

10th Annual
HBCU

PHILANTHROPY
SYMPOSIUM

A VIRTUAL EVENT

July 22 – 23

Premier Sponsor



10th Annual
HBCU

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SYMPOSIUM



Founder's Message



Dear Advancement Leaders,

Welcome to the 10th Anniversary of the HBCU Philanthropy Symposium! It is hard to believe that we are celebrating a full decade of Symposiums, and this event is even more relevant today than ever! The first Symposium welcomed two HBCUs, Morgan State University and Cheyney University, and from there, we have grown to now welcome public and private HBCUs, Community Colleges, and Minority Serving Institutions.

In addition to all of the Speakers, Foundations, and Corporate partners over the years, we are most proud of the Universities' and Colleges' staff participation. Since we launched the Symposium, upwards of 1,000 Advancement and University leaders, have joined their colleagues to share best practices, strategies, and concerns about sustaining their institutions. We have witnessed great partnerships among the attendees. Some of my most memorable moments have been watching the interchange of staff from different schools and states – first meeting and not viewing each other as competitors but as colleagues with the same goals.

In this era of racial and social injustice and resultant unrest -- we need to be ever more diligent in showing our value proposition to donors and funders. We are in the communities of the oppressed. We serve these communities. We are part of the solution to uplift all voices, prepare the future thought leaders to lead society, and prepare the workforce to have our country live up to its promise.

This year's Symposium builds upon the past and propels us into the issues, challenges, and opportunities of today. These two days are full of sessions lead by University leaders, association, foundation, and corporate executives, such as our premier sponsor, Bill Hansen, President and CEO of Strada Education Network, and so many others. Access the Symposium e-program book to follow the sessions, read bios of the speakers, and learn how you can support the future work of the Symposium and more.

We all owe a great deal of gratitude to Dr. Harry L. Williams, the current President of the Thurgood Marshall College Fund, and 10th president of Delaware State University for supporting this idea 10 years ago. Dr. Tony Allen, the 12th President of Delaware State University, thank you for embracing the vision of the Symposium and spurring its growth for the benefit of the entire higher education sector.

In closing, while the work before us will have its challenges, trust that a unified group with similar interests will always prevail. The HBCU Philanthropy Symposium is the place that brings it all together. Thank you for believing in its purpose, and thank you to all of the volunteers that make the Symposium the success it continues to be. Finally, thank you to our sponsors without their support, we would not be able to offer complimentary registration this year, and our expansion would be limited.

Enjoy the 10th Anniversary and join us throughout the year as we continue the conversation

Yours in Philanthropy,

Vita Pickrum, Ed.D.

Chair, HBCU Philanthropy Symposium

Vice President, Institutional Advancement, Delaware State University

President, Delaware State University Foundation



AGENDA

Wednesday, July 22

9 a.m.	<p>Welcome</p> <p>Dr. Vita Pickrum, Vice President for Institutional Advancement, Delaware State University President, Delaware State University Foundation</p> <p>Dr. Harry Williams, President and CEO, Thurgood Marshall College Fund</p> <p>Dr. Tony Allen, President, Delaware State University</p> <hr/> <p>Opening Remarks</p> <p>William D. "Bill" Hansen, President and CEO, Strada Education Network</p> <p>Daryl Graham, Senior Vice President of Philanthropy, Strada Education Network</p> <p>Fireside Chat</p> <p>The Importance of Employer Engagement with Education-to-Employment Ecosystems</p> <p>Daryl Graham, Strada & Jaime Fall, UpSkill America, The Aspen Institute</p> <p>Supplemental Presentation: HBCU Employment and Skills Data</p> <p>Rob Sentz, Chief Innovation Officer, Emsi</p>
11 a.m. – 11:15 a.m.	Break
11:15 a.m. – 12:45 p.m.	<p>Supporting HBCUs Through the COVID-19 Crisis</p> <p>Moderator: Kenneth Sigmon, Vice Chancellor, North Carolina State A&T University</p> <p>Sean Burns, Esq., Assistant Vice President, Government Relations</p> <p>Victor Santos, Senior Director, Government Relations</p> <p>Amy Goldstein, Assistant Vice President, Development</p>
12:45 p.m. – 1 p.m.	Break

Wednesday, July 22 (continued)

1 p.m. – 2 p.m.

Fundraising is Everybody's Business: How Student Development + Fund Development = Philanthropic Success!

This session serves as part II to the Complete College America plenary session presented at the 2019 HBCU Philanthropy Symposium. During the 2019 presentation, the CCA president asserted that if students don't receive a student-centered collegiate experience, advancement professionals can't expect to transition them into donors upon graduation. Institutions typically learn this lesson too late. This year, the presenter will continue on this theme, but will go further to focus on how faculty and staff can partner with students (while they are still students) to facilitate student success and create a pipeline of workforce-ready talent, all while fueling their own institutional advancement efforts. In the COVID-19 and ultimately, post-COVID-19 "new normal," student support and academic support integration into advancement programs, will be paramount for soliciting and maintaining institutional resources through a demonstration of institutional capability and student capacity. This session will therefore provide a thorough discussion of the ways in which student development and institutional advancement should be strategically aligned in order to reach the institution's short and long-term philanthropic goals. These ideas will be discussed from a national perspective--with an eye toward scalable, institution-specific examples of student-centered fund development strategies that work.

Moderator: Yolanda Watson Spiva, Ph.D., President, Complete College America
Michelle Hite, Ph.D., Honors Director & Associate Professor of English, Spelman College
Tamara Nash, Ed.M., Vice President for Development & Strategic Partnerships, Complete College America

2 p.m. – 2:15 p.m.

Break

2:15 p.m. – 3:15 p.m.

Foundation Leaders Panel: The New Normal for Philanthropy in Higher Education

Moderator: Dr. Devona Williams, President/CEO, Goeins-Williams Associates, Inc. Chair, Delaware State University Board of Trustees/ Chair, Delaware State University Foundation Board of Directors
Daryl Graham, Sr. Vice President for Philanthropy, Strada Education Network
William F.L. Moses, Managing Director for Education, The Kresge Foundation
Scott Dalessandro, Program Officer, Bill and Melinda Gates Foundation
Danette Howard, Ph.D, Sr. Vice President and Chief Strategy Officer, Lumina Foundation

3:15 p.m. – 4 p.m.

Virtual Townhall

Moderator: Melinda Spaulding, Vice President for University Advancement, Texas Southern University
Rodney Trapp, Vice President for Institutional Advancement, University of District of Columbia
Angela Minniefield, Sr. Vice President for Institutional Advancement, Charles R. Drew University





AGENDA

Thursday, July 23	
9 a.m.	Welcome
9:05 a.m..	Charitable Legislative Update Brian Flahaven , Senior Director for Advocacy, Council for Advancement and Support of Education (CASE)
9:30 a.m. – 11 a.m.	A Year for the Record Books: What 2020 has Taught Us about the Future of HBCUs and Higher Education Ed Smith-Lewis , Executive Director, Institute for Capacity Building, United Negro College Fund Angela Van Croft , Director, Foundation & Corporate Relations, United Negro College Fund Darryl Ann Watkins , Senior Program Manager, Institute for Capacity Building, United Negro College Fund
11 a.m. – 11:15 a.m.	Break
11:15 a.m. – 12 p.m. Leadership	Moderator: Mautra Jones , Vice President for Institutional Advancement & Ext. Affairs, Langston University Dr. Sally Rockey , Executive Director, Foundation for Food and Agriculture Research (FFAR)
12 p.m. – 12:15 p.m.	Break
12:15 p.m. – 1 p.m. Development	Fundraising in times of COVID-19: Sharing Best Practices Moderator: Marcus Ward , Vice President for Institutional Advancement, Alcorn State University Ann-Marie Thornton , Dir. of Development and Alumni Relations, Community College of Baltimore County Denise Smith , Major Gift Officer, Morgan State University Sandra Yates , Sr. Director of Advancement Operations & Donor Relations, Morehouse College

