

President's Board of Advisors on Historically Black Colleges and Universities

Meeting of February 14, 2020
U.S. Department of Education
400 Maryland Avenue, SW, Barnard Auditorium
Washington, DC 20202

A complete transcript is available

Advisors present

Johnny C. Taylor, Jr., Chairman
Aminta H. Breaux
James E. Clark
Phyllis Dawkins
Rodney A. Ellis
Marshall C. Grigsby

Billy Hawkins
Jerry Hunter
Nickolas Justice
Harold L. Martin, Sr.
Connie Rath
Kevin W. Williams

Advisors absent

Bernard Milano
Ronald A. Johnson

White House Initiative on Historically Black Colleges and Universities Staff

Johnathan M. Holifield, Executive Director Sedika Franklin, Designated Federal Official

U.S. Department of Education

- Diane Auer Jones, Deputy Under Secretary delegated the duties of the Under Secretary

White House Speakers

- LaVaughn Henry, Senior Economist, Council of Economic Advisors
- Jackson Bailey, Lead Junior Economist, Council of Economic Advisors

Other Federal Presenters

- Donna Ragucci, Director of the Office of Small and Disadvantaged Business Utilization, Department of Treasury
- Calvin Mitchell Jr., General Services Administration
- Diane Frasier, Director of the Office of Acquisition and Logistics Management, National Institutes of Health
- Christine Ramey, Deputy Director of the Office of Health Equity for the Health Resources and Services Administration, Department of Health and Human Services
- Christopher Bourne, Deputy Assistant Secretary for Innovation, Department of Housing and Urban Development
- Trina Bilal, the Office of Economic Impact and Diversity, Department of Energy
- Devin Westhill, Deputy Director of Public Liaison, Department of Labor
- Evelyn Kent, Under Secretary of Defense for Research and Engineering for the Office of the Secretary of Defense, Department of Defense
- Ayanna Hudson, Director of Arts Education, National Endowment for the Arts
- Allen Gutierrez, Small Business Administration

Marjorie Bowman, Chief Academic Affiliations Officer, VHA, Diversity, Inclusion, and VA Council

Mary McAklem, National Endowment for the Humanities

Call to Order and Roll Call

The President's Board of Advisors met at the United States Department of Education Auditorium, 400 Maryland Avenue, S.W., Washington, D.C., at 9:30 a.m., Johnny C. Taylor, Jr., Chairman, presiding.

Chairman Taylor welcomed all in attendance and asks for all to begin the meeting with the Pledge of Allegiance.

The parties met, pursuant to the notice, quorum established 12 of 14 members present at the time of the roll call. Harold L. Martin, Sr. arrived prior to the lunch hour due to a delay in travel.

Chairman Taylor requested a call to certify the minutes from the September 11, 2019 advisory meeting. Member Breaux motioned for the approval of the minutes, which then received a second by Member Clark and unanimously favored by all.

The September 11, 2019 meeting minutes are marked final and certify with signature by Chairman Taylor.

Welcome Remarks

The following individuals gave welcome remarks:

- **Johnny Taylor, Chairman**
- **Johnathan Holifield, Executive Director, White House Initiative on HBCUs**

Chairman Taylor:

- Reflected on the activities and positive strides made in the HBCU community during 2019 and mentioned the FUTURE Act that would be discussed later in the agenda.
- Acknowledged the members of the President's Board of Advisors for their diligent work and effort to ensure the HBCU community has a voice and "the community spoke up when we needed to be heard."
- Reflected on Member Dawkins suggesting a focus on Title III and "we're in such a good spot" in comparison to the previous year. Commented on 2020 having "some real positive momentum..." "with respect to the HBCU community."

Executive Director Holifield:

- Extended a welcome to the audience and appreciation for the continued support and interest in an important topic for our nation, schools, students, and communities.
- Addressed the agenda that will include features from federal agency partners with "dialogue directly with the sources of innovation", the President's Council of Economic Advisers, the Domestic Policy Council, and the White House Initiative on HBCUs.

FUTURE Act

Chairman Taylor: Acknowledged the Secretary's absence and announced Deputy Under Secretary Diane Jones as a representative to speak on the Secretary's behalf. Requested members' perspective on the FUTURE Act, beginning with Executive Director, Johnathan Holifield.

