
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

HBCU

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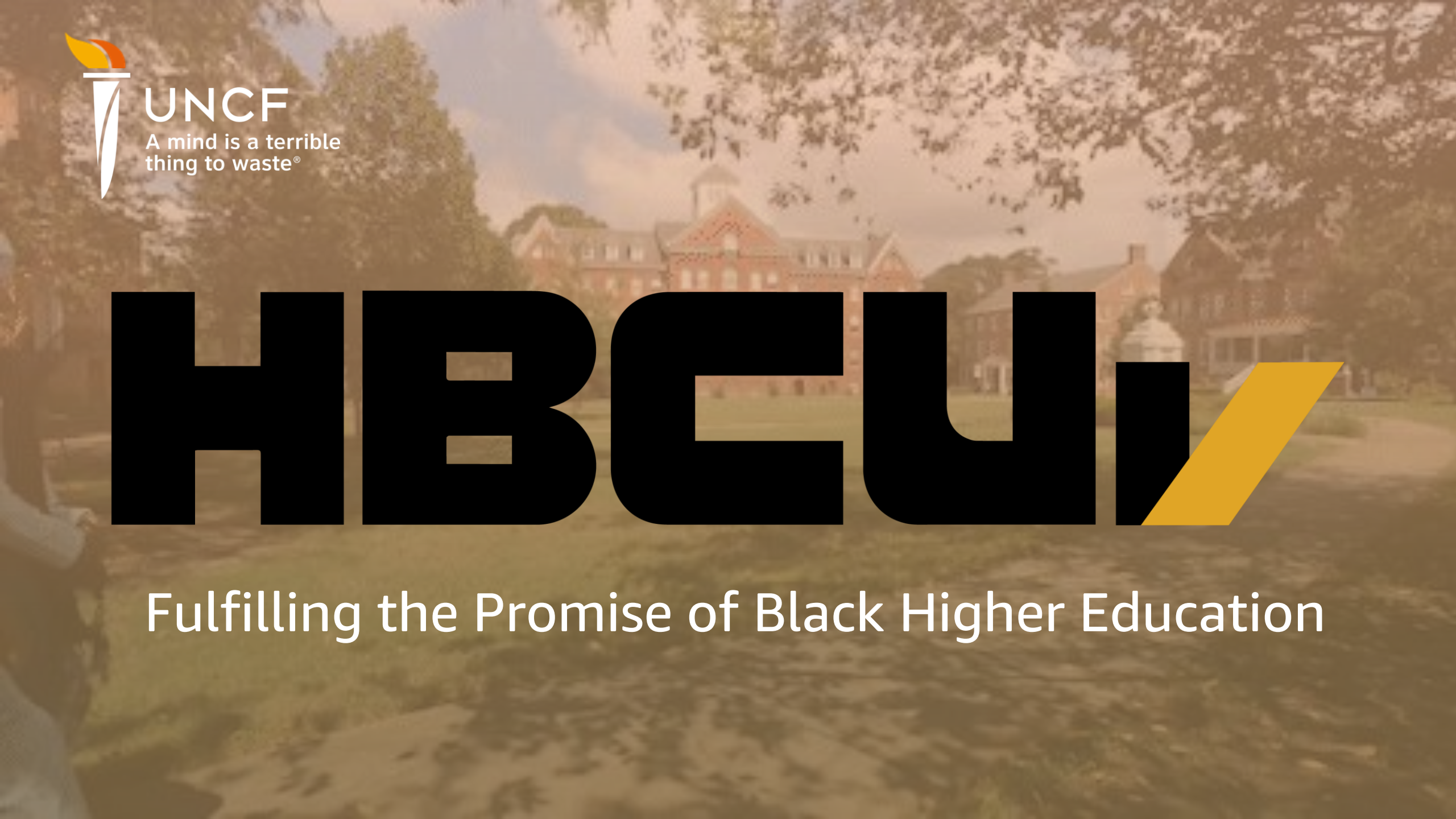
Reimagining Black education with HBCUs, hosted by UNCF

Julian Thompson

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United Negro College Fund

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HBCU
Fulfilling the Promise of Black Higher Education

About HBCUs

There are 102 Historically Black Colleges and Universities established prior to 1964 in America

Our HBCUs produce

19% of Black STEM degrees
50% of Black professors
50% of Black doctors
80% of Black judges



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The Great Divide

7x ⇩

Lower endowments
than PWIs on average

1 > 102

Top research university
receives more federal funding
than all HBCUs combined

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COVID-19 created unprecedented challenges for higher education institutions of all stripes, but a particularly pronounced impact on HBCUs who lag in online adoption

only

20%

of HBCUs offered online degrees

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What would happen if HBCUs shifted from doing more with less to doing more with more?

