

VIRTUAL NATIONAL
HBCU WEEK 2020
AND CONFERENCE
THE PERFECT DECADE TO ACCELERATE
HBCU COMPETITIVENESS

White House Initiative on Historically Black
Colleges and Universities

2020 VIRTUAL NATIONAL HBCU WEEK AND CONFERENCE

The Perfect Decade to Accelerate
HBCU Competitiveness



September 20–26, 2020

VIRTUAL NATIONAL HBCU WEEK AND CONFERENCE, 2020: THE PERFECT DECADE TO ACCELERATE HBCU COMPETITIVENESS —

BUILDS ON THE MOMENTUM OF PAST
CONFERENCES THAT HAVE EXPOSED,
CULTIVATED, AND NURTURED. NOW,
WE ARE PUTTING IT ALL TOGETHER,
OFFERING A UNIQUE EXPERIENCE,
SUBSTANTIALLY STRUCTURED AROUND
DEAL-MAKING BETWEEN HBCUS, THE
FEDERAL SECTOR AND NON-FEDERAL
PUBLIC AND PRIVATE PARTNERS.





The Perfect Decade to Accelerate HBCU Competitiveness

2020 VIRTUAL NATIONAL HBCU WEEK AND CONFERENCE

SCHEDULE OF EVENTS

Displaying Agenda in EST

MONDAY, SEPTEMBER 21

8 A.M. – 9 A.M.	How to Navigate WHOVA	 ALL TRACKS
9 A.M. – 9:30 A.M.	Opening	 ALL TRACKS
9:30 A.M. – 10:30 A.M.	Higher Education C.A.R.E.S. Act Funding and the HBCU Experience This discussion will focus on C.A.R.E.S. Act funding and the challenges HBCUs are overcoming as they deliver instruction this fall. This session is ideal for HBCU presidents/chancellors, provosts and other key personnel interested in higher education regulatory changes and updates.	EDUCATION
11:30 A.M. – 12:30 P.M.	Presidents and Chancellors Session — <i>Current HBCU Presidents and Chancellors will receive a special invitation to this session.</i>	
1 P.M. – 2:30 P.M.	Federal Student Aid- Future Vision, CARES ACT /HEERF Policy Updates/Compliance Overview Presidents and Senior Level administrators will hear directly from Federal Student Aid's Chief Operating Officer regarding his vision going forward and what it means for HBCUs and the students they serve. Senior Policy level staff from ED/FSA will provide an update on COVID-19 related issues including CARES ACT and HEERF funding and reporting requirements. A review of major compliance items facing HBCUs will be provided along with information regarding key Federal Student Aid business units that provide direct support and assistance in addressing those issues and increasing the overall positive impact of Federal Student Aid at the campus level.	EDUCATION
2 P.M. – 3 P.M.	Department of Commerce Resources for HBCU Competitiveness This Department of Commerce Panel will include an overview of the Economic Development Administration's work in Opportunity Zones, a look at the Minority Business Development Administration and its partnership with Amazon Web Services (AWS) Academy to provide HBCUs with a ready-to-teach cloud computing curriculum that will prepare students to pursue industry-recognized certifications and in-demand cloud jobs; a brief overview of the National Institute of Standards and Technology (NIST), the challenges we are focused on, and new opportunities for HBCUs, their students and graduates to help NIST address them; highlight the Minority Broadband Initiative and present examples of HBCU transformational partnership models; and explore various programs and other resources the U.S. Patent and Trademark Office makes available to support independent investors, small business owners, and entrepreneurs.	ECONOMIC DEVELOPMENT

SESSION TRACKS:

ACADEMIC RESEARCH ENTERPRISE	ARTS, CULTURE, HUMANITIES AND HISTORY	BUSINESS AND COMMUNITY	PARTNERSHIPS	CONTRACTING COMPETITIVENESS
ECONOMIC DEVELOPMENT	EDUCATION	HUMAN CAPITAL	STEM	 ALL TRACKS

TUESDAY, SEPTEMBER 22

9 A.M. – 10 A.M.

Accelerating HBCU Competitiveness in Research Programs and Other Funding at the National Science Foundation

ACADEMIC RESEARCH ENTERPRISE

This session is designed for faculty and administrators interested in pursuing research, other than disease or medically related research. After a brief overview of the HBCU Excellence in Research (EiR) program and other related research programs at the National Science Foundation (NSF), program directors from each research directorate will meet in small groups to discuss issues such as: How do I contact the right NSF program officer? Is my research idea appropriate for NSF? How can I serve on an NSF panel? What are the components of a successful proposal and where do I find the information I need? The group discussions will be geared to the needs of the attendees. The session is designed to break down the barriers in communication between HBCU faculty/administrators and NSF program officers. Such communication is vital to the success of HBCU faculty in obtaining NSF awards.