Thursday, July 23 (continued)

1 p.m. – 2:15 p.m.	Rethinking Corporate Collaborations: Leveraging the Moment Moderator: Rob Henry , Vice President, Education, Council for Advancement and Support of Education (CASE) Robert Winfree , Director of Regional Operations for Customer Service & Engagement, Discover Financial Services Mellanie Kai Lassiter , Senior Manager, Corporate Relations, Pepco Holdings Myoshi Aubain , Plant Manager, DuPont Terrance Bowman , Executive Director, Technology for Social Good, Diversity & Inclusion, JPMorgan Chase Ayana Pilgrim-Brown , Manager, Diversity Recruiting Strategy, Vanguard
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:15 p.m.	Developing your Fundraising Plan Moderator: Adrienne Lance Lucas , President, Lance Lucas & Associates Carme Williams , CFRE Vice President of Development, Prairie View A&M University Ken Westary , Vice President for Institutional Advancement, Community College of Baltimore County Dr. Harriet Frink Davis , Vice Chancellor for University Advancement, Fayetteville State University
3:15 p.m. – 3:30 p.m.	Break
3:30 p.m. – 4:15 p.m.	University and Alumni Association Engagement Strategies in the midst of COVID-19 Moderator: Marcus Burgess , Vice President for Institutional Advancement, Claflin University Dr. Marcia Taylor , Executive Director for Alumni Relations, Delaware State University Tyler Davidson , Director of Development, Stillman College Brandon Brooks , Assistant Vice President for Institutional Advancement, Langston University Carla Henry Hopkins , Director for Alumni Engagement, Bowie State University
4:15 p.m. – 4:30 p.m.	Break
4:30 p.m. – 5 p.m.	Virtual Concert Regina Belle , Academy Award-winner and Multi Grammy-winning singer
5 p.m.	10th Anniversary Flashback Moderator: LaShawne Pryor , Director, Major Gifts, Delaware State University Dr. Vita Pickrum , Vice President for Institutional Adv./ President of Delaware State University Foundation Felicia Murphy-Phillips , CFRE, Senior Leadership Gifts Officer, Morehouse College Enid Wallace Simms , Public Affairs Manager, Delmarva Power Mautra Jones , Vice President for Institutional Advancement and External Affairs, Langston University Rosalind Muchiri , Director of Major Gifts, Bowie State University Joyce Brown , Director, Alumni Relations, Morgan State University
	Closing Remarks



SPEAKERS



TONY ALLEN, PH.D.

President, Delaware State University

Committed to a vision of making Delaware State University the most diverse, contemporary HBCU in America, Tony Allen became the University's 12th President on January 1, 2020. He succeeded Dr. Wilma Mishoe, the first female chief executive in the institution's history.

Previously, Tony led the corporate reputation group at Bank of America and was responsible for developing programming to influential media elites, national social justice advocates, academics and elected officials and their staff at federal and local levels. He was also responsible for ongoing reputation analysis and related research; led communications for the bank's Consumer, Commercial Banking, and Wealth Management businesses; and co-chaired the Global Marketing & Corporate Affairs Diversity & Inclusion Council. He started his financial services career as an Executive Vice President at MBNA America.

Tony had previously served as Delaware State University's Executive Vice President and Provost since July 2017. As Chief Academic Officer of the nation's #4 public HBCU (as ranked by US News & World Report), he led a faculty of more than 220 professors in 18 academic departments, serving over 5,000 undergraduate and graduate students.

In two-and-one-half years as Chief Academic Officer, Tony implemented a reorganization of the University's academic colleges and the professional advising unit. Under his leadership, the University has developed new impact-oriented organizations including the Center for Neighborhood Revitalization and Research and the Center for Global Africa, while materially expanding the institution's global partnerships in China, Poland, Jamaica, and across Africa.

During that period, the University's funded research portfolio increased from \$19 million to \$23 million (7th among HBCUs) and the institution's chartered Early College High School graduated its first two classes, sending 52% of those students to Delaware State University with an average of 40+ college credits already earned.

He holds a 1993 Bachelor of Arts Degree in Political Science from the University of Delaware and a 1998 Master's Degree in Public Administration in Nonprofit Management and Community Development from the Austin W. Marxe School of Public and International Affairs, Baruch College (CUNY). He completed his academic journey at the University of Delaware's Joseph R. Biden Jr. School of Public Policy and Administration by earning a 2001 Ph.D. His dissertation was on "Devolution and Intergovernmental Decision-Making: The Delaware Welfare Reform Experience."



SPEAKERS



MYOSHI AUBAIN

Plant Manager, DuPont

Myoshi Aubain is the Plant Manager at DuPont's largest Research & Development site in the world where she leads all of DuPont's businesses. Myoshi has worked for the DuPont company for 21 years where she has lead multiple operations businesses across the world and in Asia.

Holding degrees in both Chemistry and Chemical Engineering she is a proud alum of Delaware State University and The Pennsylvania State University.



TERRANCE BOWMAN

Executive Director, Technology for Social Good, Diversity & Inclusion, JPMorgan Chase

Terrance Bowman is the Head of Global Technology Diversity Attraction, Communities, and Inclusion for JPMorgan Chase and is responsible for collaborating with internal and external partners to develop strategies to attract diverse tech talent. In addition, he leads efforts to drive an inclusive culture for over 50,000 employees globally.

Terrance is a native of Chester, PA and a graduate of the University of Delaware (Bachelor of Electrical Engineering) and Widener University (MBA). He currently resides in New Castle, DE with his wife and two sons.



BRANDON BROOKS

Assistant Vice President for Institutional Advancement and External Affairs, Langston University

Brandon Brooks joined the Langston University family in September 2019 as Assistant Vice President for Institutional Advancement and External affairs. In this role, Brandon works with alumni and friends of the university, as well as partners with public entities, to grow academic opportunities students for LU students and support for LU faculty. In addition, Brandon assists in the oversight and growth of the Langston Oklahoma City campus.

Prior to joining the LU, Brandon, served as CEO of the Center for Children and Families, Inc. (CCFI) in Norman, OK. As only the fourth CEO in the CCFI's 50-year history, he was responsible for advancing the agency's mission to improve the lives of children through partnerships with families and communities, because every boy and girl deserves to grow up safe, nurtured and loved.

Born and raised in Houston, Texas, Brandon came to Oklahoma to attend the University of Oklahoma. After earning his degree in Public Administration, Brandon served the University of Oklahoma for nearly 15 years in several capacities including Special Assistant to the President, Director of Diversity Enrichment Programs in Recruitment Services, Development Officer for the OU College of Engineering, and Executive Director of Development for the OU College of Law.



SPEAKERS



MARCUS H. BURGESS

Interim Vice President for Institutional Advancement, Claflin University

Mr. Marcus H. Burgess is a native of Cades, South Carolina. He is a 1996 graduate of Claflin University where he earned a BS in Elementary Education and a 2000 Graduate of The Citadel, earning a MS in Education Administration and Supervision. He is currently a doctoral student at Vanderbilt University in the Peabody School of Education.

