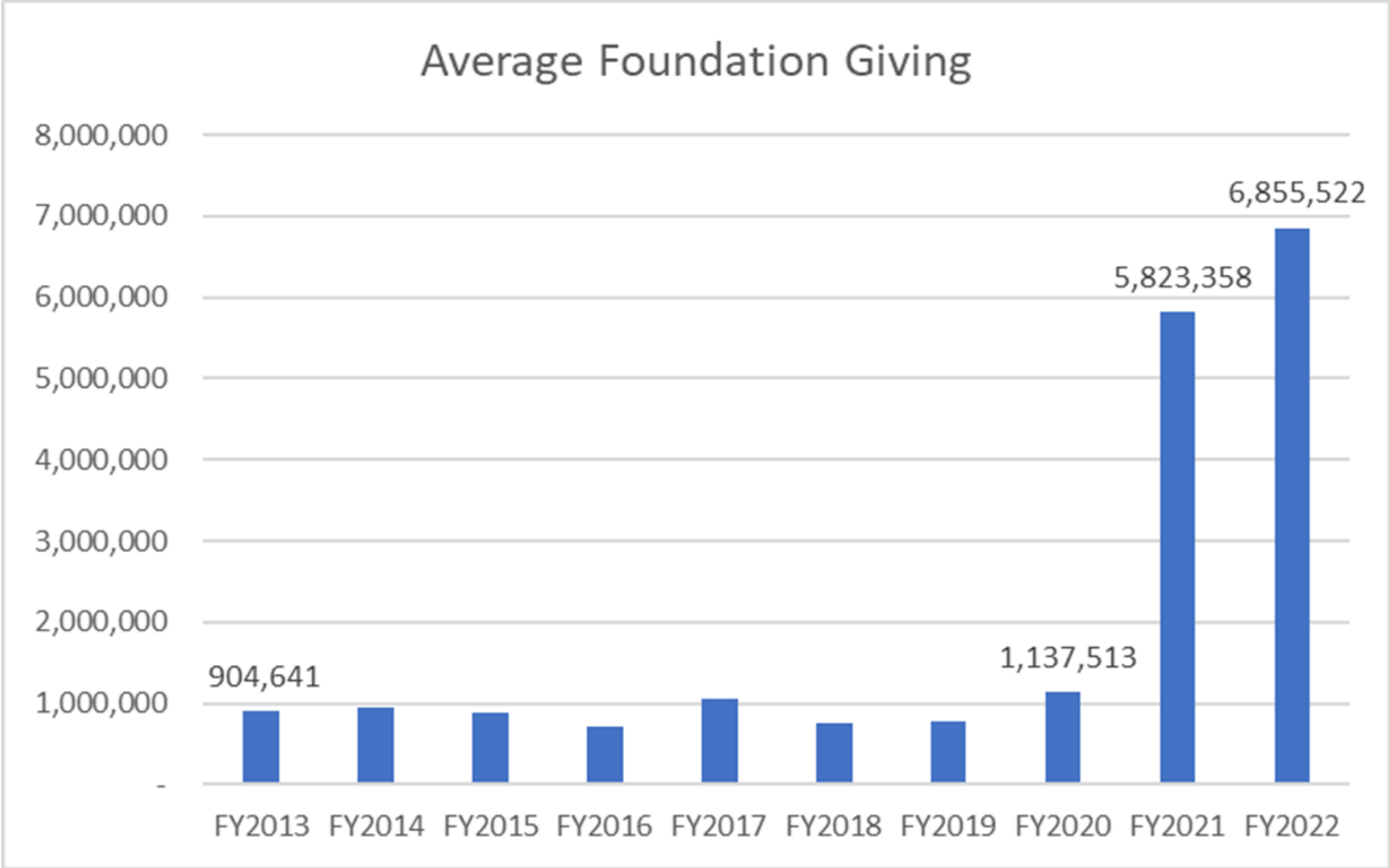


Colleges Above the Norm...