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What if we gave HBCUs the tools and technology to lead the market in online learning, increase accessibility, and improve student outcomes?

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For HBCUs, by HBCUs

A shared online learning platform for Black colleges and universities

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We partnered with these 9 HBCUs to develop and pilot the platform



Benedict College



Claflin University



Clark Atlanta University



Jarvis Christian University



Johnson C. Smith University



Lane College



Shaw University



Talladega College



Dillard University

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And conducted over 3,000 hours of research with hundreds of students, faculty & administrators



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The **HBCU** Impact

It was an HBCU that originally allowed me to aim higher.

It was an HBCU that gave me a backbone.

It was an HBCU that heard my cries and wiped my tears.

It was an HBCU that taught me about my heritage in history.

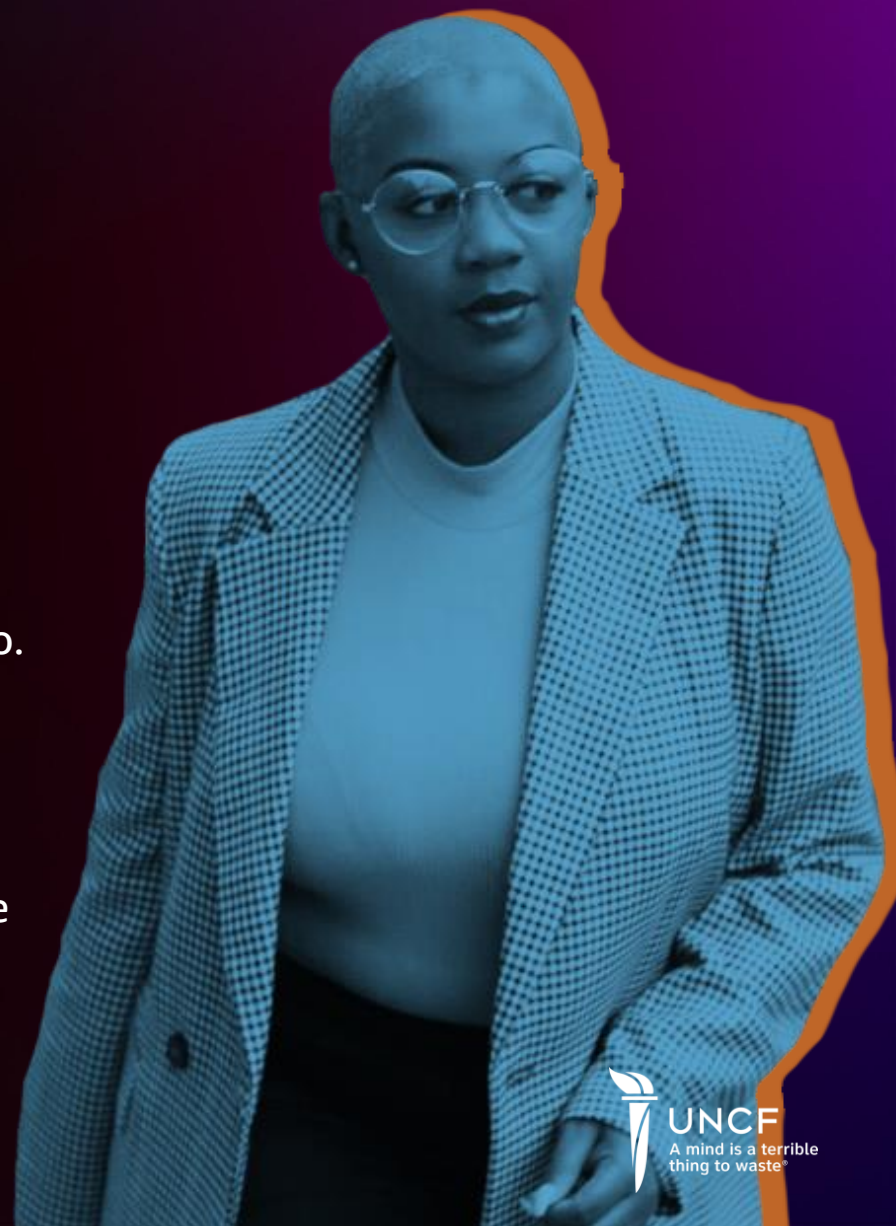
It was an HBCU that developed me into the leader I am today.

