TOGETHER, we’re delivering on the promise of Black higher education.
Academic Performance:
The 101 HBCUs across 19 states represent only 3% of all higher education institutes, yet... They enroll 10% of all Black students. They confer to Black students: 15% of all bachelor’s degrees 19% of all STEM degrees

Return-On-Investment:
HBCUs create $14.8 billion in total economic impact, generating 134,090 jobs for local and regional economies. Every dollar an HBCU and its students spends generates $1.44 in spending for its local and regional economies.

Lifetime Earnings and Social Mobility:
HBCU Graduates: 51% more likely than peer Black graduates to move into a higher-income quartile. HBCU Graduates: Earn 56% more than they could without these college credentials. An HBCU graduate working full time can expect to earn $927,000 in additional income.
SAVE THE DATE

UNITE 2024
UNCF SUMMIT FOR BLACK HIGHER EDUCATION

July 28 - August 1
Signia by Hilton | Atlanta, GA
The centerpiece of Atlanta’s sports and entertainment district located in the heart of downtown, Signia by Hilton Atlanta serves as a bridge between the city’s historic roots and its ever-energizing future.

Hilton’s first ground-up Signia by Hilton hotel overlooks the iconic Mercedes-Benz Stadium and Atlanta’s growing Westside district.

It stands at 40 stories, offering 976 guest rooms and suites, a signature upscale restaurant, intimate lobby bar, top-shelf wellness amenities and an outdoor pool with spectacular views of the Atlanta skyline.

Boasting the largest ballroom in Georgia, this reimagined convention and meetings hotel could not find a more fitting home than against the backdrop of Atlanta’s bustling city center.

The hotel is scheduled to open to the public in January 2024.
WE CELEBRATE:

Raising more than $5 billion and helping more than 500,000+ students thrive, graduate, and become leaders.

Providing $100+ million in scholarships and financially supporting 37 HBCUs, more than doubling the number of minority students attending college.

WE CELEBRATE THE OUTSIZED IMPACT OF HBCUS:

HBCUs represent just 3% of all higher education institutions, but produce nearly 20% of all Black graduates, awarding more than one million associate, bachelor, master’s and doctoral degrees since 1984.

HBCUs produce 80% of Black judges, 75% of Black officers in the armed forces, 50% of Black doctors, 50% of Black lawyers, 50% of all Black public-school teachers, 40% of all Black engineers and 40% of Black members of Congress.

HBCUs contribute $14.8 billion in economic impact annually—equivalent to a top 200 Fortune 500 company.

Economic mobility rate for Black HBCU students is higher than those of other Black students. The total lifetime earning for HBCU graduates is $130 billion.
**FIVE REASONS TO SPONSOR UNITE 2024**

1. Align with a national organization with a proven commitment to HBCUs, educational equity and racial justice.

2. Invest in Black higher education’s advancements in institutional excellence, student success, research and innovation, economic mobility and systems change.

3. Access the largest network of thought leaders, expert practitioners and strategic partners transforming Black colleges and universities.

4. Support the proven and outsized impact of Black colleges and universities.
Align with a national organization with a proven commitment to HBCUs, educational equity and racial justice.
UNITE 2024
UNCF PROGRAMMING PARTICIPANTS

UNCF Institute for Capacity Building
UNCF Scholarships and Programs
UNCF Public Policy and Government Affairs
UNCF Frederick D. Patterson Research Institute
UNCF STEM Initiatives
UNCF Teaching and Learning Center
UNCF K-12 Advocacy
Invest in Black higher education’s advancements in institutional excellence, student success, research and innovation, economic mobility and systems change.
Reaching across traditional lines of responsibility to present a comprehensive view of pressing issues in higher education, the summit’s guiding pillars seek to advance the missions of Black colleges and universities, strengthening Black higher education.

**INSTITUTIONAL EXCELLENCE**
Collaborate with institutional leaders, partners, and champions to examine promising strategies toward more effective partnerships, streamlined processes and enhanced skills and capabilities.

**STUDENT SUCCESS**
Help those most responsible for opportunities to teach, innovate and share thought leadership while revisiting time-proven approaches for all students to maximize their higher-education experience.

**RESEARCH AND INNOVATION**
Navigate seismic changes within remote learning, big data, institutional research, assessment and evaluation as a catalyst to deepen our digital solutions and data systems practices.