Executive Director Holifield: Addressed the national attention brought to the FUTURE Act by advocacy groups such as, NAFEO, UNCF and Thurgood Marshall College Fund. Expressed gratitude towards the "Members of the President's Board of Advisors, our friends within the Administration, our friends within the House and the Senate" for their hard work towards a "similar goal in mind."

Chairman Taylor: Reflected on the many efforts made by Executive Director Holifield and himself, along with his colleague, towards supporting the FUTURE Act. Extended thanks to Executive Director Holifield and NAFEO.

Dr. Ellis: Addressed the improvement of communication at the local level, which in return cause a "groundswell of support from the campus level." Discussed targeting legislators and their representatives in the Louisiana area to reiterate the importance of this funding.

Dr. Clark: Acknowledged progress and ability to leverage said progress. Addressed retrieving "very specific and quantifiable numbers" to show progress and the return on investment into HBCUs.

Chairman Taylor: Acknowledged Dr. Clarks' point in quantifiable data for progress in the HBCUs. Foreshadows a discussion centered around a report with quantifiable data that "becomes the narrative" for future opportunities.

Dr. Dawkins: Echoed topics that previous members discussed and acknowledged support from UNCF, Thurgood Marshall, university alums and Title III director that played vital roles in pushing legislation forward.

Mr. Justice: Discussed the need to perform highly in a "world class forum" and the aspiration of learning how to collaborate efficiently. "We've got to help the Federal Government develop cross departmental teams that can focus and complement each other in ways."

Dr. Williams: Reflected on opportunities to visit "Tennessee State University, the Nashville Three, Fisk, and Meharry". Discussed the alignment of the narrative and stated, "if the narrative isn't aligned, we don't make success."

Dr. Hawkins: Reflected on the struggle and the historic accomplishment to get the FUTURE Act signed. Commented "the victory is wonderful" and "let us not forget that there's still much work to be done on Historically Black Colleges and Universities" such as taking a serious look at historic preservation and infrastructure.

Mr. Grigsby: Extended a congratulations to all the parties involved and commented “there are many other hurdles that are in front of us”. Suggested the Board “encourage the recipients of the funding.” Addressed the lack of analytical data the Board possesses on HBCUs and their accomplishments.

Dr. Breaux: Acknowledged all of those involved in the process of achieving this accomplishment. Reflected on “the importance and impact Title III has for our Historically Black Colleges and Universities.” Stated, “the work isn’t done” and the “economic viability of the country” is within the talented students on HBCU campuses.

Dr. Rath: Stated “I really agree about the urgency to show those kinds of results, so that the momentum can continue.”

Dr. Hunter: Congratulated Chairman Taylor, staff, and Members of the Board for the “excellent effort” out towards getting the legislation passed. Addressed the need to educate students on what is happening and where the funding is coming from. Stated both Congressman French Hill and Senator Roy Blunt have been very supportive of HBCUs and suggested reaching out for support.

Chairman Taylor: Reflected on when appointments were first taken and the results in that time should be a proud accomplishment. Reiterates Dr. Breaux and Mr. Grigsby’s comments about the need to capture the analytical information. Commented the Board “at a minimum should try to be a central repository for all of our successes.” How do we figure out how to capture this analytical information?

Legislative Updates

Department of Education Brief

- Diane Auer Jones, Deputy Under Secretary delegated the duties of the Under Secretary
 - “We are committed here to doing the groundwork to facilitating opportunities.”
 - FUTURE Act – 6103, now can build connections to the IRS data system. It allows for simplification of the FAFSA and reduce the burden for verification.
 - Regulations:
 1. There is no difference between regional and national accreditors.
 2. No accreditor owns a state or region. Regional accreditors are known as regional until July 1, 2020.
 3. Accreditors can have alternative standards.
 4. Reduced the number of activities that require a substantive change with accreditors.
 5. Reinforced that institutions with a faith-based missions are permitted to have and exercise that faith-based mission.

