

9th Annual
HBCU



PHILANTHROPY
SYMPOSIUM

2019

July 22 – 25
Dover, Delaware

Premier Sponsor

THE
KRESGE
FOUNDATION



9th Annual

HBCU

PHILANTHROPY
SYMPOSIUM

2019

Founder's Message



Dear Advancement Leaders,

Welcome to the 9th Annual HBCU Philanthropy Symposium. This event has become the “must-attend” gathering of Advancement leaders from Historically Black Colleges and Universities (HBCUs). This year’s theme “Bridging Advancement and Student Success” was selected to emphasize the importance of collaboration between advancement and academics to impact student success.

I’m excited that the Symposium has grown to become a convener of national organizations including the Kresge Foundation, Complete College America, Bill and Melinda Gates Foundation, Strada Education Network, the Thurgood Marshall College Fund, United Negro College Fund, Council for Advancement and Support of Education and many others who share our mission of preparing students for success. As Advancement leaders, we are the lifeblood of our institutions as we strive to support our shared mission to graduate highly capable students.

There are many challenges facing Higher Education institutions, in particular, HBCUs. These challenges, if not addressed, endanger the dream of a college degree becoming a reality for many. Your attendance at the HBCU Philanthropy Symposium shows your commitment to ensuring that our institutions remain a viable force in higher education.

You will return to your institutions with new fundraising strategies, partnerships, and reinvigoration to set the path forward for growth and sustainability of your institution. Enjoy the Symposium and know that your presence here is the first step in aligning with leaders who have the drive, knowledge, and resources to help you grow in philanthropy.

Thank you to all our sponsors and partners. Your support of the Symposium continues to prove the value of HBCUs.

Yours in Philanthropy,

A handwritten signature in blue ink that reads "Vita Pickrum". The signature is fluid and cursive.

Vita Pickrum, Ed.D., CFRE
Founder, HBCU Philanthropy Symposium
Vice President, Institutional Advancement,
President, Delaware State University Foundation



THE 2019 HBCU PHILANTHROPY SYMPOSIUM WELCOMES CONGRESSIONAL DELEGATES, UNIVERSITY PRESIDENTS AND NONPROFIT PRESIDENTS



DR. ALMA S. ADAMS
12th Congressional District of North Carolina
United States House of Representatives



LISA BLUNT ROCHESTER
Delaware's At-Large Congressional District
United States House of Representatives



DR. WILMA MISHOE
President, Delaware State University



DR. BRENDA A. ALLEN
President, Lincoln University (PA)



DR. GEORGE T. FRENCH, JR.
President, Clarke Atlanta University



DR. QUINTON T. ROSS, JR.
President, Alabama State University



DR. YOLANDA WATSON SPIVA
President, Complete College America (CCA)

Keynote Speakers



DR. ALMA S. ADAMS
12th Congressional District
of North Carolina
United States House of Representatives



MR. DAVID K. SHEPPARD, ESQ.
Senior Vice President, General Counsel,
and Chief of Staff
Thurgood Marshall College Fund



MR. BRIAN FLAHAVERN
Senior Director of Advocacy
Council for Advancement and Support of
Education (CASE)



DR. EDWARD SMITH
Program Officer
The Kresge Foundation



MR. DARYL GRAHAM
Senior Vice President of Philanthropy
Strada Education Network



MR. JEFF SMITH
Manager of Projects & Membership
Services, National Association for
Community College Entrepreneurship
(NACCE)



MR. TOM JOYNER JR.
President & CEO
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MR. EDWARD SMITH-LEWIS
Director, Career Pathways Initiative
United Negro College Fund (UNCF)



MR. WILLIAM F.L. MOSES
Managing Director
The Kresge Foundation



DR. YOLANDA WATSON SPIVA
President, Complete College America
(CCA)



DR. LISA BLUNT ROCHESTER
Delaware's At-Large Congressional
District, United States House of
Representatives

AGENDA

Monday, July 22

8 – 9 a.m.	Pre-Conference Registration and Continental Breakfast Chesapeake Room
9 a.m. – 4:30 p.m.	Pre-Conference Workshops: Deans and Academic Leaders Co-sponsored by Council for Advancement and Support of Education (CASE) Chesapeake Room
4 – 6 p.m.	HBCU Philanthropy Symposium Registration Opens
5 – 9 p.m.	Welcome Reception