**ECONOMIC MOBILITY**
Champion the commitment to further the economic independence of Black college students and the Black community through collaborations among educators, industry leaders and strategic partners.

**SYSTEMS CHANGE**
Leverage expertise and networks inside and outside of higher education to positively influence, position, and accelerate student success and institutional progress.
Access the largest network of thought leaders, expert practitioners and strategic partners transforming Black colleges and universities.
UNITE 2023 BY THE NUMBERS

1,173 TOTAL REGISTRANTS

EXCELLENT/GOOD
Overall Summit Rating Given by
96% of Attendees

90 Education Institutions Represented
42 College/University Presidents Registered

2023 Summit Attendees Representing 75+ HBCUs/PBIs
• 43% HBCUs/PBIs
• 29% Non-Profit Organization
• 3% Other Higher Ed Institution
• 9% Philanthropic Organization
• 4% Students (Undergraduate/Graduate)
• 12% Other

4.67/5 Average Session Rating By Attendees

PROGRAMMING
• 5 Guiding Pillars
• 20 Learning Tracks
• 127 Sessions
• 158 Participating Organizations
• 300 Speakers
Support the proven and outsized impact of Black colleges and universities.
We seek to advance the transformation of all Black higher education institutions that serve more than 500,000 students annually.

There are 102 Historically Black Colleges and Universities and 66 Predominantly Black Institutions.
SPONSORSHIP STEPS

Step 1: Select Sponsorship OPPORTUNITIES to determine your Sponsorship LEVEL.

Step 2: Review the preset Sponsorship BENEFITS of your Sponsorship LEVEL.

Step 3: Contact Dr. Kendra M. Sharp, UNCF Institute for Capacity Building Strategist, to finalize your sponsorship package and ensure the fulfillment of all opportunities and benefits:

Kendra.Sharp@uncf.org
## SPONSORSHIP LEVELS & OPPORTUNITIES

**STEP 1: Select Sponsorship OPPORTUNITIES to determine your Sponsorship LEVEL.**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount Range</th>
<th>Opportunities</th>
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</thead>
<tbody>
<tr>
<td><strong>TORCHBEARER</strong></td>
<td>$100,000+</td>
<td>$125,000: Opening Gala Remarks (1)</td>
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<tr>
<td><strong>PROFESSOR</strong></td>
<td>$50,000-$99,999</td>
<td>$100,000: Homecoming (1)</td>
</tr>
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<td><strong>SENIOR</strong></td>
<td>$25,000-$49,999</td>
<td>$75,000: Gala Commencement Speaker Introduction (1) Pre-Gala Reception (1) UNITE Guiding Pillar Plenary (5) VIP Reception (2)</td>
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<tr>
<td><strong>JUNIOR</strong></td>
<td>$10,000-$24,999</td>
<td>$50,000: Hotel Room Welcome Bags (1) Networking Reception (5) Pre-Conference Reception (1) Pre-Conference Session (7) Spark Talks (1)</td>
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<tr>
<td><strong>SOPHOMORE</strong></td>
<td>$5,000-$9,999</td>
<td>$35,000: Afternoon Coffee with Presidents (1) Hotel Room Key Card (1) UNITE Attendee Bags (1) UNITE Lanyards (1)</td>
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<td><strong>FRESHMAN</strong></td>
<td>$1,000-$4,999</td>
<td>$25,000: Charging Stations (3) General Coffee Breaks (2) General Lunch Sponsor (2) Meeting Room (1) Professional Headshot Booth (1) Quiet Space Room (1) Snack Break (2) Student Networking Session (1) Wellness Programming (2)</td>
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<tr>
<td><strong>GENERAL</strong></td>
<td>$1,000-$4,999</td>
<td>$10,000: App Mobile Screen (1) Change Agent Award (3) Homecoming Photo Booth (1) Institutional Award (5) Sponsors Hall Exhibitor (20) Wi-Fi Login Screen (1)</td>
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<tr>
<td></td>
<td></td>
<td>$5,000: HBCU Voices Podcast Episode (2) Faculty Mini Research Grant (3) Massage Stations (3) Post-UNITE Pillar Webinar (5) Practitioner Mini Grant (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$5,000: Homecoming Vendor Tent (10) Registration Scholarship (50) Summit Evaluation (1)</td>
</tr>
</tbody>
</table>

**Contact Us**

**PROFESSOR**

**SENIOR**

**JUNIOR**

**SOPHOMORE**

**FRESHMAN**

**GENERAL**
SPONSORSHIP OPPORTUNITIES

App Mobile Screen. Brand logo on WIFI log-in screen alongside UNITE logo.