6. An accreditor cannot remove accreditation or try to impose upon a faith-based institution standards or requirements that would go against the mission of the institution.
 7. If recertification is complete and on time, then the Department must complete its process within a year. If not, then by default the recertification is granted.
- Accreditation at the State level for institutions
 - Federal Work Study Program
 - Allows schools to pay students in work-based learning, student teaching and clinical rotations.
 - Working on Second Chance Pell Grant.
 - Could there be shared resource centers?
 - Are there ways that we can engage regional resource centers to do the kinds of things that maybe you cannot do on your campus because you cannot implement the standards?
 - Can a regional service center provide support to the sponsored research function?
 - Working to figure out how to allow a HBCU to partner, to merge with, to join forces with a larger comprehensive institution, as a branch campus, which means they remain an HBCU institution.
 - Sharing the cost of running a campus
 - Maintaining a physical plant for sharing faculty expertise
 - Maintain historical status and eligibility for Title III funding
- Chairman Taylor:
 - Question: What about other HBCUs tying up with other HBCUs?
 - Question: What is the Triad?
 - Diane Jones:
 - “Any institution. The school we are looking at now is looking at attaching to a large comprehensive institution, because when you tie up, the main campus takes some financial responsibility. But obviously there could be branch campus relationships between any kind of campus.”
 - “The triad is the regulatory regime for institutions of higher education.” The three entities of the Triad are:
 - State
 - Accreditors
 - U.S. Department of Education

Federal Presentations

Panel 1: Department of the Treasury, General Services Administration, Department of Health and Human Services, National Institutes of Health & Health Resources and Services Administration

Ms. Ragucci: honored and privileged to address the President's Board of Advisors on HBCUs as well as the audience present.

- Brief overview of Department of Treasury's mission and mission "to increase procurement opportunities to our small and disadvantaged businesses."
- "Treasury awarded zero dollars to an HBCU" and will strive to award funding to HBCUs in 2020.
- To increase procurement opportunities at the Department of Treasury, "we did have an MOU signing..." "between the Department of the Treasury and GSA that we are committed to using the HBCUs that are on the federal supply schedule."
- Partnered with MITRE: to establish a training opportunity on procurements to train the HBCUs.
- Community Development Franchise Institute: Community Development Entity or the New Money Market -- "[HBCUs] can start small foundations and can have something built, construction, real infrastructure, being built on your campuses that will help all of your community."

Mr. Mitchell: Brief introduction and showed gratitude to administrator, Emily Murphy, and commissioner, Julie Dunne.

- Expressed the "unique opportunity to look at the economic impact of HBCUs and how we can make them a stronger economic catalyst in your local communities."
- How we can get HBCUs participating in federal contracts?
- Currently working with HBCUs such as: "Bowie, Howard, Jackson State, Oakwood, Fayetteville University and Alabama A&M University"
- "...puts HBCUs in a position where there are pre-vetted contracts, brings down some of that risk in the acquisition, and now we have this partnership."
- "Leverage your resources and work together with other schools, you increase the capacity and your procurement readiness"
- "Partner with small businesses that have a need for a particular service."
- All federal opportunities are publicized at "beta.SAM.gov"

Ms. Frasier: Mentioned Annette Owens-Scarboro and Rachel Kenlaw-Ramirez for their efforts on the work done at NIH.

- Started to develop opportunities to expand their HBCU support by developing the "Paths for Excellence and Innovation, PEI program" for the purpose of training the HBCUs, intense outreach, as well as partnering the HBCUs with small minority businesses.
- Reflected on a \$2 million cooperative partnership between the National Cancer Institute, and Hampton University for their "Proton Therapy Program".
- Recognized the need for the presidents and senior board members within the HBCUs to focus on their infrastructures.
- "We need to have the HBCUs participate in the provision of health and research for this country."
- The Paths to Excellence:
 - Providing training to the HBCUs, designating a business manager for the HBCUs, being able to read the solicitations, market the HBCU and to understand what it is that the government wants, what that requirement is and who they should be talking to.