Tuesday, July 23

8 – 10 a.m.	Conference Check-in
8:30 am – 3 p.m.	Vendor Exhibitions
8 – 10 a.m.	Continental Breakfast
9 – 10:30 a.m.	Opening Plenary Ballroom A <ul style="list-style-type: none">• Dr. Vita Pickrum, Vice President for Institutional Advancement, Delaware State University• Dr. Wilma Mishoe, President, Delaware State University• Mr. William F.L. Moses, Managing Director, Kresge Foundation• Congresswoman Lisa Blunt Rochester, Delaware’s At-Large Congressional District United States House of Representatives Keynote Speaker <ul style="list-style-type: none">• Congresswoman Alma S. Adams, Ph.D., 12th Congressional District of North Carolina, United States House of Representatives, Co-chair and founder of the Bipartisan Historically Black Colleges and Universities (HBCU) Caucus
10:30 a.m.	Break

Tuesday, July 23 (continued)

10:45 a.m. – 12 p.m.	<h3>Conversation with the Funders</h3> <p>Ballroom A</p> <ul style="list-style-type: none">• The Kresge Foundation – Dr. Edward Smith, Program Officer• Bill & Melinda Gates Foundation – Mr. Scott Dalessandro, Program Officer• Strada Education Network – Mr. Daryl Graham, Senior Vice President of Philanthropy• Moderator: Dr. Devona E.G. Williams, President/CEO, Goeins-Williams Associates, Inc.
12 – 2 p.m.	<h3>Luncheon – Sponsored by the Thurgood Marshall College Fund (TMCF)</h3> <p>Ballroom A</p>
	<h3>What’s Happening at Thurgood Marshall College Fund</h3> <p>Ballroom A</p> <ul style="list-style-type: none">• Mr. David Sheppard, Esq., Senior Vice President, General Counsel & Chief of Staff, Thurgood Marshall College Fund
	<h3>The Thurgood Marshall College Fund President’s Forum</h3> <p>Ballroom A</p> <p>Panelists:</p> <ul style="list-style-type: none">• Dr. Wilma Mishoe, Delaware State University• Dr. Quinton T. Ross, Jr., Alabama State University• Dr. Brenda Allen, Lincoln University (PA)• Moderator: Mr. David Sheppard, Thurgood Marshall College Fund
2:15 p.m.	<h3>Break</h3>
2:30 – 3:15 p.m.	<h3>The Big Gift: Robert Smith’s Gift to Morehouse College</h3> <p>Ballroom A</p> <ul style="list-style-type: none">• Ms. Felicia Murphy-Phillips, CFRE. Senior Leadership Gifts Officer, Morehouse College• Moderator: Ms. Mautra Jones, Vice President, Institutional Advancement, Langston University
3:30 – 4:30 p.m.	<h3>Roundtable Session</h3> <p>Ballroom A</p> <ul style="list-style-type: none">• Group discussions led by Institutional Advancement Vice Presidents and Senior Leaders
5:30 – 9 p.m.	<h3>Opening Reception – Sponsored by Discover Financial Services</h3> <p>Fire and Ice</p>
9 p.m.	<h3>Symposium Social</h3> <p>Mezzanine (2nd Floor)</p>

