



HBCU

PHILANTHROPY
SYMPOSIUM

2024

2024 HBCU PHILANTHROPY SYMPOSIUM

Delaware State University (DSU) hosted the 14th Annual HBCU Philanthropy Symposium June 30 through July 3, 2024, under the theme of “Our Value, Our Impact, Our Future” at the Gaylord Resort and Convention Center in National Harbor, Maryland. More than 500 participants convened for this invaluable forum aimed at advancing sustainability and transformation within the Historically Black College and Universities (HBCU) arena through a fundraising lens. Attendees included presidents, deans, Institutional Advancement leaders and staff from 56 HBCUs and other colleges and universities as well as increased representation from corporations, foundations and governmental agencies.

On Sunday, June 30, 2024, the Opening Reception welcomed participants to the Symposium and recognized Dr. Harry L. Williams, President & CEO of Thurgood Marshall College Fund (TMCf), with the Dr. Alma Adams Leadership Award for his impact in advancing HBCUs. The following morning, the Symposium opened with a powerful keynote presentation by the Honorable Alma S. Adams, PhD, US Representative (NC-12) who after noting that HBCUs provide an annual economic impact of \$15 billion and produce 40% of black engineers and 50% of black lawyers and teachers, underscored the need for the nation to strengthen its efforts to support HBCUs as well as the indispensable role that advancement professionals play in ensuring HBCUs will continue to thrive. Day One (Monday, July 1) of the Symposium also included presentations on the policy outlook for higher ed/HBCUs; an overview of the Strada Education Foundation's HBCU initiatives; Sallie Mae's research efforts on policies affecting those who left college prior to obtaining degrees (near completers); a report-out on the first-year successes of the TMCf-DSU Joint Center for HBCU Non-Traditional Completion and its future plans; strategies on how to incorporate planned giving initiatives into fundraising strategies and an overview of The Walt Disney Company's efforts to strengthen HBCU engagement.

Day Two (Tuesday, July 2) began with a keynote from Rodney Oddoye, Director of External Affairs at Pepco Holdings/Delmarva Power, that featured highlights from the utility giant. The program continued with updates on the nation's efforts to advance HBCUs from President Biden's Board of Advisors on HBCUs Chair and DSU President Tony Allen, PhD and White House Initiative on HBCUs Executive Director Dietra Trent, PhD; an overview of the CHIPS for America Act by Richard-Duane Chambers, Associate Director for Integration and Policy at CHIPS R&D, to promote investments and research in semiconductor technology; a panel discussion with HBCU presidents and The Kresge Foundation; a closer look at United Airlines' efforts to support HBCUs and the next generation of pilots; the announcement of the 2023 HBCU Innovative Solutions Initiative pitch competition winner; and a panel discussion on how HBCUs can better strengthen and leverage corporate partnerships. Dr. Vita Pickrum, Vice President of Institutional Advancement at DSU, was also recognized for her contributions to the HBCU community and philanthropic sector at large as the founder of the annual HBCU Philanthropy Symposium and organizer of this conference over the past 14 years.

Day Three (Wednesday, July 3) brought attendees together to discuss pertinent fundraising and philanthropy topics with peers and to learn more about Strada's and its partner organizations, CAEL and InsideTrack's efforts to ensure student success. Funding opportunities from the federal government were also featured for the first time at the Symposium through a session led by White House Initiative for HBCUs Deputy Director Naeem Jenkins-Nixon and including US Department of Energy Program Manager Trina Bilal and representatives from NASA, USDA and Air Force. Additional agencies, including the Department of Commerce, Department of Education, Department of Labor, FAA, GSA, NEA and NIH, were also on hand to meet with attendees.

Additionally, breakout sessions on Days One & Two provided opportunities for fundraising professionals to share and discuss best practices in the areas of campaigns, planned giving, advancement communications, brand management and collaboration with academic deans among other topics. Special sessions were also held by Diageo and Strada Education Foundation to strengthen relationships with the HBCUs they support and by Getty Images to introduce the company's efforts to preserve and monetize HBCU history.

The 2024 HBCU Philanthropy Symposium was made possible through the generous support of its sponsors: Delmarva Power, United Airlines, Delaware State University Foundation, Diageo, Thurgood Marshall College Fund, The Kresge Foundation, Strada Education Foundation, Sallie Mae, TD Bank, Barber & Associates LLC, Capital One, Cisco Systems, Disney on the Yard, Fulbright Scholar Program, MPK&D, Vanguard, YMCA Boys and Men of Color Initiative, Blackbaud, TIAA and Pete du Pont Freedom Foundation.

2024 HBCU PHILANTHROPY SYMPOSIUM HIGHLIGHTS

PARTICIPANT Breakdown

- 510 Registrants
- 56 HBCUs
- 6 Minority Serving & Other Higher Education Institutions
- 34 Corporations
- 23 Nonprofits & Associations
- 16 Governmental Agencies
- 7 Private Foundations

CONTENT Over 3 Days

- 17 General & Panel Sessions
- 12 Breakout Sessions
- 3 Special Sessions for Presidents & Philanthropic Leaders
- 2 Roundtable Sessions
- 2 Sponsor Cohort Sessions & 1 Special Session
- 2 Game Nights
- 1 Networking Reception
- 1 Federal Agency Panel and 1 Meet and Greet
- 1 Pitch Competition

2023 HBCU Innovative Solutions Initiative Winner

Connie L. Cochran

I Love My HBCU Day of Giving

CONTENT Snapshot

- Policy Outlook for Higher Education & HBCUs
- Federal Government and Corporate Funding Opportunities
- Strategies for Building A Planned Giving Program
- Aviation Pathways and Opportunities for HBCUs
- Professional Development in the Advancement field

Award Recipients

- Dr. Alma S. Adams HBCU Leadership Award: Dr. Harry L. Williams, President & CEO, Thurgood Marshall College Fund
- Advancement Leader Awards:
Angela L. Minniefield; Senior Vice President, Advancement & Operations and Chief Operating Officer, Charles R. Drew University of Medicine and Science

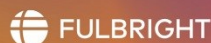
Rodney Trapp, Vice President for Advancement, University of the District of Columbia and Executive Director, UDC Foundation, Inc.

- Corporate Partner Award:
The Walt Disney Company



To view more photos, visit:
<https://www.hbcusymposium.com/about/recent-symposiums>

THANK YOU TO OUR 2024 SPONSORS!



**SAVE THE DATES FOR
 NEXT YEAR'S SYMPOSIUM:
 JULY 6—JULY 10, 2025**