Change Agent Award. Sponsor a change agent award. Awardees will be selected by the ICB team by way of an internal voting process.

Charging Station. Sponsor a portable charging station for attendees during the duration of the conference.

Coffee with the Presidents. Afternoon coffee with attending HBCU/PBI Presidents. Invitation to Presidents will be sent via ICB team but language can be provided by sponsor.

Conference Evaluations. Sponsor post-Summit conference evaluations. The organization's logo will be placed on the conference evaluation form.

Faculty Mini Research Grants. Sponsor a faculty research mini grant based on a specific area of subject expertise. Criteria for the grant will be provided by a sponsor. Dissemination of grant opportunities will be handled by the ICB team.

General Coffee Breaks. Sponsor coffee breaks during one day of the summit. Branded signage will be placed in a visible area.

General Lunch Sessions. Sponsor lunch session during one day of the summit. Branded signage will be placed in a visible area.

General Snack Breaks. Sponsor snack breaks during one day of the summit. Branded signage will be placed in a visible area.

HBCU Voices – Podcast Episode. Sponsor an HBCU Voices podcast episode. A brief description of the organization will be shared with the audience by podcast host and logo will be placed on the opening segment of episode.

Homecoming. Branding during the event. Remarks (5 mins) at the beginning of the event. Includes S&R signage. Opportunity to partner on homecoming activities or giveaways.

Homecoming Photo Booth. Sponsor the general photobooth during the Homecoming event. Does not include the logo in the photo. Branded signage will be placed in a visible area.

Homecoming Tent. 10X10 booth to promote organizational brand. Placement is assigned internally by the ICB team.

Hotel Key Cards. Brand logo on hotel key cards alongside UNITE logo.

Institutional Awards. Sponsor an institutional award. Awardees will be selected by the ICB team by way of an internal voting process.

Introduction of Keynote Speaker. Provide remarks (5) min on stage before intro of keynote speaker.

Meeting Room. Sponsor meeting room space provided by the hotel that will be utilized as an open space for attendees to take meetings and phone calls. Branded signage will be placed outside of the room.

Networking Reception. Includes signage and table set-up in visible area of event space and speaking opportunity (5 min) Host/sponsor a networking reception for a specific group. (i.e., Chief Financial Officers, or VPs of Student Affairs)

Opening Plenary. Provide remarks (7 min) at the top of the agenda /program. One media asset allotted for transition period. VIP Special Table. (Gala Night Only)
Post-UNITE Webinar. Host a post-UNITE 1 hour webinar on CTA. Invitations to the HBCU network will be disseminated by the ICB team. The run of the show must be approved by the ICB team and must be in alignment with one of the UNITE CTAs.

Practitioner Mini Grants. Sponsor a practitioner research mini grant based on a specific area of subject expertise. Criteria for the grant will be provided by a sponsor. Dissemination of grant opportunities will be handled by the ICB team.

Pre-Conference Reception. Includes signage and table set-up in visible area of event space and speaking opportunity (5 min). Host/sponsor reception for all pre-conference attendees.

Pre-Conference Session. Sponsor one of the pre-conference sessions. Includes signage and table set-up in visible area of event space and speaking opportunity. (5 min)

Professional Headshot Booth. Sponsor headshot booth during one day of the summit. Branded signage will be placed in a visible area.

Pre-Gala Reception. Branding at the reception, opportunity to host and network with the VIPs (includes institutional presidents, major sponsors, UNCF leadership and other special guests). Includes S&R signage.

Quiet Space Room. Sponsor quiet room space provided by the hotel that will be utilized as an open space for attendees to participate in quiet activities. Branded signage will be placed outside of the room.

Registration Scholarships. Sponsor travel or lodging for an aspiring UNITE attendee.

Spark Talks. A series of thought-provoking discussions from industry leaders. Takes place in a unique theater style space separate from breakout sessions and exhibit hall.

Sponsors Hall Exhibitor. 10X10 booth to promote organizational brand. Signage, table, two chairs and a small trash can included. Placement is assigned internally by the ICB team.

