



White House Initiative on Historically  
Black Colleges and Universities



2018 NATIONAL HISTORICALLY BLACK COLLEGES  
AND UNIVERSITIES WEEK CONFERENCE

# HBCU COMPETITIVENESS:

## Aligning Institutional Missions With America's Priorities

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**September 16-19, 2018**

Washington Marriott Wardman Park  
2660 Woodley Road, NW  
Washington, DC 20008





# **HOW MIGHT WE CREATE INNOVATIVE WAYS TO IMPROVE HBCU COMPETITIVENESS BY ALIGNING THEIR STRENGTHS WITH AMERICA'S PRIORITIES?**



# HBCU STRENGTHS

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- Educating Global Students
- Training With Limited Resources
- Blending Soft & Technical Skills
- Educating Low-Income & 1st-Generation College Students
- Music Departments



# AMERICA'S PRIORITIES

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- New Community Economic Narratives
- Increasing Unstructured Play
- Supporting New Education Leadership
- Embracing STEAM
- Forming, Investing, & Attracting New Private Capital
- Creating & Anchoring New Innovation Ecosystems
- Improving Job-Creating Higher Growth Entrepreneurship
- Education & Economic Development Planning Inclusion
- Building New Dual Pipelines of Productivity



# HACKING HBCUS INNOVATION LAB OVERVIEW

- Sixty (60) Top HBCU Students
- Ten (10) Teams
- Co-Leads / Designers / Marketers / Researchers
- **Sunday Evening:** Team Formation
- **Monday Afternoon:** Design Thinking Lab
- **Monday Evening:** Mentor Sessions



# FINAL PRESENTATIONS: FORMAT

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- Five (5) Teams
- 5 Minutes to Pitch
- 5 Minutes of Q&A
- **Social Media:** TBD
- **Hashtags:** TBD



# FINAL PRESENTATIONS: EVALUATION

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- Presentation Skills
- Opportunity Diagnosis
- Solution Creativity
- Impact Potential
- Feasibility





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