



## HBCU Partnership Challenge

In September 2017, Congresswoman Alma S. Adams, Ph.D., Founder and Co-Chair of the Congressional Bipartisan Historically Black Colleges and Universities (HBCU) Caucus, rolled out the HBCU Partnership Challenge. The Challenge was created with the recognition that strengthening public-private investments in HBCUs is necessary not only for their future sustainability, but for the future career prospects of their students and the advancement of diversity and inclusion within all sectors of employment.

Sixty-seven percent of job seekers say a diverse workforce is important when considering job offers, and organizations that report higher levels of racial diversity bring in nearly 15 times more sales revenue than their counterparts. The Bipartisan HBCU Caucus believes that in order to achieve true diversity in our workforce, we must focus on the front-end of this conversation – our students and the schools they attend.

The impact of HBCUs on our workforce is clear. Among African-Americans, HBCUs produce:

- 27 percent of all African-American STEM graduates;
- 40 percent of all African-American engineers;
- 50 percent of all African-American lawyers;
- 50 percent of all African-American public-school teachers; and
- 80 percent of all African-American judges.

These statistics prove that it is impossible to have true diversity and inclusion in our workforce without involving HBCUs.

### *What is the Challenge?*

The Challenge is a public pledge. It is a stated commitment that your organization is at the table and willing to create strategic partnerships with our nation's HBCUs. It is an acknowledgment that HBCUs, which produce top minority talent, are a part of your diversity and inclusion efforts.

### *Why the Challenge Matters*

Ensuring that HBCU students and graduates have equal access to 21<sup>st</sup> Century opportunities requires a collective effort. Challenge participants will gain access to relationship managers, HBCU stakeholders, other employers, and Members of Congress, as well as opportunities to create universal best practices for partnering with, recruiting, and retaining HBCU graduates.

### *Who the Challenge Impacts*

The millions of HBCU students and graduates across the country and our national workforce.

### *Who has taken the Challenge?*

Bipartisan HBCU Caucus, Intel, Lyft, Blue Cross Blue Shield of North Carolina, SAP SE, Volvo Group, Dell, GM Financial, AnitaB.org, Regions, Pandora, Nielsen, Amazon, Airbnb, Duke Energy, Adtalem, Microsoft, Wells Fargo, Spotify, Ally Financial, Live Oak Bank, and SAS.