Burgess currently serves as Interim Vice President for Institutional Advancement at Claflin University, and most recently held the position of Associate Vice President for Major and Planned Gifts. Prior to his return to Claflin in 2019, Burgess served several institutions in a leadership capacity, including York Technical College in Rockhill, SC as the Executive Director for Campaigns and Strategic Initiatives; Florida Memorial University, Miami Gardens, FL, as the Vice President for University Advancement; and Voorhees College as the Vice President for Institutional Advancement.

The past two years have been very exciting for him. He has been instrumental in working with Claflin's new president to strategically align initiatives in preparation for a major fundraising campaign while also raising crucial funds for the university and establishing noteworthy partnerships with corporations, foundations, and individuals. Prior to his roles at Claflin, he helped to close a \$3.2 Million Dollar gift for Florida Memorial University, the largest in the school's history and was appointed to the CASE (Council for Advancement and Support for Education) District III Board of Directors.



SEAN D. BURNS, ESQ.

Assistant Vice President, Government Relations, Thurgood Marshall College Fund (TMCf)

Sean D. Burns, Esq. serves as the Assistant Vice President, Government Relations for the Thurgood Marshall College Fund (TMCf). An experienced government relations liaison, attorney and former congressional and gubernatorial senior staff member, Sean brings a wealth of experience, skill set and a notable track record of delivering results. Immediately prior to joining TMCf, Sean served as a Committee Counsel to Ranking Member Elijah Cummings (D-MD) with the U.S. House of Representatives Committee on Oversight and Government Reform (OGR). Sean also served as the Deputy Director of Federal Relations for former Maryland Governor Martin O'Malley (D-MD) in his Washington, D.C. office. Prior to entering law school, Sean served on the staffs of former U.S. Senators as well as a law clerk with the U.S. Senate Judiciary Committee. After graduating from law school, Sean had the privilege of serving as a judicial law clerk to the Honorable Marcella A. Holland of the Baltimore City Circuit Court. While serving as an associate attorney at the Law Offices of Peter G. Angelos, Sean was named a "Rising Star" by Maryland Super Lawyers magazine. A graduate of Frostburg State University in western Maryland, Sean earned his Juris Doctor from the Catholic University of America's Columbus School of Law.



SPEAKERS



SCOTT DALESSANDRO

Program Officer, Bill and Melinda Gates Foundation

Scott Dalessandro is a Program Officer on the Bill & Melinda Gates Foundation's Postsecondary Success strategy. His work focuses on strengthening and supporting the Frontier Set, a group of higher education institutions and partner organizations that seek to accelerate student success. Prior to joining the foundation, Scott worked for the Johns Hopkins University Bloomberg School of Public Health, managing a regional program across Southern Africa to improve the flow of HIV prevention information. A first-generation college graduate, he earned a B.A. in French and Spanish from Hope College, and Master's degrees from the University of Washington's Information School (MLIS) and the Evans School of Public Policy (MPA). Scott has lived and worked in Asia, Europe, and Africa, including as a Peace Corps volunteer teacher and teacher trainer in Bangladesh.



TYLER DAVIDSON

Director of Development, Stillman College

Tyler Davidson provides administrative support for Institutional Capacity Building. Tyler is a native Georgian and he has worked in higher education since his year as a student intern in Institutional Advancement. He received a BA in Biology from Stillman College. Tyler has developed a passion for higher education, since becoming a recipient of an endowed scholarship at Stillman College. The experience gave him a deep appreciation for the importance of a good education and it sparked an interest in donor stewardship and the need to improve the quality of life for college students; one student at a time.



HARRIET FRINK DAVIS, PH.D.

Interim Vice Chancellor for University Advancement & Executive Director of the FSU Foundation, Inc.

Harriet Frink Davis, Ph.D. joined Fayetteville State University as Interim Vice Chancellor for University Advancement and Executive Director of the FSU Foundation, Inc. She is an experienced higher education administrator and fundraising professional with more than 30 years of experience. Before returning to Fayetteville State University, she served as Vice Chancellor for Institutional Advancement at North Carolina Central University. She transformed University Advancement from an office to a division that increased private support from its alumni, friends, corporations, and foundations. Under her leadership, she increased the university's donor support by 50%, acquired record levels of giving from millennials and students, and increased corporate giving and partnerships, and internships. Davis cultivated a culture of philanthropy on campus, grew NCCU's endowment, met or exceeded annual giving goals, and launched an annual report that pays tribute to donors and alumni who established endowments.



SPEAKERS



JAIME S. FALL

Director, UpSkill America at the Aspen Institute

Jaime Fall is Director of UpSkill America at the Aspen Institute, an employer-led movement to expand opportunity for America's workers and to help our economy and communities thrive by promoting training and advancement practices to help workers progress in their careers and move into better-paying jobs.

Previously, Jaime served as Vice President for Workforce and Talent Sustainability for the HR Policy Foundation, a non-profit organization dedicated to getting America's workers educated, qualified and hired through the development of research, services and resources to better inform students, jobseekers, workers, educators and policy makers about the skills needed by large employers in today's rapidly changing workplaces.

Jaime makes his home in Sacramento, California where he moved in 2004 to serve as Deputy Secretary, Employment and Workforce Development, for the California Labor and Workforce Development Agency for Governor Schwarzenegger. Previously, Jaime spent more than a decade in Washington, DC working at the U.S. Department of Labor's Employment and Training Administration and the National Association of State Workforce Agencies.



BRIAN FLAHAVEN

Senior Director for Advocacy, Council for Advancement and Support of Education (CASE)

Brian Flahaven is senior director for advocacy for the Council for Advancement and Support of Education (CASE), the professional association for advancement professionals at all levels who work in alumni relations, communications, and development. Brian directs CASE's government relations activities and tracks federal and state legislative and regulatory issues of concern to CASE members. He also oversees CASE's college and university foundation programs.

Prior to joining CASE, Brian was the manager of government relations and public policy at the Council on Foundations. He also served as the first Public Policy and Philanthropy Fellow at the Council of Michigan Foundations and worked for former Illinois Lieutenant Governor Corinne Wood.

Brian received his bachelor's degree in political science, economics and history at the University of Illinois at Urbana-Champaign and his Master of Public Policy from the Gerald R. Ford School of Public Policy at the University of Michigan.

In 2016, Brian earned the designation of Certified Association Executive from the American Society of Association Executives. From 2011 to 2016, Brian served as an elected Advisory Neighborhood Commissioner representing the southeastern Capitol Hill neighborhood in Washington DC.



SPEAKERS



AMY GOLDSTEIN

**Assistant Vice President, Organizational Advancement
Council for Advancement and Support of Education (CASE)**

As Assistant Vice President, Organizational Advancement for the Thurgood Marshall College Fund, Amy D. Goldstein brings nearly 30 years of experience in the non-profit community, on the national, international and local levels. Throughout her career, Amy has created effective messages that have told the story of an agency's work, its impact and its vision to improve the world.

At TMCF she is responsible for member-school capacity building initiatives, as well as relations with major foundations and partners supporting TMCF core programs. In this role, she has written papers on HBCU retention, enrollment and prior learning assessment. Amy also supports the operations of CAO, engaging with each CAO-supported Center and faculty researchers.

