



# MEDIA KIT

# ABOUT THE HBCU TRANSFORMATION PROJECT

The HBCU Transformation Project is an unprecedented collaboration between the Partnership for Education Advancement (Ed Advancement), the Thurgood Marshall College Fund (TMCf), and United Negro College Fund (UNCF).

Financial support and strategic counsel to the HBCU Transformation Project is provided by Blue Meridian Partners, a pioneering philanthropic model for finding and funding scalable solutions to problems that limit economic and social mobility.

## HBCU TRANSFORMATION PROJECT GOALS & OBJECTIVES

The HBCU Transformation Project seeks to amplify the value and impact of Black colleges and universities by transforming at scale their already-significant achievements to advance racial justice, educational equity, and economic prosperity for all.

### GOALS OF THE HBCU TRANSFORMATION PROJECT INCLUDE:

- Dramatically increasing student enrollment and retention.
- Improving institutional performance, capacity, and innovation.
- Reversing historic funding inequities to ensure that HBCUs can achieve their transformation goals and continue to provide outstanding educational opportunities for future generations.
- Demonstrating the value of working together as a network of institutions, learning from each other and leveraging collective power.

Most HBCU Transformation Project resources are invested in high-return initiatives at individual HBCUs, such as building technology infrastructure, developing and testing innovative curricular and administrative strategies, and piloting platforms to work together on staff development, shared procurement, and other network-wide approaches. UNCF, TMCf, and Ed Advancement receive support to provide leadership for the HBCU Transformation Project, expand their capacity to coordinate multi-campus networks, and lead a major capital campaign to help close longstanding funding gaps between HBCUs and predominately white institutions.

## PROGRESS TO DATE

Although the HBCU Transformation Project remains in its early phases, it has already achieved extraordinary results.

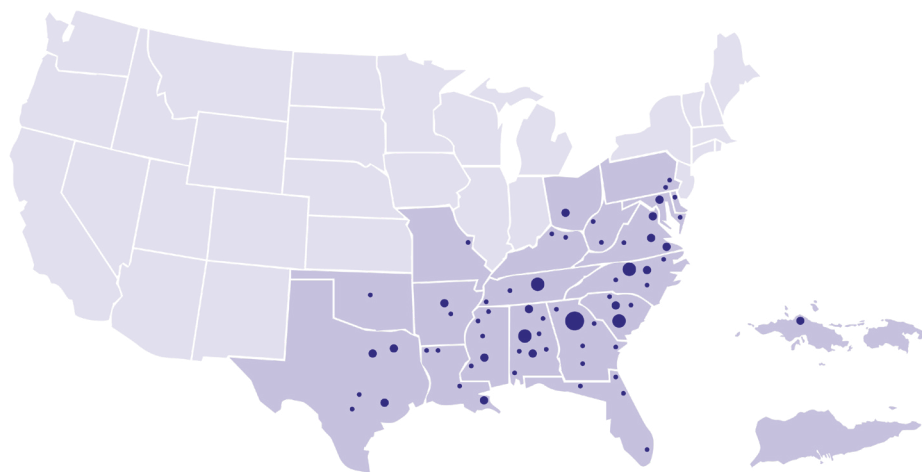
- Since the peak-COVID 2020-2021 academic year, enrollment has increased far more sharply at HBCUs than it has at all colleges and universities. Enrollment has increased fastest among the 40 HBCUs working most closely with the HBCU Transformation Project.
- As a result of HBCU Transformation Project investments, many individual campuses have achieved record enrollments and extraordinary trends in application and retention.
- For example, South Carolina State University increased applications by 175%. Claflin University reported the highest enrollment in school history, with 2,200 students, and Morehouse College improved student persistence by 33%.

For more information about the HBCU Transformation Project, visit [HBCUTransformation.org](https://HBCUTransformation.org).



# HBCUs BY THE NUMBERS

**102 HBCUs in the United States**



The first HBCU was founded in 1837 (now Cheyney University). The greatest number of HBCUs were founded in 1867, two years after the Emancipation Proclamation.

**HBCUs REPRESENT 2.3% OF ALL COLLEGES AND UNIVERSITIES IN THE UNITED STATES, BUT ARE RESPONSIBLE FOR:**

**22%** of current bachelor degrees awarded to Black Americans

**80%** of Black doctors and dentists

**50%** of Black public school teachers

**40%** of Black engineers

**40%** of Black members of Congress

**52%**  
of HBCU students are the first in their family to attend college.

**71%**  
of HBCU students are Pell Grant Awardees (for low-income students).

The average endowment of an HBCU is **12.5%** of the size of the average endowment for a historically white college or university.





