



UNCF
A mind is a terrible
thing to waste®

JULY 2021

Catalyzing A Networked-Approach
to Institutional Change





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HBCUs, PBIs, and minority students are at the heart of UNCF's mission and priorities



UNCF BY THE NUMBERS

Since 1944, UNCF administers direct support to **37** member institutions, and has raised over **\$5B** to advance minority education.

UNCF is the largest scholarship provider, outside the federal government, awarding close to **10,000** scholarships (**\$100M**) annually.

UNCF scholarship recipients have a **70%** 6-year graduate rate which is nearly **2x** the rate of Black students nationwide.

THE POWER OF THE NETWORK:
activated network of leaders
dedicated to elevating the voice of
our community and empowering
institutions through technology and
data, collaboration, and agility

We envision a society where HBCUs:



Are seen, valued, and supported for their innovation and ability to serve Black and minority populations.



Strengthen their academic and business models to improve student outcomes.



Empower each other as partners and collaborators in the success of Black students.



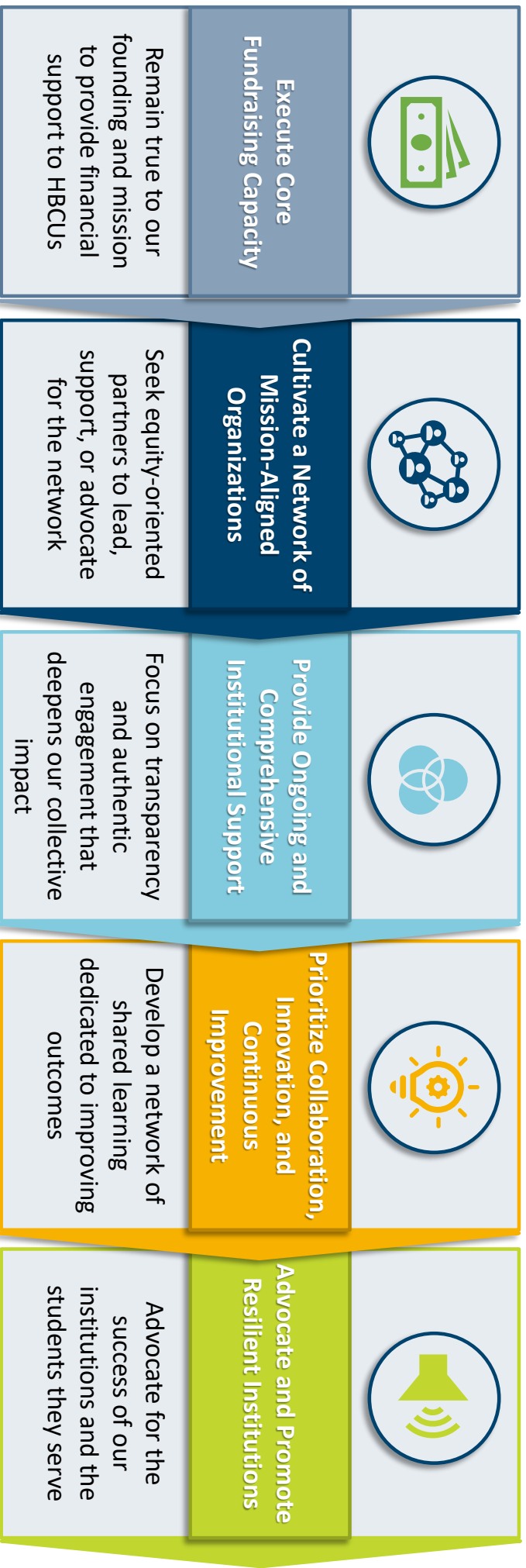
SINCE ITS
INCEPTION,
UNCF HAS
RAISED OVER
\$5
BILLION
IN FUNDING

Since 2005, UNCF has reinforced its position as a leader supporting HBCUs

<p>Fundraising Capacity & Student Supports</p> <ul style="list-style-type: none"> • Through UNCF, the Gates Millennium Scholars Program has removed financial barriers for over 20,000 students • Launched \$64 million STEM Scholars Program with the Fund-II Foundation to develop student and faculty tech capability in 2016 • Launched \$40 million Koch Scholars Program to develop student entrepreneurship pipeline since 2014   	<p>Intervention Strategy & Continuous Improvement</p> <ul style="list-style-type: none"> • Launched the Career Pathways Initiative, a first-of-its-kind pilot program to drive institutional transformation in 24 institutions, with a \$50 million investment from Lilly Endowment • Recognized as a standard-setter – \$8.7 million in follow-on investments