10 A.M. – 11 A.M.

Accelerating HBCUs In the Air and On the Ground: Learn more and get involved

ACADEMIC RESEARCH ENTERPRISE

STEM

Federal agencies, including the National Aeronautics and Space Administration (NASA) and the Department of Transportation (DOT) are currently engaging with HBCUs to drive aviation related research, innovation and job creation while the US Department of Housing and Urban Development (HUD) is crafting strategies for connecting its STEM Innovation Centers with HBCUs. Many HBCUs including Tuskegee University, North Carolina A&T State University and Virginia State University are leading NASA's Artemis-related projects. The efforts include unmanned aerial vehicles/drones, manufacturing, supply chain management, commercialization and student engagement at recreational centers. Learn more about the current programming with HBCUs and find out how you can get involved.

1 P.M. – 2 P.M.

Cultivating Emerging Talent for the Workplace

BUSINESS AND COMMUNITY

Last year, SHRM and the National School Board Association co-chaired a coalition promote collaboration between the business community and public schools to address the widening skills gap, and guide school boards on how to equip students with vital soft skills for success. During this work it became clear that these issues were even more prevalent with higher education. As workplaces grapple with a public health crisis, economic crisis and addressing equity at work institutions that train diverse talent must become more engaged. Hear recommendations from the world's largest organization representing human resource professionals about preparing your graduates to meet the challenges of reskilling/upskilling and leaning into their soft skills to thrive while identifying workplaces that meet their professional and personal goals.

2 P.M. – 3 P.M.

Eight HBCUs Discuss Their \$6M Each of Resources from IBM to Develop In-Demand Skills and See How Your School Can Participate in this \$100M Give of Resources from IBM to HBCUs

BUSINESS AND COMMUNITY

Grambling State University, Southern University System (5 Institutions), West Virginia State University and Fayetteville State University are among the HBCUs planning to use over \$48M of assets to help them continue to have students engaged during this fall semester getting in-demand skills even in the middle of a pandemic. These areas include data science, artificial intelligence, cyber security, cloud computing, design thinking, internet-of-things, blockchain and quantum computing.

IBM is providing access to \$100M of resources ranging from software to quest lectures for teaching, learning and non-commercial research purposes. IBM is also educating faculty and providing all the pre-built lecture content, hands on labs, quizzes, use cases including data sets, exams and badges with the faculty training for free and now the student access fee is waived for HBCUs in for credit classes. Hear from these HBCUs on what it means to them even before COVID-19 and what it means now with this new challenge all educators are facing. Join us to see how your school can take part in this \$100M Give of assets from IBM for use at your HBCU.

WEDNESDAY, SEPTEMBER 23

9 A.M. – 11 A.M.

President's Board of Advisors on HBCU

The PBA shall advise the President, through the Initiative, on all matters pertaining to strengthening the educational capacity of HBCUs, in particular, in the following areas: (i) improving the identity, visibility, and distinctive capabilities and overall competitiveness of HBCUs; (ii) engaging the philanthropic, business, government, military, homeland-security, and education communities in a national dialogue regarding new HBCU programs and initiatives; (iii) improving the ability of HBCUs to remain fiscally secure institutions that can assist the nation in reaching its goal of having the highest proportion of college graduates by 2020; (iv) elevating the public awareness of HBCUs; and (v) encouraging public-private investments in HBCUs.

Meeting Agenda: The meeting agenda will include welcome remarks; an update from the U.S. Department of Education; a presentation on The Future of Higher Education and U.S. Competitiveness; an update from the White House Initiative on HBCU; and member discussion. The public comment period will begin immediately following these agenda items.



ALL TRACKS

1 P.M. – 2 P.M.

Get Recognized in USAJobs – Resume Writing Techniques and Tips

This virtual presentation offers strategies on developing and writing your Federal résumé. By the end of this session, you will know the importance of your résumé in applying for Federal Jobs and why preparing a thorough résumé is the single best step you can take towards obtaining Federal Government employment; leave with tips and guidelines for improving your résumé; and learn how to use the USAJOBS Résumé Builder to create a new résumé.