Born in Detroit, Amy grew up with a deep appreciation of the importance of history and culture to diverse communities, as well as with a strong legacy of activism. Earning a BA in Middle East History and Politics from the University of Michigan in Ann Arbor, and an MA in Cultural History from the Jewish Theological Seminary, Amy put her training to work in a variety of agencies including the Anti-Defamation League, Hadassah, B'nai B'rith International and AIPAC. In each position, she reached out to traditional and non-traditional partners, achieved seemingly "unachievable" goals and supported this work with strategic fundraising.

Moving to Houston at the end of 2005, Amy worked for a variety of local groups helping them to meet their goals in outreach and development – including as the Executive Director of the Houston Housing Resource, non-profit serving families living in public housing communities throughout the city. For three years, she led this small non-profit that helped low-income families living in public housing – successfully expanding its program and support base.

Amy is lives in Houston, TX with her daughter.



DARYL GRAHAM

Senior Vice President of Philanthropy, Strada Education Network

As senior vice president of Philanthropy, Daryl A. Graham oversees Strada Education Network's strategic philanthropic investments and overall grant management efforts.

Prior to joining Strada in 2017, Graham spent 15 years with JPMorgan Chase & Co., in Wilmington, Del., serving more than a decade as vice president and relationship manager where he identified grant-making, sponsorship and volunteerism opportunities for the firm.

His background also includes accounting and auditing positions at J.P. Morgan Chase & Co., ConocoPhillips and General Electric.

He has served on a variety of nonprofit boards, including the Philanthropy Delaware Board of Directors, which he chaired. Graham has been honored for his leadership with the YMCA Black Achiever in Business and Industry Award, the H. Fletcher Brown Leadership Award and the Community Reinvestment Act Leadership Award. Graham is a graduate of Morgan State University in Baltimore.



SPEAKERS



WILLIAM D. HANSEN

President and Chief Executive Officer, Strada Education Network

As Strada Education Network President and CEO, William D. “Bill” Hansen leads a national social impact organization dedicated to helping all students build more purposeful pathways to and from postsecondary education and into rewarding careers. Strada’s research, grant-making and strategic investment, and network of affiliates support on-the-ground solutions to help learners, institutions, employers, and communities.

Prior to joining Strada in July 2013, he worked for 15 years in the public sector, including serving as U.S. Deputy Secretary of Education, and 20 years in the education business and nonprofit sectors where he served as president of several education related businesses and associations. He has also served as a director and trustee on several public and private companies and non-profit education institutions, charities and commissions.



ROB HENRY

Vice President, Education, Council for Advancement and Support of Education (CASE)

Rob Henry is vice president of education at CASE where he is responsible for creating an overall global strategy for achieving CASE’s vision and mission related to talent management and for guiding conference programming, diversity/inclusion initiatives, research, and the CASE Library.

Formerly an active CASE volunteer speaker and adviser, Rob joined the CASE staff in 2006 as head of emerging constituencies, later adding the responsibility for online educational programs. He previously held advancement management positions at Yale University, the University of Connecticut Foundation and Michigan State University.

Rob is a graduate of Murray State University and has a master’s degree from Eastern Michigan University. In 2006, he received the prestigious CASE Crystal Apple Award for Teaching Excellence.



DR. MICHELLE S. HITE

Associate Professor, Spelman College

Dr. Michelle S. Hite is an associate professor in the English Department at Spelman College where she also serves as the director of the Ethel Waddell Githii Honors Program. Her teaching and research interests in death and mourning in African American Culture, Southern Studies, and Toni Morrison support the Literary and Textual Studies concentration in the major.

Dr. Hite’s most recent meditation on Toni Morrison appeared in the Atlanta Journal Constitution after the author’s passing. She can also be heard discussing the cultural impact of Morrison’s loss in conversation with NPR’s Rose Scott. Dr. Hite’s manuscript, Toni Morrison and Portraits of Human Richness is currently under-contract with McFarland Press.



SPEAKERS



CARLA HENRY HOPKINS

Director for Alumni Engagement, Bowie State University

Carla Henry Hopkins, is a twenty-five year higher education professional that has served in student affairs, academic affairs and university administration roles. Currently she serves as the Director of Alumni Engagement in the Institutional Advancement Division of Bowie State University and manages an alumni engagement portfolio of 30,000 + alumni. A trained and certified diversity and inclusion educational professional; Ms. Hopkins applies that lens to the work of alumni engagement in an effort to ensure that alumni across cultural identity lines find their lifelong attachment to their alma mater. Ms. Hopkins received her education from Wilberforce University and The National Multicultural Institute.



DANETTE HOWARD, PH.D

Sr. Vice President and Chief Strategy Officer, Lumina Foundation

Danette Gerald Howard, Ph.D., is Lumina's senior vice president and chief strategy officer. Howard oversees several of the foundation's strategies aimed at increasing the number of adults who have college degrees, certificates, and other credentials of value, including state and federal policy outreach. She also leads Lumina's efforts to mobilize and engage businesses, communities, colleges and universities, and other actors with stakes in education and training after high school.

Before joining Lumina, Howard served as secretary of higher education in Maryland, leading the Maryland Higher Education Commission. In that role, she oversaw Maryland's statewide financial aid program, approved new academic programs and institutions seeking to operate in the state, and advised the governor and legislators on higher education policies and initiatives.

A nationally regarded analyst and leader, Howard previously served as director of research and policy analysis at the Maryland Higher Education Commission. She also served as assistant director of higher education policy at the Education Trust in Washington, D.C.; as a researcher at the University of Maryland, College Park; and as a student affairs administrator and admissions counselor at the University of Maryland, Baltimore County.

Howard earned her bachelor's degree with highest distinction from Howard University, where she serves on the board of trustees. She also holds a master's degree from the Harvard Graduate School of Education and a doctorate in higher education policy from the University of Maryland. In 2015, she was honored with Howard University's Distinguished Alumni Achievement Award for her outstanding success and national distinction in the fields of education and policy.



SPEAKERS



MAUTRA STALEY JONES

Vice President for Institutional Advancement and External Affairs, Langston University

Through her educational, community, and organizational experience, Mautra Staley Jones is known as one of Oklahoma's youngest thought leaders. She advances and elevates each institution she touches.

Mautra serves as Vice President for Institutional Advancement and External Affairs at historic Langston University. She leads the LU Oklahoma City campus as site administrator. She is also executive director of the LU Foundation.

She has been appointed by Governors Kevin Stitt and Mary Fallin as a board director for the Oklahoma Office of Juvenile Affairs, a commissioner for the Oklahoma Merit Protection Commission, and served as a member of the Oklahoma standards steering committee. OKC Mayor David Holt appointed her to the Civic Center Foundation board.

Mautra has held numerous offices with philanthropic and civic groups, earning multiple accolades within a broad assortment of agencies. The Journal Record has honored her as one of fifty women making a difference in the state of Oklahoma for the past two years. The 2018 Women of Color Expo presented by Perry Publishing and Broadcasting named her Woman of the Year. She has been recognized as an Achiever Under 40 by The Journal Record, OKC Biz and Oklahoma Magazine. She has served as a board director for Rotary Club 29, the Oklahoma County Bar Auxiliary, Black Liberated Arts Center, Inc., Storm Inc., and Metro Technology Centers Foundation. She is a member of Alpha Kappa Alpha Sorority, Inc., board of advisors for the Greater Oklahoma City Chamber of Commerce; a Salt and Light Leadership Fellow and a graduate of Leadership Oklahoma City, Class XXIX. Mautra is a member of MSI Aspiring Leaders, a program developed by the Rutgers Center for Minority Serving Institutions, which prepares the next generation of MSI presidents.



