

**PHILANDER SMITH COLLEGE**

**FINANCIALLY SUSTAINABLE STRATEGIES  
FOR SMALLER COLLEGES**

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**PRESIDENT**

**PHILANDER SMITH COLLEGE**



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FORWARD** [philander.edu](http://philander.edu)

# PHILANDER SMITH COLLEGE

STRATEGIC PLAN PROGRESS REPORT / MAY 2018

## THE FORWARD VISION



### PHILANDER SMITH COLLEGE 10-Year Long Range Strategic Plan

"PSC will be ranked in the top 10 percent of HBCUs by US News and World Report and re-gain its status as a premier private Historically Black College."

The 10-Year Long-Range Strategic Plan for Philander Smith College 2016-2026 identifies five (5) Strategic Objectives and six (6) Philander Forward Initiatives for achieving this vision.

FROM THE OFFICES OF INSTITUTIONAL EFFECTIVENESS AND PLANNING  
AND INSTITUTIONAL RESEARCH

**PHILANDER FORWARD**



Ranked #7 among HBCUs, by U.S. News and World Reports, with the Highest Four-Year Graduation Rate.



**UNCF**

A mind is a terrible thing to waste®

Designated the fastest growing HBCU among the 37 UNCF Colleges and Universities.



**15:1**

STUDENT/FACULTY  
RATIO



**1,000**

ENROLLED  
STUDENTS



**20**

NUMBER OF  
MAJORS



**3.0**

AVERAGE  
G.P.A.

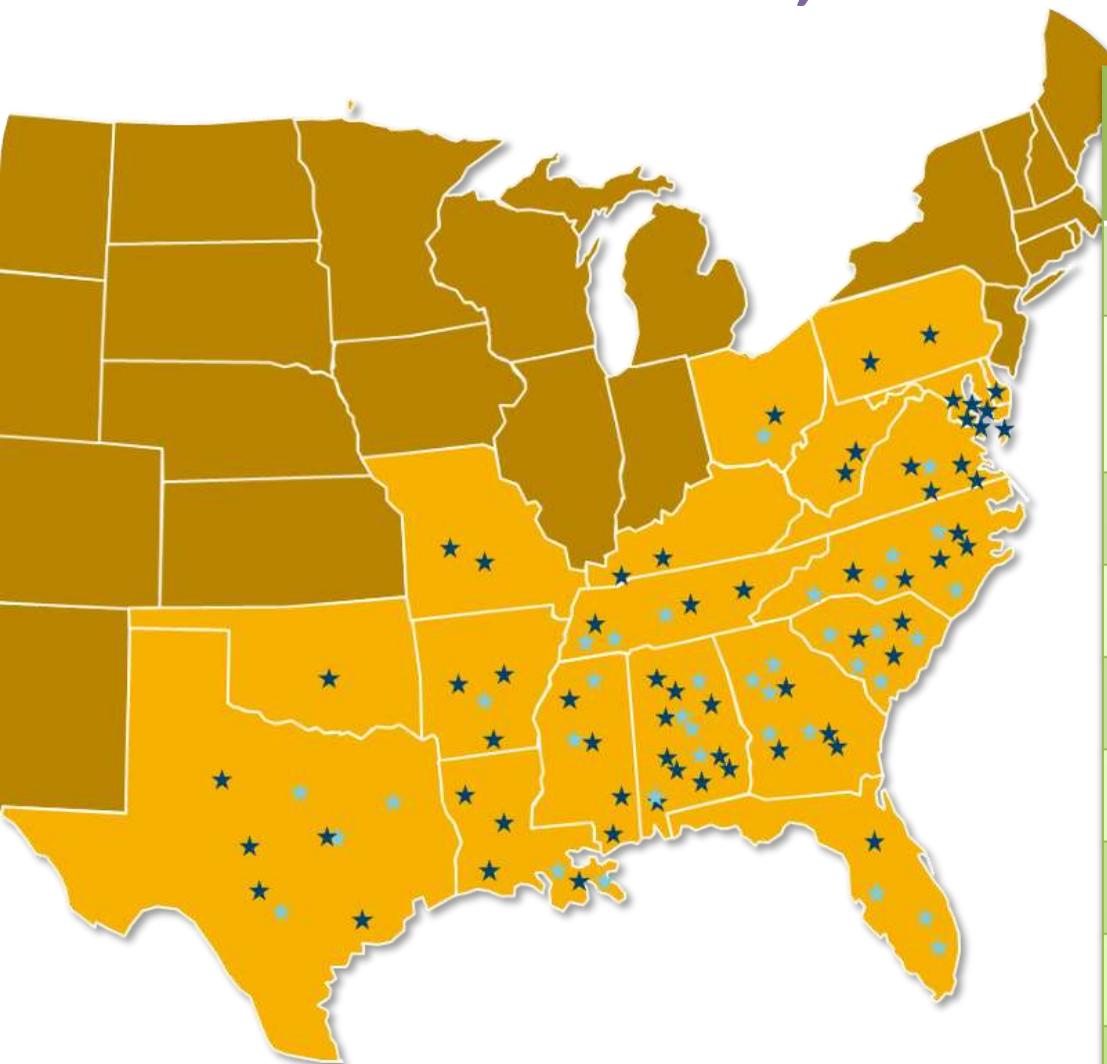


**26**

STUDENT  
ORGANIZATIONS

# PHILANDER SMITH COLLEGE

Where are HBCUs, who do they serve, and what are their outcomes?