Student Networking Session. Host a student focused networking event. Branded signage will be placed in a visible area. Invitations will be sent by the ICB team.

UNITE Attendee Bags. Brand logo on summit attendee bags alongside UNITE logo.

UNITE Guiding Pillar. Branding associated with one of the summit’s guiding pillars. Signage in the visible area of event space, and logo on the main stage.

UNITE Lanyards. Brand logo on summit lanyards alongside UNITE logo.

VIP Reception. Branding at the reception, opportunity to host and network with the VIPs (includes institutional presidents, major sponsors, UNCF leadership and other special guests). Includes S&R signage.

Welcome Gift. Sponsor gifts that will be placed inside of attendee hotel rooms for the summit. Max 850 gifts.

Wellness Programming. Sponsor wellness activity for UNITE attendees. (i.e., yoga, meditation, morning walk session, massage chairs) Limited Spacing is available. Can not compete with plenary sessions or high-level summit activities.

Wi-Fi Login Screen. Brand logo on WiFi log-in screen alongside UNITE logo.
## Sponsorship Levels & Benefits at a Glance

**Step 2:** Review the preset Sponsorship Benefits of your Sponsorship Level.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>General</strong></td>
<td>$1,000-$4,999 Logo Placement on UNITE Website</td>
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<tr>
<td></td>
<td>$5,000-$9,999 Early-Bird Discount for Additional Registrants</td>
</tr>
<tr>
<td></td>
<td>Logo Placement on UNITE Website</td>
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<tr>
<td></td>
<td>Logo Placement on UNITE App</td>
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<tr>
<td></td>
<td>Item in Swag Bags</td>
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<tr>
<td></td>
<td>Group Recognition on Social Media</td>
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<tr>
<td><strong>Freshman</strong></td>
<td>$10,000-$24,999 2 Registrations</td>
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<tr>
<td></td>
<td>Early-Bird Discount for Additional Registrants</td>
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<td></td>
<td>Logo Placement on UNITE Website</td>
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<td>Logo Placement on UNITE App</td>
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<td></td>
<td>Item in Swag Bags</td>
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<tr>
<td></td>
<td>Personalized Recognition on Social Media</td>
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<tr>
<td><strong>Sophomore</strong></td>
<td>$25,000-$49,999 5 Registrations</td>
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<td></td>
<td>Early-Bird Discount for Additional Registrants</td>
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<td>Logo Placement on UNITE Website</td>
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<td>Logo Placement on UNITE App</td>
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<td></td>
<td>Onsite Signage</td>
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<tr>
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<tr>
<td></td>
<td>Personalized Recognition on Social Media</td>
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<td>Logo Placement on UNITE Website</td>
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<td>Logo Placement on UNITE App</td>
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<td></td>
<td>Access to Attendee Registration List</td>
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<td>Onsite Signage</td>
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<td>Personalized Recognition on Social Media</td>
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<td><strong>Senior</strong></td>
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<td>Logo Placement on UNITE Website</td>
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<td>Logo Placement on UNITE App</td>
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<td></td>
<td>Access to Attendee Registration List</td>
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<td></td>
<td>Opening Gala Special Table Placement</td>
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<td>Onsite Signage</td>
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<td><strong>Professor</strong></td>
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<td>Item in Swag Bags</td>
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<tr>
<td></td>
<td>Personalized Recognition on Social Media</td>
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</tbody>
</table>

**Contact Us**

- 10 registrations
- Early-Bird Discount for Additional Registrants
- Logo Placement on UNITE Website
- Logo Placement on UNITE App
- UNITE 2024 Branding
- Onsite Signage
- Access to Attendee Registration List
- Breakout Space Engagement
- Pre-Event Media Opportunities (Press Release)
- HBCU Voices Podcast Interview
- VIP Lodging Suite Opportunities for Remarks
- Item in Swag Bags
- Personalized Recognition on Social Media
- Homecoming Tent
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<td>Professional Headshot Booth</td>
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<td>$25,000</td>
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</tbody>
</table>
SPONSORSHIP

BENEFITS & OPPORTUNITIES
SPONSORSHIP OPPORTUNITIES:
Homecoming: $100K
Photo Booth: $15K
Homecoming Vendor Tent: $5K
SPARK TALKS