to scale (including the Kresge Foundation and Walmart) • Deepening capability as a Gates “Intermediary for Scale” to manage network of Black colleges   	<p>Federal Policy & Advocacy</p> <ul style="list-style-type: none"> • Secured \$1 billion in federal funding for CARES Act for HBCUs, Tribal Colleges, and other MSIs. • Advocated for and secured an increase of \$198 million in federal funding for HBCUs since 2017 • Led the campaign to pass the FUTURE Act which secured \$255 million in annual funding for MSIs, including \$88 million for HBCUs • Protecting Our FUTURE campaign garnered 65,005 calls to Congress; activated 22,671 advocates 
<p>Research & Analysis</p>  <ul style="list-style-type: none"> • Continuous tracking of data, research, and analysis for our partner institutions and the field • An increasingly strong communications, including digital, strategy 		

UNCF's theory of action prioritizes a networked approach to accelerate outcomes for HBCUs

UNCF has refined its three-pillar strategy to focus on institutions as the primary lever of change to drive outcomes in the Black community; this pivot seeks to prioritize our network of institutions across all capabilities



With limited resources our institutions tackle a range of challenges to successfully serve Black students and communities



GROWING STUDENT NEEDS

HBCUs **serve high-need students**, whose needs have grown even more because of the COVID-19 disruptions, racial unrest, and the Fall reopening upheaval. Tuition and housing costs are not financially sustainable for them.



ADVANCES IN TECHNOLOGY & INNOVATION

HBCUs have **less technology infrastructure**, hindering distance learning or remote operations. Lack of technology skills among faculty and staff delays/deters adoption of innovative digital solutions.



FRAGILE BUSINESS MODELS







Government and philanthropic funding is falling, putting accreditation at risk and threatening financial reserves needed to weather periods of lower enrollment. HBCU endowments are one-third the size of peer PWIs while the amount of federal funding for private HBCUs is ~60% that of private PWI peers.