# THE PARTNERS POWERING TRANSFORMATION



Established in 1987, the **Thurgood Marshall College Fund (TMC)** is the nation's largest organization exclusively representing the Black College Community. TMC member-schools include the publicly supported Historically Black Colleges & Universities and Predominantly Black Institutions, enrolling nearly 80 percent of all students attending Black colleges and universities.



**The Partnership for Education Advancement (Ed Advancement)**, founded in 2018, is an organization dedicated to strengthening HBCUs and other mission focused colleges and universities. Our team is a diverse group of highly experienced professionals with wide-ranging expertise in technology, project management, operations, risk management, vendor management, and many functional areas within higher education, including enrollment, student success, data infrastructure, and campus operations.

Ed Advancement utilizes its expertise to provide scalable infrastructure, operations, and technology-focused solutions to HBCUs to help them better serve their students. These student success focused solutions increase enrollment, retention, graduation rates, and post-graduation outcomes which can meaningfully address the racial wealth gap and overall socioeconomic justice on a national level.



**United Negro College Fund (UNCF)** is the nation's largest and most effective minority education organization and provider of scholarships. To support the development of Black institutions of higher education and support their transformation and continual innovation, UNCF created the Institute for Capacity Building (ICB) in 2006, which now provides a range of direct support and technical assistance to 42 Black colleges and universities and indirect support to the entire network of 102 HBCUs and 64 Predominantly Black Institutions.

blue meridian  
partners

**Blue Meridian Partners** is a pioneering philanthropic model for finding and funding scalable solutions to problems that limit economic and social mobility for America's young people and families in poverty. We provide transformative capital paired with capacity-building support and strategic advice, empowering visionary leaders to dream bigger and vastly expand their impact, influence, and reach. Our partnership of leading philanthropists pool resources to invest more efficiently and effectively than any single funder could alone.



## DR. HARRY L. WILLIAMS

President & CEO  
**THURGOOD MARSHALL  
COLLEGE FUND**

"To witness the tangible impact we've had in working together on the Transformation Project has been great. HBCUs have had and continue to have an outsized impact on the communities that they serve while providing numerous opportunities to its students.

This positive investment to intentionally collaborate with many partners who are forward-thinking and like-minded in wanting to be part of the excellent enhancements at all our HBCUs is tremendous. We are excited to be part of the change that's happening now and the growth ahead."

**Harry L. Williams** serves as president & CEO of the Thurgood Marshall College Fund (TMCf), the nation's largest organization exclusively representing the Black College Community. TMCf's 47 member-schools are America's publicly supported Historically Black Colleges and Universities (HBCUs) and Predominantly Black Institutions (PBIs), educating nearly 300,000 students. Under his leadership as President & CEO, TMCf has created innovative partnerships, increased organizational stability, and advanced bipartisan HBCU support.

A strategic thinker and visionary, Williams concluded dedicated talent development partnerships with leading corporations such as The Boeing Company, Medtronic, Visa, Ally Financial, and Hennessy USA. He successfully reimagined long-term partnerships with companies such as Lowe's, the NBA, and Wells Fargo, cementing TMCf as the premier source for major employers seeking top diverse talent for competitive internships and corporate careers.

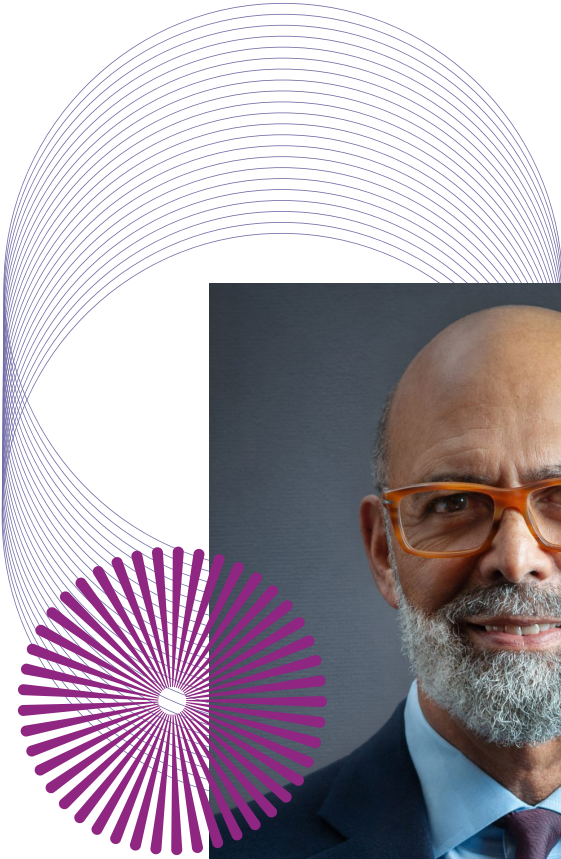
TMCf has been at the forefront leading on every significant national legislative victory for HBCUs, earning respect and trust from elected and appointed leaders on both sides of the aisle in Congress and the White House. In 2019, TMCf's first legislative priority, the FUTURE Act, became law after successfully forging a coalition and identifying resources. In 2020, TMCf successfully helped secure significant federal funding to help low-resourced HBCUs meet the financial challenges of COVID-19, and continue educating their students.

