2018 NATIONAL HISTORICALLY BLACK COLLEGES AND UNIVERSITIES WEEK CONFERENCE

HBCU COMPETITIVENESS:
Aligning Institutional Missions With America’s Priorities

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

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

- 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

• Five (5) Teams
• 5 Minutes to Pitch
• 5 Minutes of Q&A
• **Social Media:** TBD
• **Hashtags:** TBD
FINAL PRESENTATIONS: EVALUATION

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