OPPRESSIVE SYSTEMS

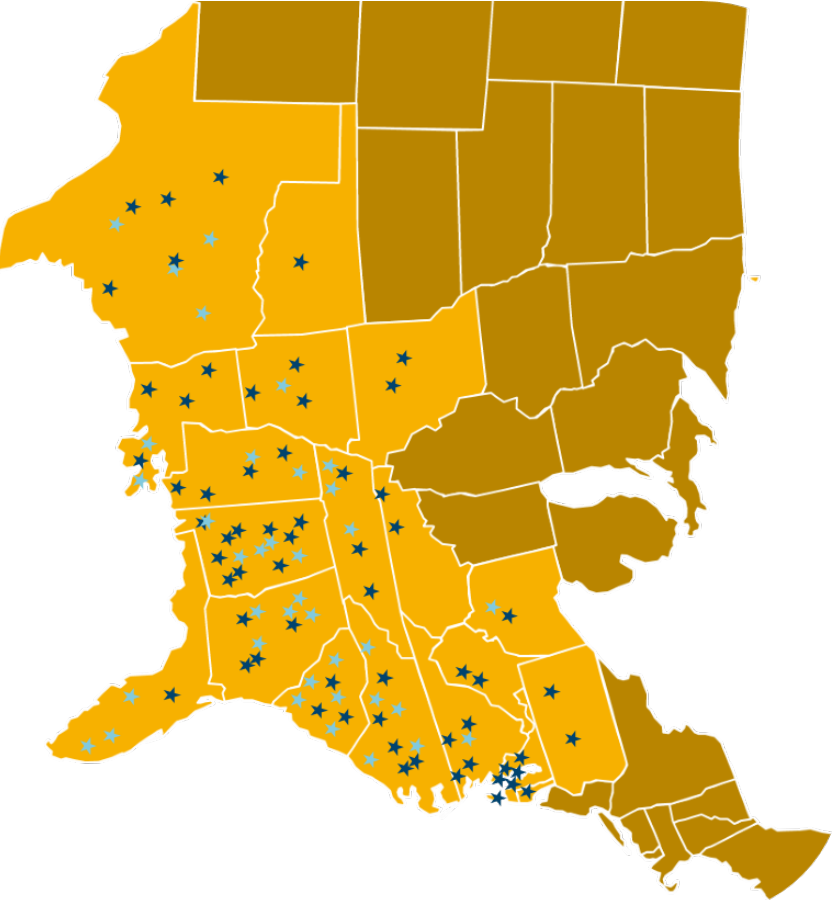
HBCUs must operate in the **context of inequitable policies, practices and ways of thinking** that exclude Black and other populations. Increased attention on racial unrest has raised questions about long-existing patterns of marginalization and bias in policy development, grant making and evaluation.

Six decades after the Civil Rights Movement, America has failed to achieve its promise of “equity for all”

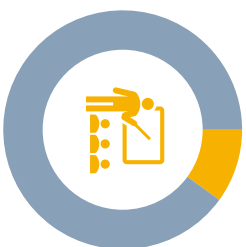
						
	Educational Attainment	Unemployment	Incarceration	Wages and Income	Wealth	Health
<i>The college completion rate for Black people was/is</i>	<i>The unemployment rate for Black people was/is</i>	<i>The incarceration rate for Black people was/is</i>	<i>The median household income for Black people was/is</i>	<i>The median household wealth for Black people was/is</i>	<i>The infant mortality rate for Black people was/is</i>	
1960s	56% less	1.8x higher	5.4x more	1.7x less	7.1x less	1.9x more
Today	54% less than white people	2.3x higher	6.4x more	1.6x less	9.8x less	2.3x more

Source: Economic Policy Institute retrieved from <https://www.epi.org/publication/50-years-after-the-kenner-commission/>

Yet HBCUs continue to Punch Above their Weight, using higher education to facilitate more equitable outcomes for the Black community



HBCUs account for **3%** of all higher education institutions in the US, but...