MELLANIE KAI LASSITER

Senior Manager, Corporate Relations, Pepco Holdings

As Senior Manager of Corporate Relations for Pepco Holdings, Lassiter oversees the company's ongoing philanthropic and corporate citizenship efforts. Based in Washington, D.C., Pepco Holdings employs more than 4,600 people, owns more than \$21 billion in assets and generates approximately \$4.8 billion in annual revenues. Pepco Holdings serves 2 million customers as the parent company of Pepco, an electric utility serving Washington, D.C., and suburban Maryland; Delmarva Power, an electric and gas utility serving Delaware and the rest of the Delmarva Peninsula; and Atlantic City Electric, an electric utility serving southern New Jersey. Pepco Holdings is a subsidiary of Exelon Corporation, one of the nation's leading energy services companies. Exelon is headquartered in Chicago and trades on the NYSE under the ticker EXC.



SPEAKERS



ADRIENNE LANCE LUCAS

Senior Manager, Corporate Relations, Pepco Holdings

Adrienne Lance Lucas earned an MBA from Harvard University and graduated with honors from Spelman College, earning a B.A. degree in economics. She chose to pair her educational foundation by honing her skills in strategic planning, fundraising development, and operations. Founded in 2002, Lance Lucas & Associates (LLA) is a boutique consulting firm specializing in working with HBCUs as an implementation partner, helping to bring the leadership team's strategic vision to reality. Adrienne is a member of numerous organizations, including Delta Sigma Theta Sorority, Inc., and The Links, Inc. She looks forward to resuming her travels, visiting luxury spas, and game nights with friends playing spades. She lives in Atlanta and is a published author.



WILLIAM F. L. MOSES

Sr. Vice President Advancement, Strategic Development and External Affairs, The Kresge Foundation

William F. L. Moses serves as managing director for The Kresge Foundation's Education Program, which supports postsecondary access and success for low-income, first-generation and underrepresented students. The key architect of Kresge's education programming, Bill leads the team's continuum of domestic and international grant activities from developing program strategy, reviewing preliminary ideas, and helping grantees develop proposals or initiatives, to awarding funding and monitoring existing grants. Since his arrival at Kresge, Bill has served as a program officer and senior program officer, was instrumental in developing Kresge's Green Building Initiative and has spearheaded the foundation's grantmaking in South Africa.

Before joining Kresge, Bill served as executive director of The Thomas J. Watson Foundation in Rhode Island and as a senior analyst at the Investor Responsibility Research Center in Washington, D.C. He also worked as a research officer at TechnoServe and held various administrative positions in Alaska's state legislature and the federal government, including the U.S. Embassy in Cape Town, South Africa.

A graduate of Claremont McKenna College, Bill holds a master's degree in international relations from Yale University. He is the author of "A Guide to American State and Local Laws on South Africa" and co-author of "Corporate Responsibility in a Changing South Africa." He was the co-chair of the seven-foundation Partnership for Higher Education in Africa and serves on the steering committee of the Africa Grantmakers' Affinity Group, an organization he co-founded. He also is a member of the National Advisory Board of The College Promise Campaign.



SPEAKERS



ANGELA L. MINNIEFIELD, M.P.A.

**Sr. Vice President Advancement, Strategic Development and External Affairs
Charles R. Drew University of Medicine and Science**

For over twenty-five years, Angela Minniefield has been dedicated to health professions education access and to equitable healthcare accessibility for underserved and underresourced communities. Since April 2012, Angela has served as Vice President Advancement, Strategic Development and External Affairs at Charles R. Drew University of Medicine and Science (CDU) where she directs and oversees the University's fundraising, communications, and government and public relations activities. Since arriving to CDU, Angela and her team have raised gifts and investments totaling over \$32 million. Angela, previously held several leadership positions at the California Office of Statewide Health Planning and Development (OSHPD), where she advanced State policy and program efforts to increase communities of color representation in health professions and to increase access to healthcare.



TAMARA S. NASH

Vice President, Development & Strategic Partnerships at Complete College America

Ms. Tamara Susan Nash is the Vice President, Development & Strategic Partnerships at Complete College America. She has had an extensive career as a leader in postsecondary education administration, community relations, corporate and nonprofit partnerships, civic engagement, and grants management. She recently returned to the Georgia-Pacific Foundation/Community Affairs as a contractor/consultant (January 2019-January 2020), coordinated an award-winning signature education partnership with an Atlanta Public School for which she served as the first project manager in 1997, assisted management of the GP employees children's scholarship program, coordinated GP's 30th Habitat for Humanity Build project, and managed GP's United Way Employee Engagement Campaign; reviewed and processed grant proposals, and assisted management of charitable contributions



AYANA PILGRIM-BROWN

Manager of Diversity Recruiting Strategy, Vanguard

Ayana Pilgrim-Brown is an experienced recruiting leader, career educator and certified coach committed to advancing diversity, equity and inclusion. She holds an MBA in Human Resource Management from Clark University and has years of experience connecting diverse talent to Fortune 100 companies. A proud educator, she served as Adjunct Professor at Temple University's Fox School of Business. Ayana is currently Manager of Diversity Recruiting Strategy at Vanguard where she has oversight to enterprise wide diversity recruiting efforts including HBCU engagement. She is thrilled to be a member of the Delaware State University School of Business Advisory Board.



SPEAKERS



VITA PICKRUM, ED. D, CFRE

**Vice President of the Division of Institutional Advancement, Delaware State University
President, Delaware State University Foundation**

Dr. Vita Pickrum serves multiple roles at Delaware State University as the Vice President of the Division of Institutional Advancement, the President of the Delaware State University Foundation, and as of January 2020 Chair of the 12th President's Transition Team. Dr. Pickrum joined the University in 2008, and since that time has held several leadership positions. She is responsible for overseeing all private fundraising for the University, alumni relations, development, and donor relations. Under her leadership, both private fundraising and alumni participation have substantially increased.

Dr. Pickrum has established strategic public and private partnerships that have yielded significant financial support for the University. Dr. Pickrum serves on the President's Administrative Council and is the staff lead for the Delaware State University Board of Trustees' Innovation and Sustainability Committee. Also, Dr. Pickrum oversees the management of the University's Endowment Investment Managers. Dr. Pickrum is the founder of the HBCU Philanthropy Symposium – celebrating its 10th year, a convening of HBCUs, that has grown to include Community Colleges and Minority Serving Institutions.

In 2020, Dr. Pickrum was appointed to the Association of Governing Boards Council of Foundation Leaders. In 2020, Dr. Pickrum was elected as the Vice-Chair of the newly established CASE Committee on College and University Foundations (previously the National Committee on Institutionally Related Foundations).

In 2018, Dr. Pickrum received an appointment to the Council for the Advancement and Support of Education (CASE) Board of Trustees. Of particular note, also in 2018, Dr. Pickrum was recognized with the 2018 Professional of the Year Award from CASE, District II, out of 700 professionals. She also served as an appointed member of the CASE Commission on Philanthropy.

In 2017, the Delaware Alliance of Nonprofit Agencies (DANA) and the Delaware Community Foundation (DCF) elected Dr. Pickrum to each of their Board of Directors, and recently was appointed for second terms on each organization's Board. Her professional career includes working for a United States Senator, owning small businesses, working in Higher Education, and consulting to non-profit organizations.