As a former HBCU president, Dr. Williams leveraged his relationships with other HBCU presidents to increase cooperation between TMCf member-schools and create a supportive network among HBCU leaders, providing a platform for sharing best practices, and acting together to ensure institutional sustainability for all HBCUs. As President of Delaware State University, Williams enjoyed a successful eight-year tenure, increasing student enrollment and forging new public/private multimillion-dollar partnerships, grants, and investments into the campus.

He has received many awards and accolades for his career in higher education, and previously held senior positions at the University of North Carolina General Administration, Appalachian State University, and North Carolina A&T State University. Dr. Williams earned his Bachelor's and Master's degrees from Appalachian State University, a Doctorate from East Tennessee State University, was named President Emeritus of Delaware State University, and is a member of Alpha Phi Alpha Fraternity, Inc.

Most importantly, he is a family man.

His wife is Dr. Robin S. Williams, and they are the proud parents of two grown sons, Austin and Gavin. Austin and his wife Reagan both graduated from Howard University. Gavin is also a Howard graduate and is now a first-year law student at Southern University Law Center. Dr. Williams also has a granddaughter, Porter Rae, who is the daughter of Austin and Reagan.



## **DR. MICHAEL L. LOMAX**

President and Chief  
Executive Officer

**UNITED NEGRO  
COLLEGE FUND**

"HBCU leaders are focused on how their institutions must change to give future generations the educational experiences they need.

The Transformation Project will ensure that HBCUs will continue to be drivers of economic mobility, engines of economic activity, and champions for racial equity long into the future."

Since 2004, **Dr. Michael L. Lomax** has served as president and CEO of UNCF, the nation's largest private provider of scholarships and other educational support to African American students and a leading advocate of college readiness: students' need for an education, from pre-school through high school, that prepares them for college success. Under his leadership, UNCF has raised more than \$3 billion and helped more than 110,000 students earn college degrees and launch careers. Annually, UNCF's work enables 60,000 students to go to college with UNCF scholarships and attend its 37 member historically Black colleges and universities (HBCUs).

At UNCF's helm, Dr. Lomax oversees the organization's 400 scholarship programs, which award 10,000 scholarships a year. He also launched the UNCF Institute for Capacity Building, which helps UNCF's member HBCUs become stronger, more effective and more self-sustaining.

Under Dr. Lomax's leadership, UNCF has fought for college readiness and education reform through partnerships with reform-focused leaders and organizations and worked to further advance HBCUs with Congress, the administration and the Department of Education. He serves on the boards of the KIPP Foundation, America's Promise, Teach for America and the Studio Museum in Harlem.

Before joining UNCF, Dr. Lomax was president of Dillard University in New Orleans and a literature professor at UNCF-member institutions Morehouse and Spelman Colleges. He also founded the National Black Arts Festival, was a founding member of the Smithsonian Institution's National Museum of African American History and Culture (NMAAHC) and served as chairman of the Fulton County Commission in Atlanta, the first African American elected to that post.



## **JAMES RUNCIE**

**CEO and Co-Founder  
PARTNERSHIP  
FOR EDUCATION  
ADVANCEMENT**

"This Project ensures HBCUs will be at the leading edge of transformation with sustainable and systemic improvements that propel student outcomes well into the future."

**James "Jim" Runcie**, is CEO and co-founder of the Partnership for Education Advancement. Prior to this role, he served for eight years in the U.S. Department of Education, seven as Chief Operating Officer, overseeing strategic and operational management of FSA (Federal Student Aid), which included regulatory oversight of Title IV postsecondary institutions, management of the student loan programs and portfolio, and the implementation of numerous higher education policy initiatives.

While at FSA, Runcie helped to design and launch Project Success, which provides proactive aid and support to HBCUs and other minority-serving institutions to improve institutional performance and student outcomes. Previously, Runcie worked for 20 years in corporate finance, project and transaction management, and leadership with major domestic and international financial institutions including Donaldson, Lufkin & Jenrette, Bank of America, and UBS Investment Bank. He serves as a board member of ECMC, Class Acceleration Corp., Thrivent Mutual Funds, Skillpointe Foundation, and various local community serving organizations.

He is also an investment committee member of the College Board. Runcie is a first-generation high school and college graduate. He earned an M.B.A. with distinction from Harvard Business School and a B.A. in mathematics from College of the Holy Cross.