Enroll **10%** of Black students enrolled in college



Award **17%** of bachelor degrees to Black students

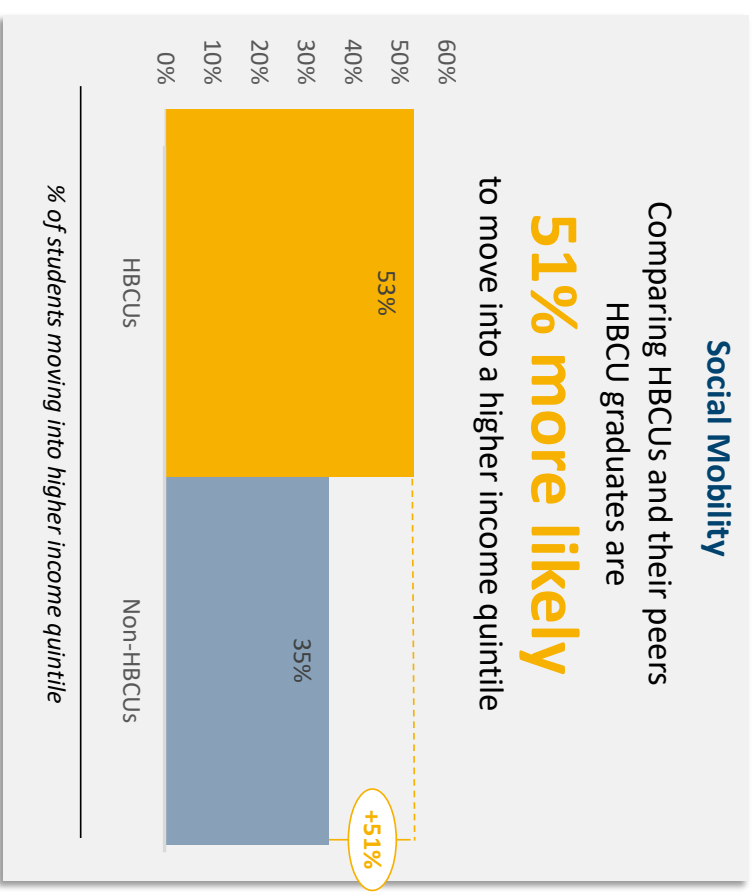
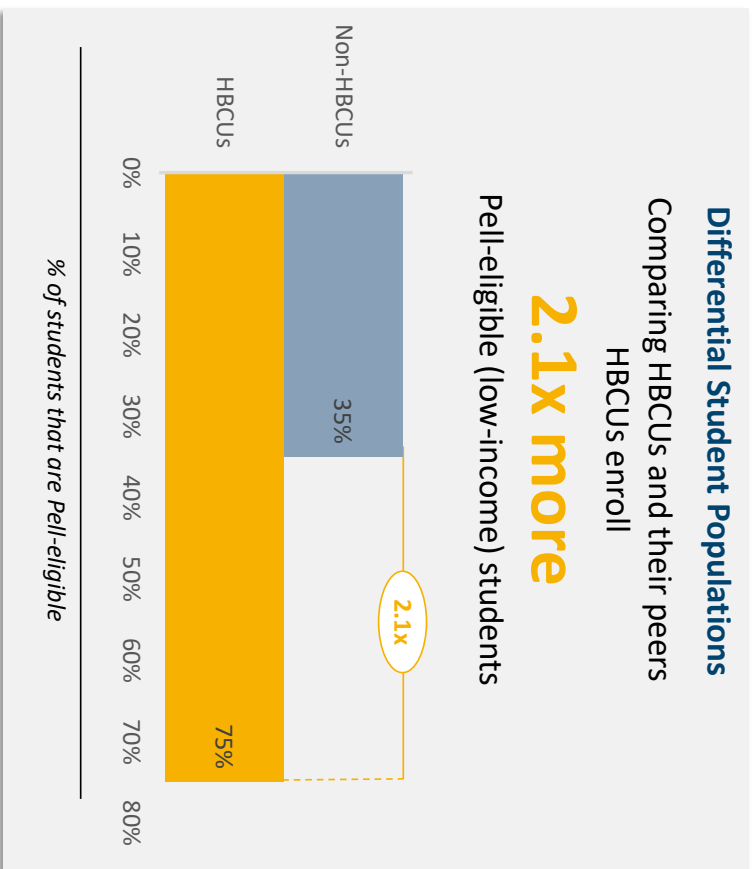


Award **24%** of **STEM** bachelor degrees to Black students

HBCUs All colleges and universities

Source: UNCF, Frederick D. Patterson Research Institute, [HBCUs Punching Above Their Weight](#)