Ms. Ramey:

- Supports over 90 programs that provide healthcare to people who are geographically isolated and economically or medically challenged.
- Primarily a grant funding agency.
- Supports more than 40 workforce programs and initiatives and supports 8,000 organizations and individuals such as the National Health Service Corps & the Nurse Corps program.
- “The Office of Health Equity works to reduce health inequalities so individuals and communities can achieve their highest level of health across those communities.”
- “We have a center of excellence program and in fiscal year 2019, we had 117 participants from Howard University and Meharry Medical College”
- “Our big push is to also get representatives from HBCUs as grant reviewers...”

Panel 2: Department of Housing and Urban Development, Department of Energy, Department of Defense and Department of Labor

Christopher Bourne:

- Purpose: innovating programs, policies, procedures, and looking at home building construction methods and materials, to improve affordability, resilience, and health.
- How do we make HUD's engagement with the HBCUs more central to HUD's mission?
- the 2018 and '19 funding cycle, we got the preference point into eight of our programs, and we're currently working on the notices for the 2020 cycle, and it looks like we're going to be able to add three additional programs, so there'll be 11 programs all together.
- For 2020, we were also able to get funding within HUD's budget for two new research-based programs, one of them will fund research for underserved communities, and it is set for HBCUs to participate in that research.
- There are two programs for looking at new research methods using big data, new models for research on the issues around underserved communities.

Ms. Bilal:

- The Equity in Energy initiative is put forth to focus on five pillars, with the underpinning of these pillars driving access and interest into the STEM fields.
- Has initiatives that are tied specifically to STEM enhancement and the application of STEM enhancement and supplier diversity.
- Looking into technical assistance, training, and workshops to build the STEM pipeline.
- Spoke about the things that we are doing from a research and technology perspective in artificial intelligence.
- Beginning to launch a pilot program on how HBCUs can help us deal with different issues in the cybersecurity space.
- Create synergy so we can bring more depth in our services by collaborating across federal agencies.
- the communication process is one that is a multi-tier approach. So we have to give information out to you, you have to definitely give information out to us, we try to leverage our partners at the initiative as well to make sure that everyone is onboard with where we're heading and what's coming down the pipeline,

- The Minority Education and Workforce Training Program: provides funding for all MSIs, HBCUs included, to build capacity, and partner with community colleges and minority businesses who offer technical assistance to bring in skilled labor.

Mr. Westhill:

- Signed February 28, 2017, the White House Initiative to promote excellence and innovation at HBCUs requires federal agencies to develop and coordinate efforts to strengthen the capacity of HBCUs to compete for federal and private sector opportunities.
- Some of these ideas include:
 - Grant opportunities totaling more than \$20 million
 - Educational programs at the 2019 National HBCU Conference,
 - A website to educate federal contractors on how best to optimize their relationships with HBCUs via internships, job fairs, and other programs.
- The work of these agencies and the others at the Labor Department is helping Americans secure good, family-sustaining jobs
- The work of this administration reflects the ideal expressed by Dr. King in his 1965 commencement address at Oberlin College -- the time is always right to do what is right.
- Department of Labor is trying:
 - create some longevity and some reach
 - raise the profile of HBCUs and the initiative
 - strengthen the capacity of HBCUs
- Job Corps Scholars Grant Program: we have redoubled our efforts and sent some of that information to the White House Initiative on HBCUs to help get the message out to all the HBCU partners around the country.

Ms. Kent:

- The mission is our warfighter. To equip them so that they can protect us, our country, our world, in the mission that we need for our safety.
- Funded the National Academies of Science to conduct a series of town halls that will be visiting our universities. The first town hall was on November 4th at the National Academy.
- Promoted the development of women in STEM and minorities with the National Academy of Science.
- Funded first center of excellence through a cooperative agreement at Spelman College.
- The other effort is our commitment to develop four other centers of excellence. Aligned with the National Defense Strategy which covers priorities such as:
 - Artificial intelligence, machine learning, directed energy, quantum science, autonomy, and cybersecurity.
 - The first center of excellence for autonomy is at North Carolina A&T State University, cybersecurity is at Norfolk State, and research data analytics is at Prairie View, and STEM scholars was established in 2017 at Hampton University.
- How we can increase the funding for not only targeted programs, but other outreach activities for HBCUs.