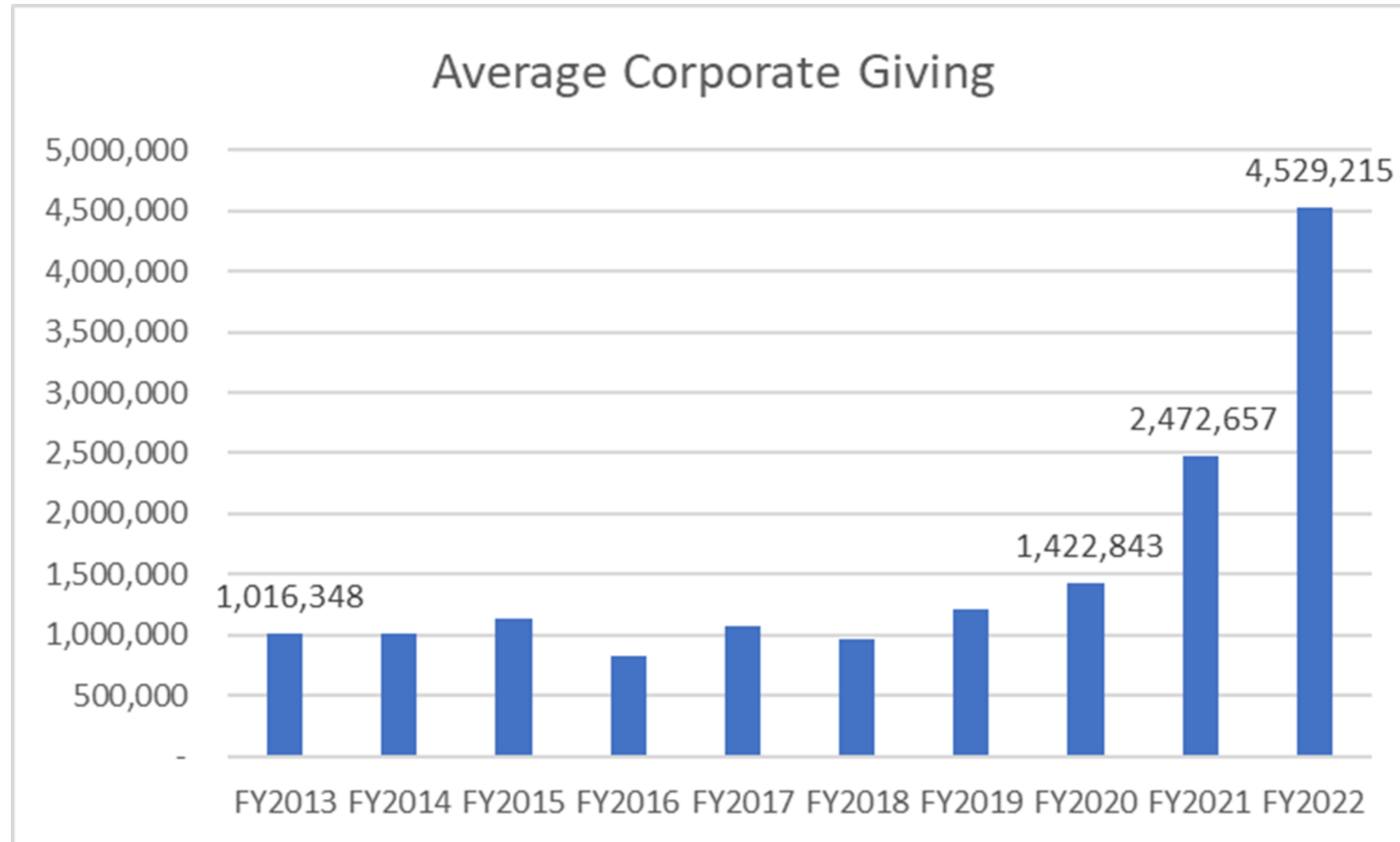
Institution	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	Average
North Carolina Central University	8.50%	12.00%	14.70%	10.50%	10.60%	7.70%	6.70%	6.60%	7.30%	9.40%
Xavier University of Louisiana									12.70%	12.70%
Dillard University				15.10%			11.70%	10.40%	14.00%	12.80%
Morehouse School of Medicine	11.30%	9.20%	12.70%	13.10%	15.40%	18.20%	19.10%	20.50%	17.40%	15.21%
Meharry Medical College	17.50%	13.70%	13.20%	16.70%	17.40%	12.90%	16.20%	14.70%	14.70%	15.22%
Morgan State University			16.70%		16.60%					16.65%
Fisk University	24.30%	21.00%	24.30%	20.60%	29.90%	29.90%				25.00%
Spelman College	32.60%	39.10%	37.90%	34.00%			28.40%	32.90%		34.15%