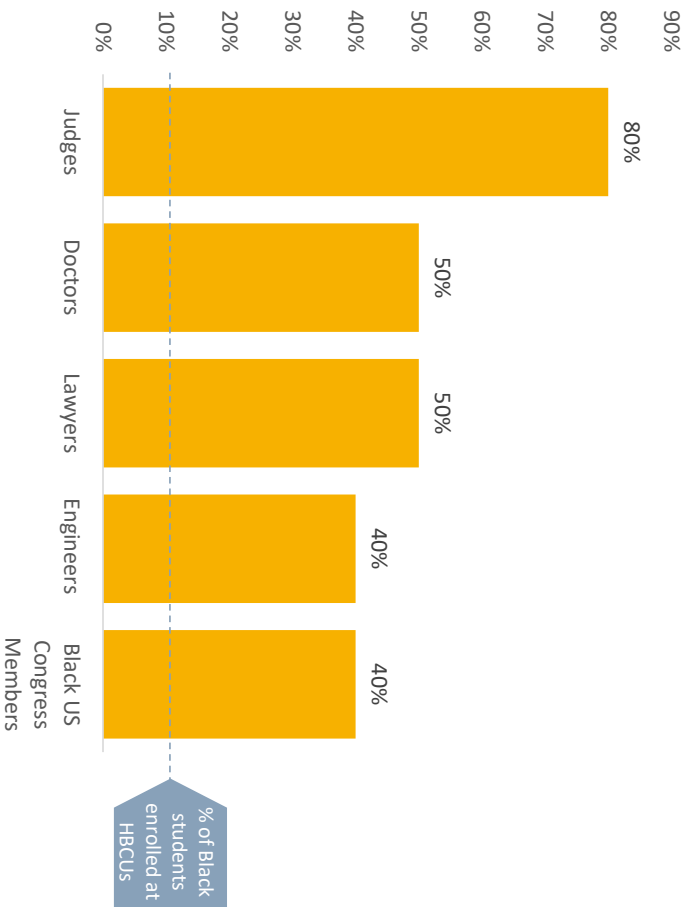
HBCUs are highly effective at serving excluded populations and overproduce relative to their better-resourced counterparts



HBCUs are the preeminent training ground for leaders in the Black community

Alumni represent a disproportionate share of civic and community leaders

HBCU alumni representation among Black professionals



Source: Thurgood Marshall Fund [website](#)

HBCUs continue to produce waves of rising political stars



Kamala Harris
United States
Vice-President
Howard University



Keisha L. Bottoms
60th Mayor of
Atlanta, GA
Florida A&M University



Randall Woodfin
34th Mayor of
Birmingham, AL
Morehouse College



LaToya Cantrell
62nd Mayor of
New Orleans, LA
Xavier University

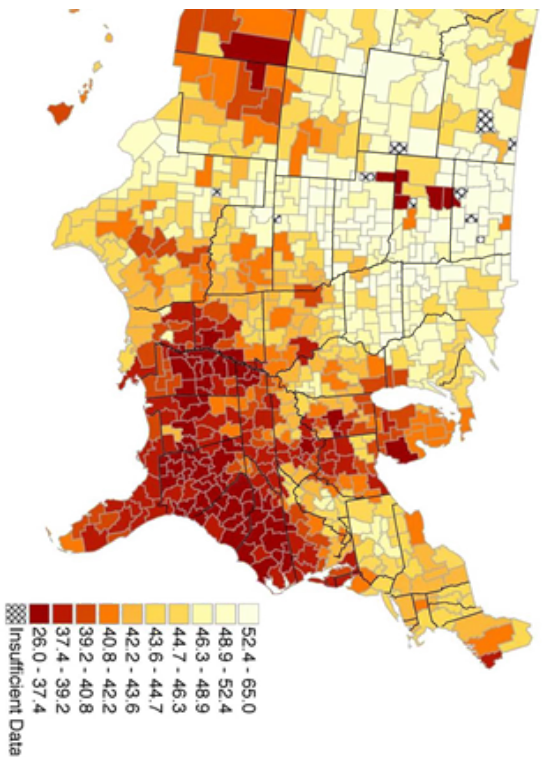


Stacey Abrams
Former Minority Leader
Georgia House of Reps
Spelman College

HBCU impact can also go beyond individual impacts to help overcome economic mobility challenges facing communities across the Southeast United States