SPONSORSHIP OPPORTUNITY:
Spark Talks: $50K
SPONSORSHIP OPPORTUNITIES:
Prep Gala Reception: $75K
VIP Reception: $75K
Networking Reception: $50K
JAN 1 - AUG 31, 2023

**unctinite.org:**
Visits: 20,467
Visitors: 10,053

**SOCIAL MEDIA**

**INSTAGRAM**
Reach: 47,605
Likes: 2497
Shares: 500
Link clicks: 732
Comments: 91

**X/TWITTER**
Impressions: 21,847
New followers: 31
Profile Visits: 1,158
Mentions: 27

**LINKEDIN**
Impressions: 110,222
Video Views: 66,175
Reach: 36,522
Clicks: 515
"We didn’t shy away from critical issues facing HBCUs, from the impact of the recent Supreme Court decisions on race-based admission to the challenges of sustainability on Black colleges and campuses.

Instead, the summit facilitated collaboration at every turn to advance solutions.”

**DR. HAYWOOD STRICKLAND**
President Emeritus, Wiley College & Texas College

"This was such a great experience and I’m going to make an impact until air runs out of my lungs! Look mommy, I’m on a billboard.

Thank you to Clark Atlanta University for choosing me to represent HBCUs and for allowing me to share my story. This means so much to me! Also thank you UNCF ICB for being a great help to me and for capturing my story, you all are truly amazing.”

**AMARI FRANKLIN**
Student, Clark Atlanta University

"Our executive team is embracing UNITE’s five pillars to organize and advance our university’s strategic planning because they are on-point.

Just another example of how HBCUs are going further together, leveraging each other’s insights and expertise.”

**DR. BRENDA ALLEN**
President Lincoln University
"We are excited to bring Harvard’s expertise in online education...to support this important work led by UNCF and HBCU partners in empowering students and faculty from Historically Black Colleges and Universities to reshape the future of learning in a digital age.”

BHARAT N. ANAND
Vice Provost for Advances in Learning Harvard University

“Thankful for UNCF ICB and the UNITE summit team for an incredible experience. The opportunity to interact with presidents, researchers, advocates and fellow practitioners was impactful as we continue delivering on the promise of Black higher education.

I am excited to share the wealth of resources with my Rust college team as we accelerate innovation at our institution.”

AUSTIN RAYFORD
Executive Director of Campus Life & Compliance, Rust College

“There is no difference between a private HBCU and a public HBCU. Both are HBCUs.

So, when people think about HBCUs, they don’t separate but bring us together.”

DR. HARRY WILLIAMS
President and CEO, Thurgood Marshall College Fund
HBCU VOICES
EXECUTIVE LEADERS, UNFILTERED
UNITE 2023
Awardees

Drs. Ahmad

Award recognizes Black higher education leaders who spearhead institution and transformation and demonstrate empathy, agility, resilience and effective communications, while modeling creativity, data-driven decision-making and continuous improvement.
- Dr. Charles Proctor, Chief of Staff and Chief Transformation and Sustainability Officer, Dillard University
- Dr. Banks Franklin, Associate Director of Diversity and Inclusion, Emory University
- Dr. Pamela S. Smith, Senior Vice President for Student Life and Success, Talladega College

FACULTY TRUSTEEEEES:
- Dillard University
  - Award sponsored by Talia, recognizes an individual who is leading in managing their faculty to drive transformation.

HBCU/FUTURE FUND: Koshare College
  - Award recognizes an individual who demonstrates a commitment to provide access to alternative education pathways.

STUDENT CHEMPSHORE:
- Edward Hines University
  - Award recognizes an institution that is committed to student success, enrolling students in programs and initiatives to create a student-centered learning environment.

TOWARDS STRATEGIES:
- Delta College
  - Recognizes an institution that uses data and innovation to accelerate growth.

COMMUNITY CATALYST:
- Fisk University
  - Recognizes an institution that brings community organizations together to ensure a diverse range of students.

Institutional Excellence:
- Howard University
  - Recognizes an institution that demonstrates strong growth in transformation, leadership and student success.
To finalize your sponsorship package and ensure the fulfillment of all benefits and opportunities, contact UNCF Institute for Capacity Building Strategist Dr. Kendra M. Sharp:

Kendra.Sharp@uncf.org
THANK YOU!