Dr. Pickrum earned a Doctorate in Educational Leadership from Delaware State University in May 2016 and has a Master of Science degree and a Bachelor of Science degree from Howard University and numerous certificates of achievement. She serves as a Peer Reviewer for the Middle States Commission on Higher Education and is a member of the MSCHE Appeals Board. She was a co-presenter at the 2019 MSCHE Annual Conference. Dr. Pickrum is a Certified Fund-Raising Executive (CFRE) since 2014, as designated by CFRE International.



SPEAKERS



DR. SALLY ROCKEY

Executive Director of the Foundation for Food and Agriculture Research

Dr. Sally Rockey is the inaugural Executive Director of the Foundation for Food and Agriculture Research. Prior to this role, Dr. Rockey was a leader in federal research, overseeing the operations of the extramural research programs in both agriculture and biomedicine. She spent almost twenty years with the U.S. Department of Agriculture where she held several positions within the Cooperative State Research, Education, and Extension Service including head of Competitive Research Grants and Chief Information Officer. From there she spent eleven years with the National Institutes of Health as NIH Deputy Director for Extramural Research, where she led the operations of the world's largest extramural research program.

Returning to her roots in agriculture, she has seen FFAR through its startup phase and witnessed it grow into a significant force in the agriculture research community through the development of innovative private/public research partnerships. Dr. Rockey received her Ph.D. in Entomology from the Ohio State University and did postgraduate work at University of Wisconsin. She has devoted her career to improving people's lives through research and continues this mission today.



VICTOR M. SANTOS II

Senior Director of Government Relations at the Thurgood Marshall College Fund (TMCf)

Victor Santos is the Senior Director of Government Relations at the Thurgood Marshall College Fund (TMCf), where he has served since 2018. While at TMCf, Victor has helped TMCf lead the way in advocacy efforts to increase Title III funding for three consecutive years, pass the FUTURE Act which secured \$2.55 billion in permanent funding for HBCUs and MSIs and deliver over \$1 billion in Covid-19 relief funds for HBCUs and MSIs.

Prior to working at TMCf, Victor was the Director of Government Relations at Delaware State University overseeing the legislation that created the INSPIRE Scholarship program and securing record state capitol investment for the university – including \$10 million in funding for the Optical Science Center for Applied Research (OSCAR) Building.

Victor began his career working in the Office of US Senator Thomas R. Carper (D-DE) and holds a Bachelors of Arts degree from the University of Delaware and a Master of Public Administration from the Biden School of Public Policy and Administration at the University of Delaware.



ROB SENTZ

Chief Innovation Officer, Emsi

Rob Sentz is the chief innovation officer at Emsi, where he leads in furthering Emsi's vision through new and updated products for higher education, economic development, workforce planning, and human resources.

Prior to his current position, he served as Emsi's vice president of marketing from 2006 to 2014, managing a staff of writers and designers in producing newsletters, articles, white papers, and other materials on a broad range of economic and labor market topics. Sentz is a Forbes contributor and has taught as an adjunct faculty member at NYU School of Professional Studies in New York City.

Sentz holds a bachelor's degree from Lynchburg College and a master's degree from the University of Idaho in environmental science.

SPEAKERS



KENNETH E. SIGMON, JR.

Vice Chancellor for University Advancement, North Carolina A&T State University

Prior to joining North Carolina A&T, he served as Vice President of Development at the Oklahoma State University Foundation, as well as Associate Vice Chancellor for University Development at North Carolina State University in Raleigh, NC. He joined the University from The North Carolina Textile Foundation where he served as Executive Director. He left his alma mater, The Citadel, as Deputy Executive Director and Chief Operating Officer of The Citadel Foundation, having joined that organization as the Director, Alumni Annual Fund and Donor Relations. Prior to joining The Citadel Foundation staff, he served in the U.S. Air Force and held positions with Merrill Lynch, one of the world's leading financial management and advisory companies, and Roadway Services, a global logistics and transportation provider.

Ken has successfully led capital campaigns ranging from \$100 million to \$1 billion. His diverse professional background in development and foundation management includes campaign management, annual giving programs, volunteer management, corporate and foundation giving, leadership and major gifts, stewardship and donor relations, investment and grant management, advancement services, communications and public relations.

Ken and his wife Alison have two children – Emily and Ethan. A native North Carolinian, Ken is a 1985 graduate of The Citadel with a Bachelor of Science degree in Business Administration and completed his Masters in Business Administration from The Citadel in 1994.

Ken's civic and professional activities include service as a Former Trustee, The National Multiple Sclerosis Society, Mid-Atlantic Chapter, former Chair, Development Committee, The National Multiple Sclerosis Society, Mid-Atlantic Chapter, former Co-Chair, The Loyalty Fund, First Baptist Church School, Member, Frontier Chapter of Rotary International, George F. Hixson Fellow, Kiwanis International, Distinguished Past President, Kiwanis Club of Charleston, Co-Chair, The Citadel Class of 1985 Reunion and Development Committee, Member, Council for the Advancement and Support of Education (CASE), Life Member, The Citadel Alumni Association.



DENISE A. SMITH

Major Gift Officer, Morgan State University

Denise Alexander Smith, comes to Morgan State from Radio One, Baltimore after 13 years as a Senior Account Manager. She was responsible for developing, servicing and maintaining numerous advertising and promotional partners for 4 radio stations that serviced the Baltimore market. Her successful relationships, resulted in a book of business exceeding, \$1,000,000 annually. Her client base included national accounts such as AT&T, Nissan, Lowes, Home Depot McDonald's and Taco Bell, in addition to area and local businesses. Prior to that, Denise was an Account Manager for Baltimore's number one Country music radio station, WPOC-FM

A proud graduate of Morgan, with a B.S. degree in Business Administration, in 1973, Denise joined the Morgan State University family, where she currently serves as a Major Gift Officer in the Office of Development. She works primarily with Morgan's Alumni and Advisory Boards from the College of Liberal Arts, the School of Community Health and Policy and the School of Global Journalism and Communications.

Denise is a native of Greensboro, NC, and currently resides in Baltimore County.



SPEAKERS



ED SMITH-LEWIS

Executive Director, Institute for Capacity Building, United Negro College Fund

Ed is the executive director of UNCF's Institute for Capacity Building, a team dedicated to supporting the resiliency of HBCUs by improving their institutional effectiveness, academic competitiveness, and financial viability. Ed develops and directs multiple continuous improvement programs through ICB, including the Career Pathways Initiative, which engages institutions in transformative practices to improve institutional and student learning and career outcomes.

Before joining UNCF, Ed had a myriad of professional experiences, ranging from nonprofit management to strategic consulting, working at the Bill & Melinda Gates Foundation, Howard University, and McKinsey & Company. Ed is a proud graduate of Morehouse College.



MELINDA SPAULDING

Vice President, University Advancement, Texas Southern University

Melinda Spaulding is vice president of the University Advancement Division at Texas Southern University. She directs TSU's development and alumni relations departments along with KTSU Radio-90.9 FM/The Choice. Spaulding is a member of the President's Cabinet, the University's administrative governing board.