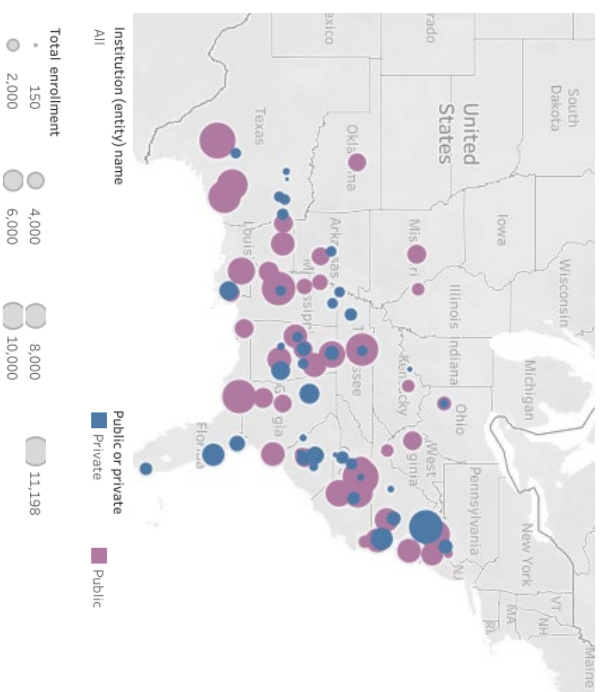
Economic mobility rates by county

States in the Southeastern US have some of the lowest rates of economic mobility in the nation



Location and enrollment of HBCUs

HBCUs are concentrated in the Southeast



“The South is the fastest-growing region in the country. It is home to more than half of America’s Black population, and significant numbers of Southerners live in rural communities.

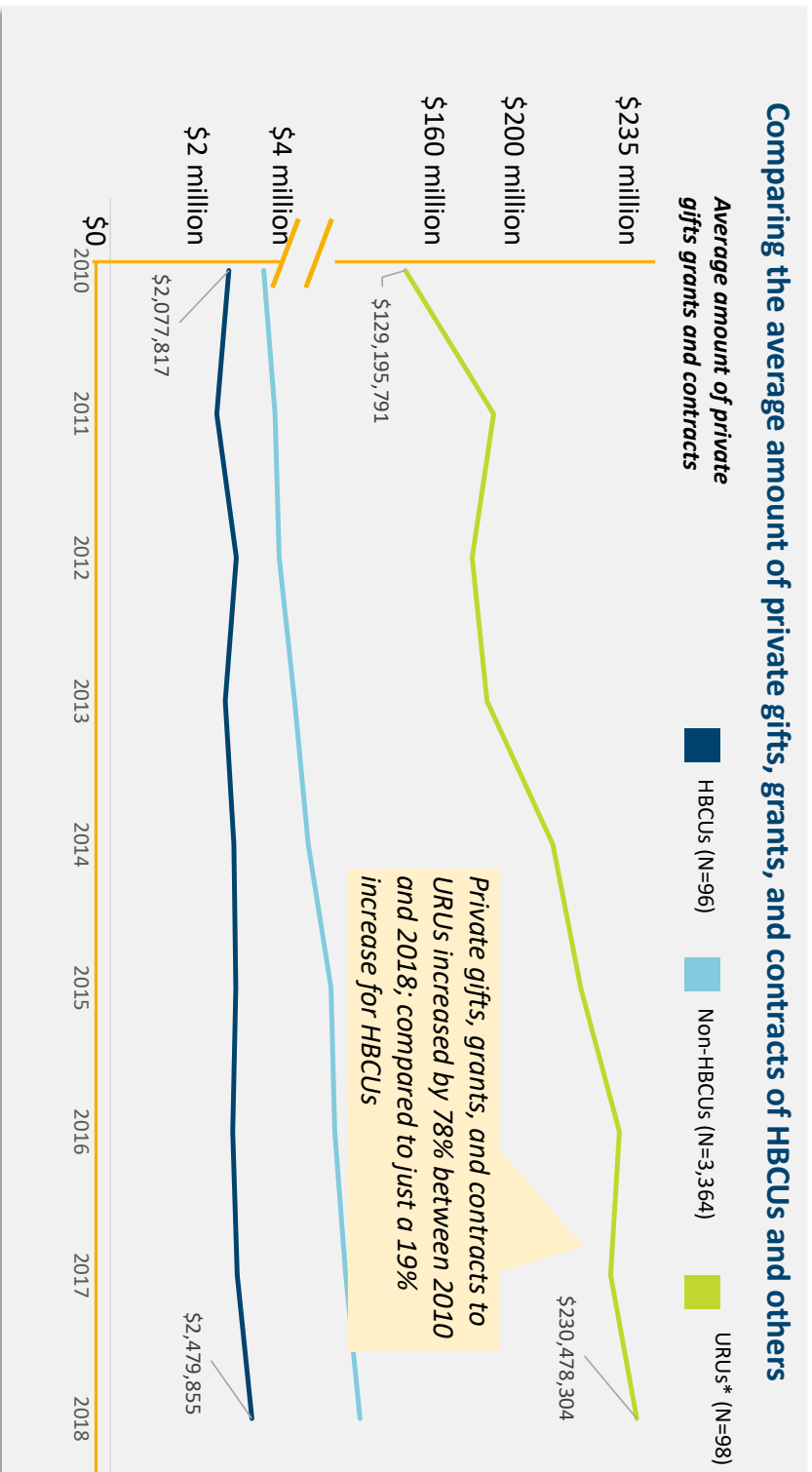
Southern states have higher poverty rates, lower median incomes, and lower educational attainment than other regions, and in many states, measures of well-being and economic mobility are low.”