HUMAN CAPITAL

3 P.M. – 4 P.M.

Ahead of the Curve: Positioning HBCU Students to Lead in Public Service

By 2050, the US will be a majority- minority nation, however, our public and private institutions will not reflect that diversity unless we take action today. Breaking into public service and working on the Hill has historically been available mainly to the privileged and connected but HBCU graduates can get ahead of the curve. This session will reveal the combination of education and experience necessary to create a more reflective and effective democracy. Students will leave with a career-plan for entering public service.

BUSINESS AND COMMUNITY

HUMAN CAPITAL

THURSDAY, SEPTEMBER 24

9 A.M. – 10 A.M.	<p>Applying for Success – Dream It - Be It: Competitiveness via Federal Arts, Humanities, Culture, and History Opportunities and Partnerships</p> <p>To promote federal funding opportunities that support HBCUs, four federal agencies will educate participants about grant programs and funding opportunities in the arts, humanities, culture and history fields. Participating agencies include U.S. Department of Education's Office of Elementary and Secondary Education, Institute of Museum and Library Services, National Endowment for the Arts, and National Endowment for the Humanities. Participants also will learn the mechanics of applying for a federal grant and how to write a competitive application. Hear from grantees, application review panelists, and federal agency staff to gain an understanding of the dos and don'ts of applying. Participants will have a greater awareness of grant opportunities and what it takes to write a competitive application for federal funding opportunities in the arts, education, culture, humanities, and history.</p>	ARTS, CULTURE, HUMANITIES AND HISTORY
10 A.M. – 11 A.M.	<p>Discover your place in the Creative Economy</p> <p>Learn about careers for students in the arts, history and culture space:</p> <p>The arts and cultural sector contributed \$804.2 billion or 4.3 percent to the nation's gross domestic product in 2016 and employed five million wage-and-salary workers who earned \$386 billion. Now you can learn about the data and research behind the tracking of the economic impact of arts and culture, the occupations and jobs that are part of this economy, how the creative economy compares to other industries and resources you can use to identify the arts, culture, and humanities industries and jobs in your state. Then, stay tuned to get the inside scoop on internships, scholarships, networking, training, and job opportunities in the arts, culture, humanities, and historic preservation fields. Hear from federal agencies about information that will prepare your students for their dream careers. Find out how your students can step into success with both paid and unpaid internships, what scholarships are available to them, how they can network and meet mentors, and learn how to access jobs in the federal government and with partners in the arts, humanities, culture, and historic preservation fields.</p>	ARTS, CULTURE, HUMANITIES AND HISTORY
1 P.M. – 3 P.M.	<p>Marketing to the Government – Upgrading Your Federal Contracting Power</p> <p>The Contract Marketing Workshop helps increase HBCUs participation in Federal contracting opportunities by exposing participants to requirements and expectations that must be met to participate in the Federal contracting process. The workshop is designed to increase HBCUs knowledge of Federal Government contracting and help HBCUs develop strategies that impact the bottom line – “receipt of Federal contract awards.” The workshop panelist will provide HBCUs with guidance on three things they “must know” and “must do” to be successful within the Federal contracting sector, which include: (1) “Best Practices” for marketing and conducting business with Federal agencies; (2) Benefits derived from participating in Mentor-Protégé programs and similar support systems that provide HBCUs with developmental assistance to strengthen their contract competitiveness and performance; and (3) Importance of registering as a vendor on the General Services Administration (GSA) Schedule Contractor list and correlation between the GSA Contractor list and Federal contract awards.</p>	CONTRACTING COMPETITIVENESS
2 P.M. – 3 P.M.	<p>High Performance Computing (HPC) Consortium – A Roadmap for HBCUs to Consider in Order to Accelerate Their Competitiveness</p> <p>A discussion on how HBCUs can gain greater capability and engage in high performance computing to address the inequities they face at their institutions and work toward competitiveness in the technology industry. Their engagement will work toward mitigating the racial and economic divide in under resourced and underserved communities of color.</p>	CONTRACTING COMPETITIVENESS
3 P.M. – 4:30 P.M.	<p>Leveraging HBCU Consortia to Cultivate Research and Technology Innovation to Spur Economic Development in Opportunity Zones</p> <p>Showcase how HBCUs employ their capabilities and leverage regional ecosystems to help underserved communities develop a framework that enables them to build revolutionary wealth. The discussion will be centered on the following topics: developing green, purpose driven businesses; an ecosystem for innovation and wealth building; and building, managing, and investing in tangible and intangible assets.</p>	CONTRACTING COMPETITIVENESS ECONOMIC DEVELOPMENT

FRIDAY, SEPTEMBER 25

9 A.M. – 9:30 A.M.

An Initiative Day of Thanks

ALL TRACKS

Acknowledging individuals and organizations whose actions demonstrate a commitment and notable contributions to the execution of Executive Order 13779 and the innovation and competitiveness of HBCUs.