Spaulding, an Emmy Award-winning journalist, was a member of Houston's KRIV-TV/Fox 26 news team for 13 years, co-anchoring Fox 26 News at Noon before being named co-anchor of the prime-time evening and night news broadcasts. She was a reporter and anchored morning updates at WGNO-TV, the ABC news affiliate in New Orleans. Spaulding was awarded an Emmy for Best Spot News Coverage and named Best Spot News Reporter for her work at WGNO by the regional Associated Press. Spaulding started her journalism career in New York as a member of the launch team for Entertainment Weekly Online and as the first editor-in-chief of Essence Online. She went on to become a writer and morning news producer at KTLA-TV in Los Angeles, winning the Best News Writing award from the regional Associated Press.

Spaulding, a native of New Jersey, is a graduate of Howard University. She is a former board member of Family Houston and served on the advisory board for Pro Vision, Inc., an open-enrollment charter middle and high school in the Sunnyside community. She started the Dream Journal Academy to provide journals to area school children so they can write about their passions and dreams to bolster their education and personal aspirations. Spaulding and her husband, Felix Chevalier, are the proud parents of a daughter, Landon and a son, Felix.



SPEAKERS



DR. YOLANDA WATSON SPIVA

President, Complete College America (CCA)

Dr. Yolanda Watson Spiva's nearly 25-year career in postsecondary education spans a range of executive leadership, general management, public affairs, operations and academic officer positions. She currently serves as the President of Complete College America (CCA), a national nonprofit organization which serves as a bold national advocate for dramatically increasing college completion rates and closing equity gaps by working with states, systems, institutions and partners to scale highly effective structural reforms and promote policies that improve student success.

Dr. Spiva is the former President & CEO of College Success Foundation (CSF), a national non-profit college readiness, access, success, and scholarship organization headquartered in Bellevue, Washington, which served nearly 12,000 low-income students, annually. Prior to joining CSF, Dr. Spiva served as CEO/Executive Director of Project GRAD Atlanta Inc., a not-for-profit organization based in Atlanta, GA, which served as a strategic partner to the Atlanta Public School District as well as hundreds of colleges and universities across the nation to increase the number of low-income, first generation, metropolitan Atlanta students of color graduating from high school and college. Prior to Project GRAD, she was assistant dean at Trinity College in Washington, DC. Dr. Spiva has also held various positions with the U.S. Department of Education in Washington, DC, and Atlanta, GA. in the Offices of Postsecondary Education, Student Financial Assistance, Policy, Planning and Innovation, and culminating with her service as Region IV Public Affairs Director in the southeast regional Office of the Secretary of Education.

Dr. Yolanda Watson Spiva earned her undergraduate degree in economics from Spelman College, her master's degree in public policy from the University of Chicago and her Ph.D. in higher education from Georgia State University. She also holds a board certification as an executive coach from the Center for Credentialing Education.



DR. MARCIA A. TAYLOR

Executive Director of Alumni Relations at Delaware State University

Dr. Marcia Taylor is the Executive Director of Alumni Relations at Delaware State University. She joined the Institutional Advancement staff in 2017 after serving for many years as a faculty member. Dr. Taylor is a three-time PRSA Silver Anvil Judge who currently uses her public relations background to enhance alumni relations. She has written for Public Relations Tactics, PR Week Magazine, and PRSAY, the blog for the Public Relations Society of America.

At DSU, Dr. Taylor developed the first public relations curriculum and chartered the first chapter of the Public Relations Student Society of America (PRSSA) in 1995. She has held offices in the Public Relations Society of America (PRSA) in Delaware and Virginia where she served as a board member while teaching graduate and undergraduate students at Norfolk State University from 2007 to 2010. In 2010, she received the Outstanding Faculty Service Award from Norfolk State University's Mass Communications and Journalism Department. In 2017, she received the Michael J. Feeney Distinguished Service Award from DSU's Mass Communications Department. The Wilmington native volunteers with her church and other non-profits who help young people succeed. In her spare time, she enjoys attending jazz concerts, writing, gardening, cooking, and repurposing items into art.



SPEAKERS



ANN-MARIE THORNTON

Director of Development and Alumni Relations, Community College of Baltimore County

As director of Development and Alumni Relations, Ann-Marie is responsible for managing The Community College of Baltimore County's annual giving, alumni relations and major gifts programs. With over 20 years of fundraising experience, Ann-Marie serves as the primary resource for cultivation and solicitation activities for individuals including alumni and friends of CCBC.

Ann-Marie is a graduate of Shippensburg University with a Bachelor of Arts Degree in Communications Journalism and a Master of Arts from Bowie State University in Organizational Communications. She serves as the chair of CASE Multicultural Advancement Professionals (MAP) and enjoys spending time with her family.



RODNEY TRAPP

Vice President for Advancement, University of the District of Columbia

Rodney Trapp is the Vice President for Advancement for the University of the District of Columbia where he services as the University's chief fundraising officer and directs work of the University of the District of Columbia Foundation. A seasoned business development and philanthropy professional, Trapp has provided senior leadership and fundraising counsel to nonprofit organizations at the forefront of education access, arts education, cultural inclusion, and poverty alleviation for over 30 years. He is a graduate of Wake Forest University with a Bachelor of Arts in Speech Communications and Theatre Arts and also holds three masters degrees. Presently, Trapp serves as an advisor to the Williams-Franklin Foundation and Beautiful Ventures - a creative social enterprise. He is also a member of: the Opportunity and Inclusion Committee in District II of CASE, the planning committee for the HBCU Philanthropy Forum and Black Benefactors – a giving circle in Washington, DC.



ANGELA VAN CROFT

Director, Foundation & Corporate Relations, United Negro College Fund

Angela has worked as the director for foundation and corporate relations for the United Negro College Fund (UNCF) since February 2013. In this role, she works collaboratively with the Foundation and Corporate Relations Division to plan, organize, and implement national fundraising strategies and campaigns for UNCF priority initiatives. Funding to support these initiatives is secured from corporations, foundations, major gifts, and national groups/organizations.

She received her MBA from The George Washington University in marketing and health care management and has worked as a fund developer for 18 years, primarily in long-term care, which is inclusive of HIV/AIDS, home and hospice care.



SPEAKERS



MARCUS D. WARD

**Vice President for Institutional Advancement, Executive Director, ASU Foundation, Inc.
Alcorn State University**

A seasoned and visionary leader focused on outcomes and impact, Marcus Ward serves as Vice President for Institutional Advancement at Alcorn State University and Executive Director of the ASU Foundation, Inc. where he has successfully led university advancement efforts including fundraising, marketing and communication, alumni relations and government affairs on behalf of America's oldest historically black land-grant university.

Ward and his team have helped Alcorn realize over \$75 Million in (including the largest private gift in history) philanthropic and public funding to support academic scholarships, operational programs, and capital improvements. Marcus career experiences have spanned the breadth of local, state, and federal service in government and higher education. He earned a Bachelor of Arts in Political Science/Pre-Law from Alcorn State University, a Master of Public Administration from the Maxwell School of Citizenship and Public Affairs at Syracuse University and studied public policy at the Woodrow Wilson School of Public and International Affairs at Princeton University.



DARRYL ANN WATKINS

Senior Program Manager, Institute for Capacity Building, United Negro College Fund

Darryl Ann Watkins has a passion for excellence and a proven track record of transforming good organizations into great ones. She serves as Senior Program Manager at the United Negro College Fund, where she is responsible for designing and executing strategic supports for HBCUs to improve their student and institutional outcomes. As a United States military veteran, Darryl Ann understands the value of discipline, hard work, and operating as an extraordinary team member. She leverages each of these qualities when propelling institutions towards transformational change.