8 out of 30 colleges & universities reporting

Average Reported Foundation Giving



Average Corporate Giving



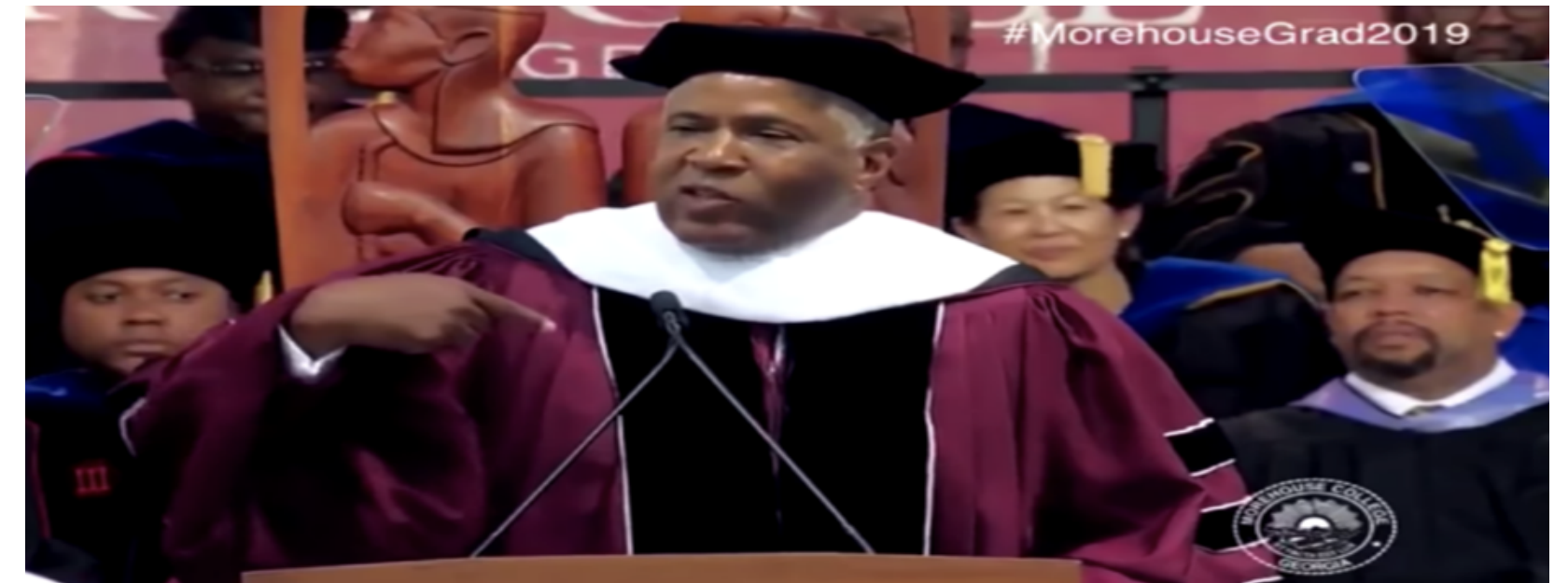
Other Comparative Data

• Mean economic mobility rate for HBCU grads = 3.0%

- (versus 1.6% for student from all colleges and universities) – McKinsey & Company

• Black graduates of HBCUs are more than 2x as likely to report:

- Having a professor that cares about them as a person
- Having a professor who made them excited about learning
- Having a mentor who encouraged them to pursue their goals and dreams
- Gallup – USA Funds Report



HBCU Statistics that Shape Philanthropy Concerns

- Alumni Participation Rates – average 10%
- Giving weighted toward corporate/foundation gifts
- **BUT**, the average HBCU received **178x LESS** funding from foundations than the average Ivy League school in 2019 (Candid & ABFE study)
- Since 2020, there has been renewed interest in attending HBCUs by African American students
- **BUT**, many HBCUs enroll twice as many Pell-eligible students as non-HBCUs



Notable Support for HBCUs

- United Negro College Fund (UNCF) – since 1944
- Thurgood Marshall College Fund (TMCF) – since 1987
- Alpha Kappa Alpha Sorority - \$50K endowment gifts to more than 20 HBCUs
- The Links – since 1946 – recent \$1M gift
- John Thompson - \$5M to FAMU (largest single private gift in history)
- Robert F. Smith – paid off student loans for Morehouse College grads in 2019
- Reed Hastings (Netflix) - \$120M (2 HBCUs and UNCF - \$40M apiece)
- MacKenzie Scott



Thank You!
For Questions Contact:

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