Wednesday, July 24

7:30 a.m. – 10 a.m.	Conference Check-in
7:30 – 8:45 a.m.	Leadership Breakfast (<i>Invite only</i>) – Sponsored by Education Advisory Board (EAB) Kent Room <ul style="list-style-type: none">• Moderator: Dr. Vita Pickrum, Vice President, University Advancement, Delaware State University
8 – 9 a.m.	Full Breakfast Ballroom A
9:15 – 10 a.m.	Plenary—Effect of New Tax Legislation on Philanthropy Ballroom A <ul style="list-style-type: none">• Keynote Speaker: Mr. Brian Flahaven, Sr. Director for Advocacy, CASE• Moderator: Mr. Rodney Trapp, University of the District of Columbia
10 a.m.	Break
10:15 – 11:30 a.m.	Corporate Townhall: Innovative Strategies for Corporate Funding Ballroom A <ul style="list-style-type: none">• Ms. Mellanie Kai Lassiter, Senior Manager, Corporate Relations, Pepco Holdings• Mr. Robert Winfree, Director, Credit Operations, Discover Financial Services• Dr. Kathleen Shelton, Vice President and Chief Technology Officer, FMC Corporation• Mr. Terrance Bowman, Executive Director, Technology for Social Good, Diversity & Inclusion Head of Global Technology Diversity Attraction Strategy, JP Morgan Chase• Ms. Jessica Taylor, External Engagement, Social Innovation, Diversity, Toyota• Mr. Stephen Briggs, Vice President, Community Relations, Wells Fargo• Moderator: Mr. Kenneth Sigmon, Vice Chancellor, University Advancement North Carolina A&T State University
11:45 a.m. – 1:30 p.m.	Luncheon Ballroom C <ul style="list-style-type: none">• Keynote Speaker: Dr. Yolanda W. Spiva, President Complete College America (CCA)• Moderator: Dr. Tony Allen, Executive Vice President and Provost, Delaware State University
1:45 – 3 p.m. Breakout Sessions	Breakout Sessions
	Unconscious Bias, Black Folk, and the Multigenerational Divide Chesapeake Room <ul style="list-style-type: none">• Ms. Yakima Rhinehart, Senior Director of Alumni Affairs, Fayetteville State University• Moderator: Dr. Marcia Taylor, Executive Director of Alumni Relations, Delaware State University
	How to Have a \$20 Million Dollar Gala Delaware Room <ul style="list-style-type: none">• Ms. Anna Barber, President & Principal Consultant, and Ms. Carla Thomas Director of Operations, Barber & Associates• Moderator: Mr. Andre' Dixon, Leadership Gifts Officer, Spelman College
	Developing the Athletic Fundraising Roadmap Silver Lake Room <ul style="list-style-type: none">• Mr. Thomas Brush, Principal, Advancement Designs• Moderator: Mr. Jahan Culbreath, Vice President of Institutional Advancement Central State University
3 p.m.	Break

Wednesday, July 24 *(continued)*

Afternoon Sessions sponsored by Barber & Associates, LLC

We are One: HBCUs, Alumni Associations and the Case for Collaboration in Soliciting Dues and Donations

Chesapeake Room

- Ms. Eloise Alexis, Consultant
- Ms. Cassandra Griggs, Director, Alumni Relations, Tennessee State University
- **Moderator:** Ms. Deborah Johnson, Director, Alumni Relations, Lincoln University (PA)

3:15 – 4:30 p.m.
Breakout Sessions

Campaign Communications that Move

Delaware Room

- Ms. Melissa DePino, Principal, Leapfrog Group
- Ms. Nancy McDonald, Principal, Leapfrog Group
- **Moderator:** Ms. Reba J. Trammell, Director of Development, Alabama A&M University

Connection Between Annual and Planned-Giving

Silver Lake Room

- Ms. Donna Howard, Interim Vice President, Division of Institutional Advancement
Morgan State University
- **Moderator:** Ms. Rosalind Muchiri, Director of Annual Giving, Bowie State University

5 – 8:30 p.m.

Evening Activity *(Christiana Mall Shuttle)*

Dinner *(On Your Own)*

Depart from front entrance Dover Downs Hotel and Casino

8:30 p.m.

Shuttle Return to Dover Downs Hotel & Casino

Thursday, July 25

8 – 9 a.m.

Conference Check-in

8:30 a.m.

Full Breakfast

Sponsored by the United Negro College Fund *(UNCF)*

Ballroom A

9 – 10 a.m.

United Negro College Fund Career Pathways Initiatives

Ballroom A

- Mr. Edward Smith-Lewis, Director, Career Pathways Initiative, UNCF
- **Moderator:** Ms. Lois Russell, Interim Vice President for Institutional Advancement
Alabama State University

10 – 11 a.m.

Attracting Celebrity Donors to HBCUs

Ballroom A

- Mr. Tom Joyner, Jr., Tom Joyner Foundation
- **Moderator:** Mr. John Ridgeway, retired Toyota Executive

11 a.m.

