



Wesley  
Peachtree  
Institute

## 2024 VIRTUAL WPI HBCU & SMALL COLLEGE FORUM

# METRICS MATTER

*Measuring and Monitoring Strategic Priorities  
to Ensure Fiscal Strength and Growth*

**MARCH 11-12**



## The Beginning

Wesley Peachtree Group (WPG) of CPAs observed a tremendous need for hands-on training around the topics of financial compliance, audit preparedness, student recruiting and philanthropy - all critical factors that make small to mid-sized non-profit academic institutions run efficiently, especially Historically Black Colleges and Universities (HBCUs).

It was because of this trend, Don Murphy, C.E.O. of WPG, established the Wesley Peachtree Institute (WPI) over two decades ago to conduct research and provide training.

## The WPI HBCU & Small College Forum

Since its inception, WPI has provided in-person, regional education and training to their clients. Due to an increase in demand from HBCU's and small colleges, WPI expanded its training format into a two-day, in-person event. During the pandemic, WPI pivoted to a virtual platform. In addition to preserving the safety of attendees, the flexibility of the virtual format quadrupled attendance. In 2021, the first year the Forum was delivered virtually, more than 500 people attended who represented 40 institutions. Last year more than 60 institutions were represented and we expect 2024 to be bigger!

The Forum presents companies with the unique opportunity to connect with the Trustees, Presidents, and CFOs of these amazing institutions. These institutions are constantly seeking new ways to maximize their resources, generate revenue, and increase the efficiency of their day-to-day operations. Corporate sponsors partner with the Forum to share their services and products with leaders of these institutions. In addition to giving sponsors visibility and access to their target audiences, WPI provides networking opportunities between organizations and attendees.

## About WPI

WPI aims to give back to the community in the form of education and training for individuals and institutions to help reverse the trend of institutions losing their accreditation due to financial unpreparedness. WPI believes that strengthening these institutions will improve access to higher education for generations to come.

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**James Clyburn**  
Congressman  
U.S. House of Representatives



**Les Brown**  
Politician and Motivational Speaker



**Lisa Delpit**  
Education Reform Leader  
Researcher and Author



**Kassie Freeman**  
President and CEO  
African Diaspora Consortium



**George T. French**  
President  
Clark Atlanta University



**Dr. Marybeth Gasman**  
Distinguished Professor,  
Associate Dean, Rutgers University



**Freeman A. Hrabowski, III**  
President, The University of Maryland,  
Baltimore County

## WPI PAST SPEAKERS



**James T. Minor**  
Chancellor, Southern Illinois University  
at Edwardsville



**Dr. Joseph H. Silver**  
President, Silver & Associates



**Ruth J. Simmons**  
President, Prairie View A&M University



**Mr. James Seth Thompson**  
Senior Vice President, Bernstein Private  
Wealth Management



**Dr. Belle S. Wheelan**  
President, Southern Association of Colleges  
and Schools Commission on Colleges



**Dr. Melva Wallace**  
President & CEO  
Huston-Tillotson University



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## HBCU'S OVERALL ECONOMIC IMPACT

HBCUs are valuable economic engines that generate substantial returns year after year. According to a recent UNCF study\*:



### Total Economic Impact: \$14 Billion

- HBCUs generate \$14.8 billion in total economic impact for local and regional economies.
- Every dollar spent by an HBCU and its students produces positive economic benefits, generating \$1.44 in initial and subsequent spending for its local and regional economies.



### Total Lifetime Earnings of HBCU Graduates: \$130 Billion

- The 50,000+ HBCU graduates noted in the study were projected to earn a total of \$130 billion over their lifetimes, 56% more than they could expect without their credentials.
- An HBCU graduate working full-time throughout his or her working life can expect to earn \$927,000 in additional income due to a college credential.



### Total Employment Impact: 134,090 Jobs

- HBCUs generate 134,090 jobs for local and regional economies.
- For each job generated on campus, another 1.3 public- and private sector jobs are created off-campus as a result of HBCU-related spending.

\*Humphreys, J. (2017). HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities. Washington, DC: UNCF Frederick D. Patterson Research Institute.

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## PAST HBCU ATTENDEES



## OTHER PAST ATTENDEES



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**SUPPORTER**  
(6 Points of Presence) | \$10,000

- Company logo on event screen and featured description on conference webpage
  - Sponsor acknowledgment during sponsored event
  - Quarter-page advertisement in conference program
  - Social media announcement when sponsorship is arranged
  - Virtual exhibitor booth
  - 4 complimentary registration passes
- .....

**INVESTOR**  
(6 Points of Presence) | \$20,000  
ALL SUPPORTER BENEFITS PLUS

- Conference registration list from both days
  - Half-page advertisement in conference program
- .....

**PREMIER SPONSOR**  
(6 Points of Presence+ Breakout Slot) | \$35,000  
ALL INVESTOR BENEFITS PLUS

- Participate in a breakout session workshop in-keeping with conference theme
  - Virtual exhibitor booth with pre-scheduled meetings
  - Logo recognition in pre-conference emails
  - Recognition at conference breakouts
- .....

**PLATINUM SPONSOR**  
(10 Points of Presence+ Prime Keynote Slot) | \$50,000  
ALL PREMIER BENEFITS PLUS

- Present a keynote session in-keeping with conference theme
- Full-page advertisement in conference program
- Top billing on all conference sponsorship signage
- Private, pre-scheduled, focused 30-minute session with a panel of college presidents & CFOs (to gain specific insights and perspectives regarding services)