~Bellwether

Source: Map and database: Comparing the health of HBCUs (Atlanta Journal Constitution); Chetty et. al “Where is the land of opportunity? Intergenerational mobility in the US” (NBER, 2014); Bellwether Education Partners: Education in the American South: Historical Context, Current State, and Future Possibilities, 2019

HBCUs are historically under-resourced and presently undervalued by critical stakeholders

Comparing the average amount of private gifts, grants, and contracts of HBCUs and others



* URUs - Ultra-rich Universities (Institutions of higher education with endowments valued at more than \$1 billion)
Source: UNCF; IPEDS 2019

The Growing Gap



The gap in the private gifts, grants, and contracts between ultra-rich universities and HBCUs in 2018 was a \$227M. **That's \$100M more than the gap in 2010.**

Despite the current philanthropic investments, HBCUs' philanthropic support continue to lag peers

Prior to March 2020, the top ten single gifts to institutions of higher education totaled:

\$6.1 billion

to non-HBCUs
compared to



\$156 million

to HBCUs

Since March 2020, many HBCUs have received their most significant gifts to date:

\$560+ million

from Mackenzie Scott
(22 institutions)

\$80 million

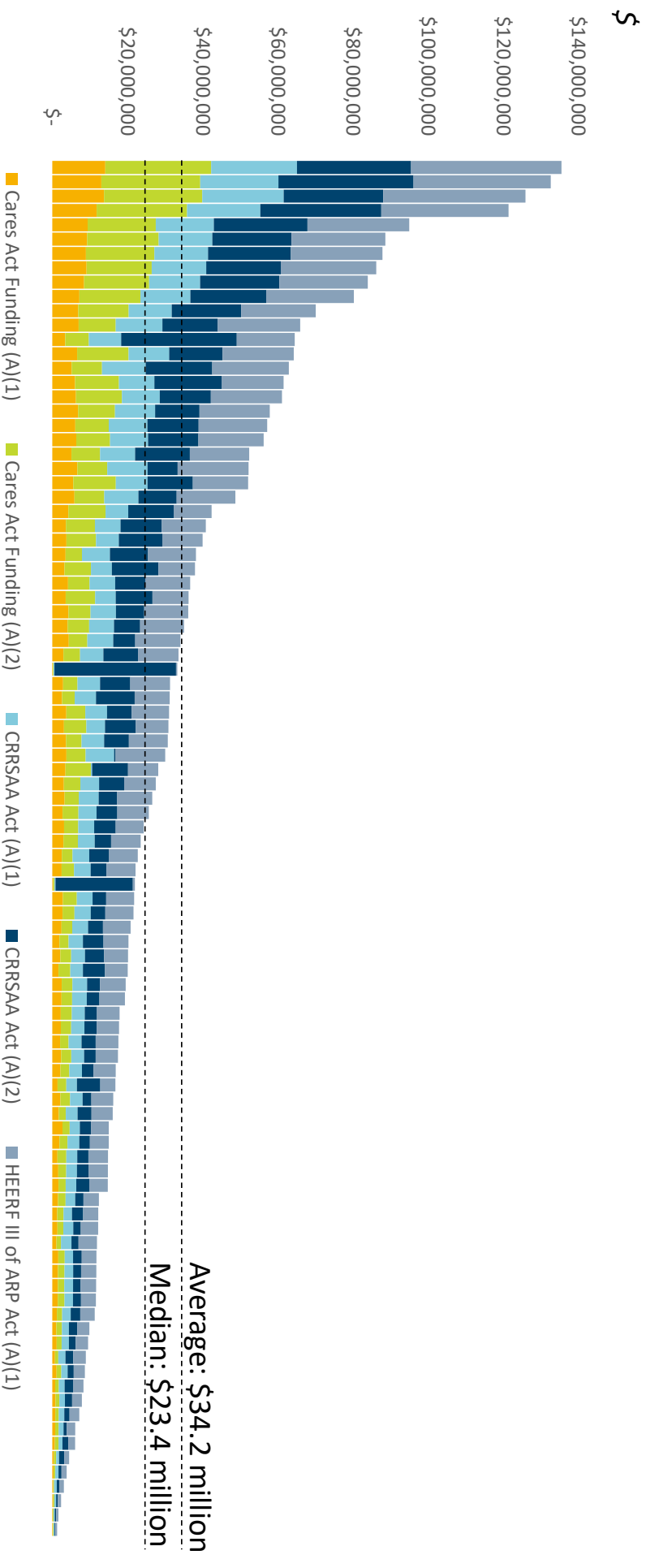
from Patty Quilling and Reed Hastings
(2 institutions)

\$40 million

The Community Foundation of Greater Memphis
(1 institution)

Although HBCUs have received unprecedented support during the past year, more is needed to maximize HBCU impact

Combined COVID Relief Support to HBCUs by Institution



Source: Publicly available information