Break

Thursday, July 25 (continued)

11:15 a.m. – 12:15 p.m.	Design Thinking for Advancement Ballroom A <ul style="list-style-type: none">• Mr. Jeff Smith, Manager of Projects & Membership Services National Association for Community College Entrepreneurship (NACCE)• Moderator: Ms. Carme Williams, CFRE, Vice President of Development Prairie View A&M University
12:15 – 12:30 p.m.	HBCU Philanthropy Symposium Wrap-up Ballroom A
12:30 – 2 p.m.	Symposium after forum (optional) Ballroom A
1 p.m.	Complimentary Shuttle to Philadelphia Airport (PHL) departs Front Entrance, Dover Downs Hotel and Casino



Acknowledgements

The HBCU Philanthropy Symposium would like to acknowledge the tremendous support of our partners:

Complete College America (CCA)

Dover Downs Hotel and Casino

Delaware State University Division of Institutional Advancement

Delaware State University Events and Ceremonies

2019 HBCU Philanthropy Symposium Planning Committee Members:

Alabama State University
Ms. Lois G. Russell

Central State University
Mr. Jahan Culbreath

Charles Drew University
Ms. Angela Minniefield

Delaware State University
Dr. Vita Pickrum, CFRE

Delaware State University
Mr. LaShawne Pryor

Langston University
Ms. Mautra Jones

Morehouse College
Ms. Felicia Murphy- Phillips, CFRE

Morgan State University
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Ms. Carme Williams

The Community College of
Baltimore County
Mr. Kenneth Westary

University District of Columbia
Mr. Rodney Trapp

Virginia State University
Ms. Reshunda Mahone

2019 HBCU Philanthropy Symposium Attending Schools:

Alabama State University

Alabama A&M University

Alcorn State University

Benedict College

Bowie State University

Central State University

Clafin University

Clark Atlanta University

Delaware State University

Dillard University

Fayetteville State University

Huston-Tillotson University

Kentucky State University

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University

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Morgan State University

Norfolk State University

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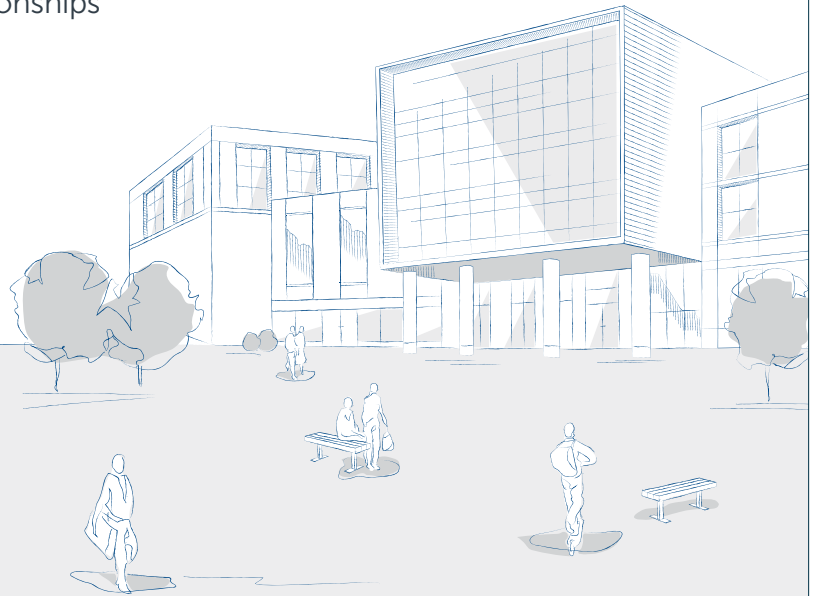
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A collage of four diamond-shaped images. The top-left image shows a smiling female graduate in a black cap and gown holding a rolled-up diploma. The top-right image shows a young woman with long hair looking at her smartphone. The bottom-left image shows a person's hands pointing at a tablet screen. The bottom-right image shows a man in a light blue shirt and glasses looking at a laptop. The collage is set against a background of green and teal geometric shapes.

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