Darryl Ann has a Bachelor of Science degree in Business Management and a Master of Science degree in Human Resource Management. She is currently pursuing a Doctorate of Ministry from the Interdenominational Theological Center. She is also a certified Six Sigma Green Belt, specializing in process improvements.



KENNETH WESTARY

Vice President of Institutional Advancement, Community College of Baltimore County (CCBC)

Since 2008, Ken has served as the VP of Institutional Advancement (IA) and Executive Director of the CCBC Foundation, Inc. Ken is responsible for leading CCBC's resource development and fundraising programs for both public and private gifts and grants. Ken and his team recently concluded CCBC's first comprehensive campaign, exceeding the 45 million goal by 24%. Before this, Ken served five years as Vice President of IA at Johnson C. Smith University in Charlotte, NC. Ken and his team successfully concluded JCSU's Pathways to Success campaign, raising over 81 million dollars. Ken also served as AVP and Director of Corporate Relations at Tuskegee University (TU). Before TU, Ken served as Director of Development at the Earl G. Graves School of Business at Morgan State University (MSU.) There, he established the Business School's Corporate and Alumni Relations Office, and launched the school's Corporate Alliance Program, and Bryson/Sawyer Executive Lecture Series. Before MSU, Ken was a Program Director in the School of Professional Studies at Johns Hopkins University.

Ken earned his B.S. degree at Towson University and MBA at the University of Baltimore. Ken is also a member of the CASE Board for Institutionally Related Foundations.

SPEAKERS



CARME WILLIAMS, CFRE

Vice President of Development at Prairie View A&M University

Carme Williams is the Vice President of Development at Prairie View A&M University, a member of The Texas A&M University System. She has served in this position since February 2018. Williams, a native of North Carolina, has more than 20 years of experience in leadership, management, and fundraising in the nonprofit arena, as well as several years of management experience from the corporate and banking industries.

Previously, Williams was the Senior Vice President for the Harris Foundation/Institute where she managed all of the fundraising efforts. The Harris is an organization that invest in community-based initiatives to support education, health, and wealth socioeconomically disadvantaged, underserved, and underrepresented populations to recognize their potential and pursue their dreams through our interactive STEAM-based programs. Prior to Harris, she was the executive director of the Houston Community College Foundation. During her short tenure at the Foundation, Carme secured a monumental gift of \$7.5 million for the Firefighter Academy at HCC and worked to increase the presence of the Houston Community College in the Texas Medical Center through the Center of Excellence of Health Science Coleman College.



DR. DEVONA E.G. WILLIAMS

President/CEO, Goeins-Williams Associates, Inc. Chair, Delaware State University Board of Trustees/ Chair, Delaware State University Foundation Board of Directors

Dr. Devona E. Williams has over 25 years of experience in the fields of public policy, planning and public affairs with corporate, government and non-profit sectors.

She is the founder of Goeins-Williams Associates (GWA), a successful performance management consulting business designed to help organizations achieve greater productivity in strategic work environments. The list of GWA clients includes AstraZeneca, Children's Hospital of Philadelphia, Christina Health Systems, the DuPont Corporation, the State of Delaware, and many others.

Dr. Williams' professional experience spans the administration of public programs, the management of corporate public relations, policy issues, strategic planning, organizational and executive leadership. Her experience also includes executive appointments with the DuPont Corporation, as well as service as a U.S. Presidential Intern with the Office of Management and Budget, NASA and the EPA.

She holds a Ph.D. in Urban Affairs and Public Policy from the University of Delaware, with specialization in social policy, program planning and analysis. Dr. Williams is a former assistant professor and instructor for the University of Delaware's School of Urban Affairs.



SPEAKERS



HARRY L. WILLIAMS

President & CEO, Thurgood Marshall College Fund (TMCf)

As a strategic thinker and visionary, Williams has announced unique global partnerships with some of the nation's most recognized corporations and brands such as The Boeing Company, Gucci, and Hennessy USA. He has also successfully reimagined long term partnerships with organizations such as Booz Allen Hamilton, Lowe's, the NBA, and Wells Fargo, cementing TMCf as the premier source of major employers seeking top diverse talent for competitive internships and corporate careers.

Under Williams, TMCf has experienced tremendous growth, exceeding previous fundraising records and receiving increased notoriety for the charitable organization founded in 1987. A prolific fundraiser, Williams secured investments of over \$20 million dollars and distributed over \$13 million in student scholarships within his first term. TMCf launched a comprehensive fundraising initiative to ensure long-term organizational vitality, securing its fiscal ability to continue working to help identify and nurture diverse students to become the next generation of global leaders.

At TMCf Williams places a strong emphasis on creating bipartisan alliances. The organization has been at the forefront leading on every significant national legislative victory for HBCUs, earning respect and trust from elected and appointed leaders on both sides of the aisle in Congress to the White House. In 2019, TMCf's number one legislative priority became law after successfully working behind the scenes to find the resources and form a coalition to see the FUTURE Act signed into law by President Trump.

In 2017, he made history becoming the first sitting university president to lead TMCf. As President of Delaware State University, Williams enjoyed a successful eight-year tenure, increasing student enrollment and forging new public/private multi-million-dollar partnerships, grants, and investments into the campus. He has received many awards and accolades for his career in higher education, and previously held senior positions at the University of North Carolina General Administration, Appalachian State University, and North Carolina A&T State University.

Dr. Williams earned his Bachelor's and Master's degrees from Appalachian State University, a Doctorate from East Tennessee State University, and is a member of Alpha Phi Alpha Fraternity, Inc. Most importantly, he is a family man. His wife is Dr. Robin S. Williams, and they are the proud parents of two grown sons, Austin and Gavin. Austin and his wife Reagan both graduated from Howard University, and Gavin is a current Howard University scholar-athlete.



SPEAKERS



BOB WINFREE

Regional Operations Director for Customer Service & Engagement, Discover

Prior to his current role, Bob joined Discover in 2013 as a Senior Manager in the Executive Office of Customer Advocacy where he was responsible for the Executive and Regulatory complaint management process for Discover. In 2016, Bob was promoted to Regional Director of Credit Operations where he was responsible for Credit Operations and Credit Dispute Resolutions.

Bob has more than 26 years of Financial Services experience, which spans across several financial institutions, including MBNA and Bank of America. He has managed call center operations in Telesales, Collections and Loyalty Marketing, and held positions as Regional Executive of Loss Prevention and Consumer Market Manager of Retail Banking Centers.

In addition to his professional endeavors, Bob is a graduate of the University of Delaware with a B.S. degree in Marketing, Bob has dedicated his time and experience to community involvement through organizations like the Boys & Girls Club, Habitat for Humanity and Communities in Schools to name a few. Currently, Bob is also serving as Executive Sponsor for the New Castle BOLD ERG (Black Organizational Leadership at Discover Employee Resource Group).



SANDRA D. YATES, CFRE

Associate Vice President of Development, Morehouse College

Yates has served the nonprofit and higher education sectors continually since 1987. Yates joined the HBCU family at Lincoln University, PA in 2002 and has managed the donor relations function since then. Yates served as AVP of Development at Lincoln University-PA, VP of OIA at ITC and AVP of Development Operations at Spelman College. Yates is an ordained AME minister, Board member of Tapestry and founding member of F3 (Fabulous Female Fundraisers). She and husband, Rev. James A. Platt, have six sons and three grandchildren. As a graduate of Wesley College, she looks forward to joining the DSU family!





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