Panel 3: National Endowment for the Arts, Small Business Administration, Department of Veterans Affairs and National Endowment for the Humanities

Ms. Hudson:

- Fund, promote, and strengthen the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation.
- We are laser focused on increasing the number of HBCUs applying for funding to the arts endowment and working to increase the success rate of funded HBCU applications.
- Our vision over time is that every HBCU successfully applies for funding opportunities and we want to help use federal funding to strengthen the creative capacity of HBCUs.
- We must establish and cultivate ongoing relationships with the HBCUs and HBCU partners, like the White House Initiative for HBCUs.
- When we have a staff anywhere near proximity of an HBCU, we have been working with the White House Initiative to setup one-on-one meetings.
- We have been able to meet with 28 HBCUs on their campuses to better understand the arts and culture needs and priorities and to talk about funding opportunities through the arts endowment.
- We have created our first ever compilation of arts and culture resources, faculty, classes, and programming offerings for every HBCU.
- Encourages applications from HBCUs, and we have put systems in place to measure agency investments over time in HBCUs.
- Grants management: contact our specialists working in a particular area so that they can hear what your idea is, give you one-on-one technical assistance about how to put that idea into and make the most compelling case within the application for the National Endowment for the Arts.
- Multi-prong 2020 strategy:
 - Build awareness of the National Endowment for the Arts.
 - Strengthen the grant writing capacity of HBCUs.
 - Create incentives for HBCU applications.
 - Build a federal, state, local continuum for HBCUs.
 - Explore partnership with the National Governors Association to produce a publication on the economic impact on the state of arts and culture resources at HBCUs.
 - Cultivate relationships with organizations supporting HBCUs.
 - Track and report our progress.
 - Help support a paid internship, multiple paid internship positions.
 - Research funding and partnership possibilities to create a paid HBCU fellow position within our office.

Mr. Gutierrez:

- We had very successful entrepreneurship summits with HBCUs, with close to 1100 students, faculty, and businesses that participated.
- Formalized 16 strategic alliance membership memorandums with HBCUs.
- How do we open more opportunities? Two things that I have done, I oversee women business centers, I have 111, I have an opportunity to open between 15 to 20 of them.
- Conducting roundtables at HBCUs and reaching out to the HBCUs in the states that we are looking at to encourage them, and I put it in a funding opportunity as well.

Dr. Bowman:

- We have the advantage in VA of having our law originally 75 years ago. We are celebrating our anniversary of education in the VA, that the law says we are to educate for VA and the nation. That gives us much leeway.
- Work primarily through what is called disbursement, which, the bottom-line of that is, that the HBCUs and minority-serving institutions must talk to their local VAs.
- We have approximately 50 health professional groups that are supported one way or another through our offices. GME, graduate medical education, residency education for doctors is the biggest and most expensive, and probably the part that our VAs is most reliant on.
- Serves a group that has more minorities than the average employer and we have been expanding tremendously into smaller rural areas.
- We have 20,000 health professional students from HBCUs or MSIs that obtain part or all their training in the VA annually.
- Geomapping: where do we have VAs and where are the minority-serving institutions, specifically for the 41 HBCU nursing schools that are within 100 miles of a VA.
- MISSION Act: provided one-year pilot funding for students at HBCU and Teague-Cranston Schools.

Ms. McAklem: It is really an honor to be here today and thank you for inviting us to participate. I am delighted to have the opportunity to represent my agency, the National Endowment of the Humanities.

- Mission: to serve and strengthen our nation by supporting high-quality programs in the humanities and making the humanities available to all Americans.
- How can we improve our outreach and what are ways of reaching potential applicants for our programs?
- Secondly, how can we help potential applicants write competitive applications for our programs and be successful in them?
 - Participating in HBCU week
- We were able to make campus visits and give grant writing workshops at Bowie State. My colleague presented and at Fisk, Hampton, Xavier University of Louisiana in New Orleans, and Howard.
- Humanities Initiatives at HBCUs: supports curriculum development, professional development, of faculty, can bring in guest speakers, can work on bridge programs for high school seniors.
- Awards for faculty at HBCUs: opened specifically to HBCU faculty.
- New program at NEH that started in 2018, another topic that has come up is infrastructure and capacity building-- it is a federal matching program. It awards up to \$750,000 and for HBCUs, TCUs, HSIs, and two-year colleges.
- Encourage more applications from these institutions and HBCUs, and we do have an award we made to the HBCU library alliance for \$365,000 to support education and training in archives and libraries management.
- NEH and the National Trust will be contributing \$500,000 each to a program designed to build capacity and historic preservation and plans for preservation.