It was an HBCU that encouraged me to shoot for the stars and take a moon, too.

It was an HBCU that told me that I can be what I want to be, despite what my high school counselors and others may have said.

It was an HBCU that took a chance on me.

It was an HBCU that gave me infinite amounts of courage. And it is this courage that allowed me to be where I am today.



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What defines the experience?



A safe space for Black joy and expression

The honoring of rituals and traditions

An opportunity to see yourself

Building upon and creating a legacy

A moment for transformation and definition

An opportunity for mobility and guidance

An opportunity to find your tribe

Celebrating and redefining Blackness

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What drives the platform's development?



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HBCUv Core Tenants

Promoting Black Excellence

HBCUv will be home to the best Black courses taught by the best Black minds in America and serve as a beacon to young Black talent globally

KEY FEATURES

- Cutting-edge instructional design
- Elevates Black-led curricula
- Expands access to HBCUs globally



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HBCUv Core Tenants

Creating Black Futures

HBCUv will provide tools and technology that help Black students discover and design their path to a brighter future, including career planning and degree program matching

KEY FEATURES

- Degree discovery and matching tools
- Robust planning and budgeting tools
- Real world training with top employers



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HBCUv Core Tenants

Connecting Black Talent

HBCUv will connect students and faculty from multiple HBCUs on one online social platform to encourage networking, collaboration, and tighter community bonds

KEY FEATURES

- Unified platform that connects campuses
- Social technology to connect students
- Pathways that allow family, friends, and alumni to help shape futures



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HBCUv Core Tenants

Putting Flexibility First

HBCUv will support both synchronous and asynchronous learning environments so students can choose the learning style that fits their lifestyle best

KEY FEATURES

- Synchronous and asynchronous learning
- Blended learning modalities
- Degree and certificate programs



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HBCUv Core Tenants

Driving Results with Data

HBCUv will leverage machine learning and big data to fuel predictive analytics on student performance and provide real-time feedback to instructors on lectures, assignments, and assessments

KEY FEATURES

- Algorithms that match students with courses that fit their learning style
- Predictive analytics to reduce dropouts, improve performance



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HBCUv Core Tenants

Activating Collective Genius

HBCUv will be a shared resource open to all HBCUs and enable institutions to share knowledge, resources, and best practices in a cost-effective, tech-forward manner

KEY FEATURES

- Shared online library for course curriculum and modules
- Shared access to quality research resources
- Shared access to online tutors and other personnel



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What value does the platform provide?



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With



we will change the face of education

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HBCUv can benefit an ecosystem of stakeholders

The HBCUv Advantage For Students

Access to HBCUs anywhere, anytime, on any device

Expanded culturally rich learning content

Unprecedented inter-campus collaboration

The HBCUv Difference For Faculty

Virtual space for promoting Black pedagogy

Innovations for accelerated, customizable teaching

New training to lead blended learning –collective impact

The HBCUv Transformation For Institutions

Increased student reach across the globe

Economies of scale for resource sharing; revenue generator for HBCU initiatives

A shared HBCU asset in a growing online market; promotion as thought leaders

The HBCUv Lift For Community

On-ramp to an HBCU education for a wider community of learners

Go-to space for education rooted in the Black experience

Platform for leadership development and cultivating collective impact

The HBCUv Gamechanger For Employers

Centralized access to HBCU talent

Online hub for recruitment efforts; placement for mentorships, internships, and careers

Co-branding aligned with HBCU excellence

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Reduce the wealth gap & ensure a thriving Black middle class

$71,000

HBCU diploma holders typically earn more than their peers within 10 years of graduation

$1,000,000

What HBCU Graduates earn over their lifetimes compared to peers who did not go to college

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Export Black excellence to students across the globe







Erase the digital divide and ensure Black students lead in STEM and innovation











Thank you!

Julian Thompson
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Learn more about HBCUv

Please complete the session survey in the **mobile app**

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