9:30 A.M.

HBCU Competitiveness Scholars Recognition

ALL TRACKS

Join the Initiative as we formally recognize the 2020-2021 HBCU Competitiveness Scholars, student leaders who exhibit and champion HBCU excellence.

10 A.M. – 11 A.M.

HBCU Student Voices Discussion

ALL TRACKS

The HBCU student discussion is meant to capture the voices of HBCU student leaders. The session will start with a panel discussion and call to action message from HBCU leaders and influencers that will touch on student experiences, the work that students have done/will do on their respective campuses, how to leader without having an official platform and how to leverage your HBCU Institutional leadership and the Initiative for success.

1 P.M. – 4 P.M.

2020 Federal HBCU Industry Day

CONTRACTING COMPETITIVENESS

The 2020 Virtual HBCU Industry Day is an opportunity for HBCUs to market their institutional capabilities to the Federal Government and learn about Federal contracting/programmatic opportunities. HBCUs should leverage the lessons learned and resources obtained from the September 24 Contracting Workshops in their 1-on-1 meetings with Federal buyers/representatives.



2020–2021 HBCU COMPETITIVENESS SCHOLARS

For the specified academic school year, a select group of HBCU scholars will be recognized and represent their respective HBCUs and communities. Together the scholars comprise the next generation of HBCU leaders who will champion educational excellence and HBCU competitiveness through networking, collaborations/partnerships, and outreach activities.

HBCU scholars are encouraged to carefully assess their own professional aspirations, as well as the needs of their institutions to determine the numerous ways the WHIHBCU and partners might be able to support.



2020–2021 COMPETITIVENESS SCHOLARS IN ALPHABETICAL ORDER



Alexander Lowe	Fort Valley State University
Alleyah Caesar	Spelman College
Amira Johnson	Saint Phillips College
Ashanique Moore	Benedict College
Brionna Greer	Kentucky State University
Bruce Wilson	Hampton University
Calvin Coach	Voorhees College
Christopher Ward	Kentucky State University
Chyna Sawyers	Mississippi Valley State University
Corban Weatherspoon	Delaware State University
Darius Lawson	Bowie State University
Denerick Simpson	Savannah State University
Desmond Freeman	Bluefield State College
Emmanuella Kyllians	Alcorn State University
Eric Johnson	Rust College
Henry Peterson	Benedict College
Herbert Smith	South Carolina State University
Ian Finley	Shaw University
Jailen Edwards	Fisk University
Jalen Scott Davis	Lincoln University of Pennsylvania
Jayda Teasley	Clafin University
Jeffrey Clemmons	Hutson-Tillotson University
Justin Lindberg	Alabama Agricultural & Mechanical University
Karmel Reeves	Grambling University

Kevin Mwangi	Cheyney University of Pennsylvania
Kiyana Roberts	Cheyney University of Pennsylvania
Makala Brent	Bennett College
Malaysia Davis	Benedict College
Mya Scofield	Benedict College
Oluchi Chukwunyer	North Carolina Agricultural & Technical State University
Pablo Vallejo	Stillman College
Remeya Ganesh	Mississippi Valley State University
Rhyann Lake	Howard University
Richard Clay	Bowie State University
Ronitra Wilson	Clafin University
Sadagious Owens	University of Arkansas at Pine Bluff
Sarah Adewumi	University of Maryland Eastern Shore
Skylr Smith	Spelman College
Stacy Porche	Southern University, Law School
Stephen Wilson	Grambling State University
Tanysa Young	Lincoln University of Pennsylvania
Taria Taylor	University of District of Columbia
Toiya Smith	Dillard University
Travis Armstead	Clafin University
Virgil Parker	Howard University
William E.B. McCorn	Livingstone College
Zaniya Caine	North Carolina Central University