Council of Economic Policy Advisors Analysis of Executive Order 13779

Dr. Henry: Expressed gratitude for Executive Director Johnathan Holifield's leadership and "go team" mentality. Introduced Mr. Jackson Bailey, Lead Junior Economist.

- Research recent trends in higher education, and then how the administration views HBCUs as offering an educational, economic, and strategic advantage to the nation.
- Developing solid research this summer on calculating rates of return to the HBCU system and providing solid economic advice to POTUS about the initiative and the HBCU system.
- The Council of Economic Advisors is an agency within the Executive Office of the President with two purposes:
 - Providing objective economic advice
 - Based on analysis, provide direct recommendations to POTUS
- Delivering a fact-based objective analysis of the HBCU system with respect to rates of return, why it is doing so well, where challenges do exist, and how things can be improved.
- Wage patterns for African-American males who choose to go and get their degree, we see that the wage gap for those 25 to 34 year olds has narrowed from about 50 percent, about a 50 percent gap, to an advanced degree of about a 7 percent gap.
- Question: How is degree selection affecting outcomes?
 - African American male degree holders' return grows from 51 percent to 124 percent with that advanced degree.
 - African American females, they earn 57 percent more than a comparable high school graduate, and an advanced degree, 109 percent.
 - The long-term path of rates of return approaches, if not exceeds, that of many non-HBCU institutions.
- One of the advantages is it opens education, and the benefits thereof, to a broader set of communities.
- [HBCUs] are providing education at a more cost-effective way.
- Another advantage is that the administration's opportunity zone initiative, coupled with this HBCU initiative, has significant potential benefit to affect positively, disaffected communities.
- This initiative, layered on top of the opportunity zone initiative, gives a great potential for long-term capital development, whether it is human or financial.
- Question: Why do we need to know what the rates of return to an HBCU education is?
 - It justifies continued investment by the administration.

White House Initiative on HBCUs Brief

James Redstone:

- Through better partnerships with HBCUs, we will be able to increase economic mobility for HBCU students and increase economic opportunity for the HBCU community residents.
- There is always an opportunity for engagement and outreach, whether that takes the form of contracts, grants, or cooperative agreements, or whether it takes the form of engagement, technical assistance, and capacity building.

- Expressed the importance of the White House Initiative on HBCUs is that coordinating and outreach function within the federal government.
- How can federal agencies think through how their plans and how their engagement will contribute to these four key areas is essential to our process and to our plan.
 1. Education
 2. Infrastructure
 - Including: human capital, grant making, capacity to apply for grants and technical assistance
 3. Economic Development
 4. Academic Research
- How do we encourage better integration of HBCUs with our broader academic research enterprise, and how do we facilitate faculty development?

Sedika Franklin:

- HBCU Week is scheduled for the 20th through the 24th of September. Here in Washington, D.C., we will be right back at the Renaissance D.C. Downtown Hotel.

Group Discussion

Chairman Taylor:

- Report to the President
 - “What we may do is, I have staff, we'll take a first draft or something, get it out, reflecting it, send it around to everyone, if that's okay, Madam Federal Officer.”

Ms. Franklin:

- “...the first report would be due May 2, 2020. The charter does not identify how you need to report, it just says that you need to report on the progress of your duties.”

Chairman Taylor:

- Requested a motion to make the first draft of the Board's report. Dr. Hawkins moved for Chairman Taylor and staff to create a report draft for the Board's review. Mr. Grigsby seconded the motion. All were in favor.

Public Comment

- Written Comment from Lisa Jenkins,
 - In the construct of this tax credit, can the Board consider proposing that additional tax credits be granted to businesses that demonstrate that HBCUs are on their team?
 - There are 42 of that first category [Federally Funded Research Development Center], 12 of the second one [University Affiliated Research Center], but none of them are being led by HBCUs. Has the Board considered changing this narrative?
 - Has there been any discussion by the Executive Branch on the White House Initiatives of HBCUs sitting on the procurement review board to ensure competitive scientific proposals from NIH, NSF, DoD, DHS, et cetera, are equitable to avoid biases regarding HBCUs?

