



How You Can Help APPA Partner With HBCUs

By Chris Ziolkowski

Many African American and other minority students choose to attend an HBCU (historically black college or university) not only to earn a quality education, but also to gain a sense of identity and heritage. Many prominent Americans have graduated from HBCUs, including Dr. Martin Luther King Jr. (Morehouse College), Oprah Winfrey (Tennessee State University), and Andrew Young, former ambassador to the United Nations and Atlanta mayor (Howard University). In fact, in the African American community, 65 percent of physicians, 50 percent of engineers, and 35 percent of lawyers have graduated from an HBCU.

PROBLEMS HBCUS FACE

Along with aging campuses and out-

of-date technology (all HBCUs were established prior to 1965) HBCUs face budget shortfalls. According to the United Negro College Fund, 46 percent of HBCU students come from families with income lower than \$34,000. They also have up to 50 percent lower tuition than their predominantly white counterparts and their endowments are far behind. To put this into perspective, in 2012 the total endowments of over 100 HBCUs was \$1.6 billion compared to Ivy League Harvard's endowment of \$19 billion. HBCUs also have a lower graduation rate due to social and economic circumstances.

HOW APPA CAN HELP

APPA offers benchmarking tools, such as Facilities Performance Indicators

(FPI), and the Facilities Management Evaluation Program (FMEP). These programs can help facilities professionals assess their current situations and make more sound decisions to move forward with projects and spending.

Another area of need in HBCUs is professional development of their facilities personnel. APPA offers the Institute for Facilities Management, the Leadership Academy, the Supervisor's Toolkit, and even offers EFP and CEFPA accreditations. APPA now offer the invaluable Body of Knowledge (BOK) to all affiliate members through their website.

Finally APPA offers networking opportunities through conferences, (regional, international, and state) and other programs like Drive-In Workshops to create strong relationships



with other institutions and vendors. APPA also has Job Express, a great tool to recruit talented and trained facilities professionals.

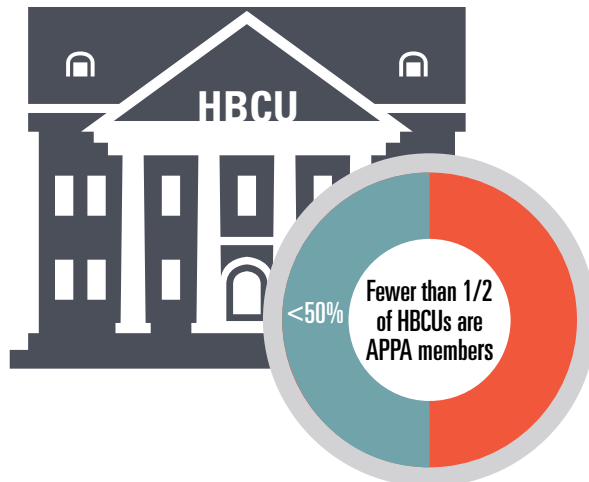
GETTING THERE

There are approximately 105 HBCUs throughout the United States, with about 80 percent in the Southeastern region, yet less than half of HBCUs are APPA members.

In most cases they are located near a non-HBCU university. I would encourage you to reach out to the facilities professionals at these HBCUs and network, share best practices, and maintain good working relationship that could be beneficial for both of you and your community.

To this end, I'd like to share a personal experience. Recently, a local

HBCU was having problems with its housing facilities. Our campus leadership stepped up to assist, and volunteered to house 37 of the displaced nursing students. Upon hearing this news Becky Griffith, assistant director of facilities at ERAU, contacted the new AVP of facilities who was a former coworker and explained the benefit of an APPA membership. I was able to offer the HBCU a trial membership as part of APPA's "Try Before You Buy" campaign. They immediately signed up, saw the benefits, and became permanent members. This forged the beginning of a strong working relationship between us, the HBCU, and the



vast network of facilities professionals throughout APPA. ☎

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IT'S TIME TO MAKE THE CHANGE!

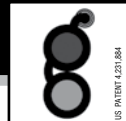
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