We seek to strengthen institutional resilience through ongoing and comprehensive network-based supports

Through UNCF, partnering institutions receive a variety of support services to improve their enrollment management, institutional effectiveness, fundraising, fiscal management and accreditation preparation strategies.

Guided by a governing board of Member Presidents, and by the needs of our partnering institutions, **UNCF offers customized resources and interventions tailored to address urgent institutional priorities.**

- Development Support
- Scholarships & Student Programs
- Public Policy & Advocacy
- Capacity Building Support
- Technical Assistance
- Research & Promotion



Imagine...what an empowered network of HBCUs can do to transform outcomes for the Black community and our society?

*HBCUs are well-positioned to define a narrative that fully illustrates their value and competitiveness. Our role will be to galvanize and unify our partner institutions by increasing their capacity and empowering the whole network, so that their **collective impact is greater than the sum of their parts***

Through increased capacity and an empowered network, HBCUs will continue to...



Report the highest academic and graduation outcomes for Black students relative to peer institutions



Produce civic and intellectual leaders – at the local, regional, and national level – who have a heightened sense of racial consciousness



Contribute to equitable representation and diversity across the public, private, and social sectors



Achieve greater economic mobility through more career pathways and better employment outcomes



Carry greater influence and power on social, political, and cultural institutions

Questions