- Has there been any consideration providing HBCUs with opportunity zone grants to provide technical assistance and training, for example, on prison reform?
- Len Williams,
 - How does the Board use HBCUs as contracting vehicles?

Concluding Remarks

Dr. Martin: "I am particularly pleased with the framework, the economic analysis that's been done, the framework's been shaped, that begins to add very strategic structure for our committee to be able to do its work..."

Dr. Hawkins: "...as a Board, I hope that we continue to drill down on that to the framework and talking about doing statistical analysis so we can analyze the results?"

Mr. Grigsby: "How do we enhance the culture of data gathering, analytical assessment, and documentation within our community? If we do not develop a culture of data gathering, of analytical assessment of that data and documentation, then we'll continue to be pushed against headwinds."

Dr. Breaux: As we go forward, think of how we structure so we can address these critical issues. We continue to have conversation around opportunity zones and where to head to enact those relationships if we are not currently in an opportunity zone. We should be collecting the data and we should be pushing out our story with data. What I am asking for is, as we are transitioning and new opportunities are coming, I think the White House Initiative can be helpful with our HBCUs in saying there is a change to add credibility and clarification.

Dr. Rath: How do we match all the things that are possible with what each institution needs and find some way to make that happen faster?

Dr. Hunter: I was very impressed with the fact that [Evelyn Kent] was reaching out to the HBCUs and really making a big effort. If certain schools do not have a relationship with the governor, better start working on it because that is where it is.

Dr. Williams: I have a fundamental belief that real tangible actions must take place. How are we going to measure the actions beyond just this group? How do we consolidate those actions so that we know exactly what is taking place by what parts of this administration? How do we make sure that that right amount of pressure is being applied across the administration to get to the fundamental outcome that we are looking for?

Mr. Justice: "I have never seen federal agencies move to create opportunity so fast in my life." If you do not take advantage of it, it will disappear because somebody else will take those resources. How do we organize so we can take advantage of those opportunities?

Dr. Dawkins: "We hear all these opportunities, but we don't have enough results." To what extent are you really interested in implementing the Executive Order to make a difference on our

campuses? Suggested, "creating a directory online as well as a hardcopy directory of HBCU presidents and their contacts affiliated with different federal agencies."

Dr. Clark: "If it's not measured, it's not managed." We should also work on a continued developing of better connecting mechanisms such that we can move forward as a fact-based, data-driven, decision-making organization.

Dr. Ellis: I want to reiterate the comments made earlier about the leadership, the HTH leadership... also want to give a shout out to the F in the HTH, Ms. Franklin, so thank you for keeping us moving forward. How does this Board facilitate connectivity to all other HBCUs throughout the country that we are serving on behalf of? How do we take what we are doing here, link to those statewide HBCU advisory boards to have more of an impact in those states and regionally? How can we link the national representatives with some of those regional representatives to create regional workshops or regional opportunities to not only to have us participate, but have people within our organizations participate?

Executive Director Holifield: The initiative's primary role is pushing out and all what you saw today and have seen since we have been engaged with one another. Perhaps we can develop some consortia to bring together the same kind of ecosystem disciplines to connect to these opportunities.

Chairman Taylor: This White House Initiative, they have a responsibility. This Board has a separate responsibility. My job is to send this right up to the White House and the Secretary so that they understand, one, what the data really is, and my observation is, we've had a narrative about what HBCUs are, but the narrative without the data just doesn't move anyone. We must give the administration the data to make the case for why they should continue investing in us. I met with Secretary Scalia, the other day, and he said, 'your most compelling argument is that you're putting people to work.' There are people who, one, do not know what an HBCU is, and who do not care what an HBCU is. We got to make this relevant to the entire country, not to our small community.

Adjourn

Chairman Taylor requested a motion to adjourn at 2:26 p.m. Dr. Beaux moved to adjourn. Dr. Clark seconded. All were in favor.

I certify the accuracy of these minutes.

Johnny C. Taylor, Jr.
Chairman

Date