	UNCF Network	Other HBCUs	All HBCUs
# of Institutions	37	64	101
Undergraduate Student Enrollment	50,158	205,594	255,752
AA student population	84%	72%	78%
Pell-eligible population	77%	76%	77%
Graduation Rate	31%	30%	31%
Credentials Awarded	8,853	43,249	52,102
AA Credentials Awarded	7,660	30,422	38,082
% of All AA Credentials	1.5%	5.9%	7.4%
% of All AA BAs	3.9%	12.1%	16%

# Are HBCUs effective at serving underserved populations relative to their better-resourced counterparts?

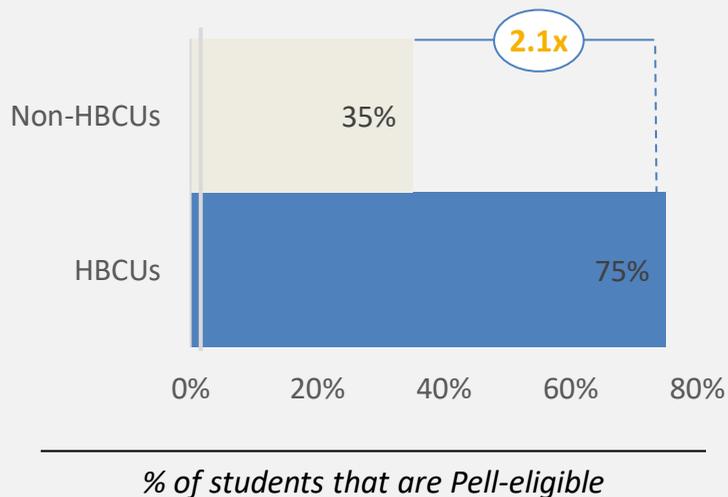
Many of the 300,000 students who attend HBCUs annually come from excluded communities and may not have gone to college if not for HBCUs' unique, supportive environments.

## Differential Student Populations

Comparing HBCUs and their peers  
HBCUs enroll

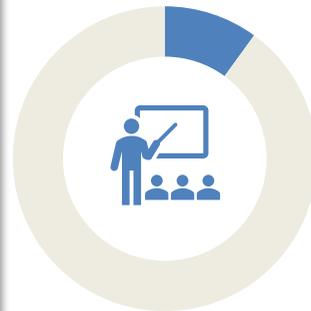
**2.1x more**

Pell-eligible (low-income) students



## HBCUs Punch Above Their Weight

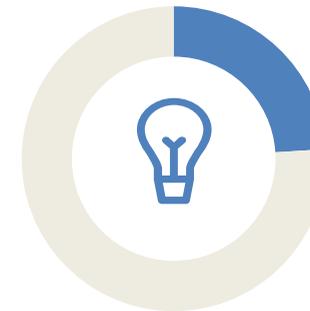
Although HBCUs account for **3% of all higher education institutions** in the US, they...



Enroll **10%** of Black students enrolled in college



Award **17%** of bachelor degrees to Black students



Award **24%** of **STEM** bachelor degrees to Black students

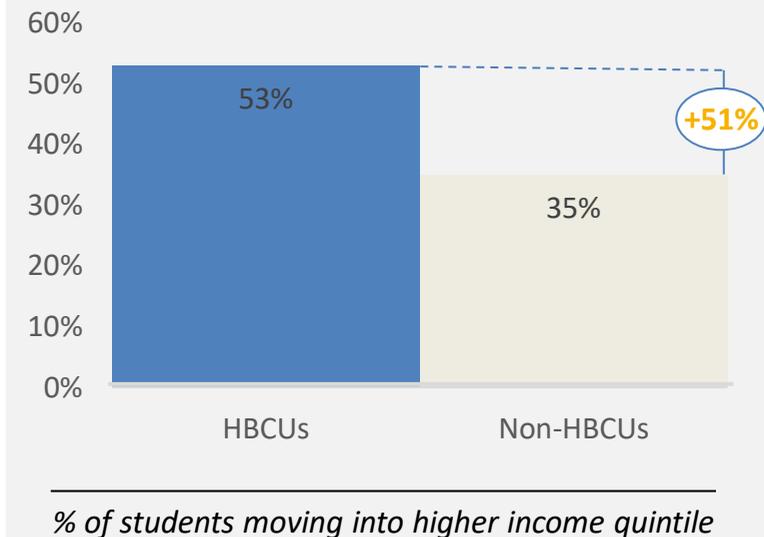
■ HBCUs ■ All colleges and universities

## Social Mobility

Comparing HBCUs and their peers  
HBCU graduates are

**51% more likely**

to move into a higher income quintile



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## HBCUs Make America Strong:

THE POSITIVE ECONOMIC IMPACT OF HISTORICALLY BLACK COLLEGES AND UNIVERSITIES



#HBCUsMatter



Underwritten by Citi Foundation

## HBCUs PUNCHING ABOVE THEIR WEIGHT

A State-Level Analysis of Historically Black College and University Enrollment and Graduation

#HBCUStrong



UNCF Frederick D. Patterson Research Institute



HBCUs TRANSFORMING GENERATIONS:

Social Mobility Outcomes for HBCU Alumni



$$\text{Mobility Rate} = \text{Access Rate} \times \text{Success Rate}$$

# PHILANDER SMITH COLLEGE

## FINANCIALLY SUSTAINABLE STRATEGIES



### WISE-P3

#### Workforce Innovation and Strategic Economic Public Private Partnerships

WISE-P3 (Workforce Innovation and Strategic Economic Public Private Partnerships) is Philander Smith College's response to solving the urban issue of underemployment in Arkansas. The Workforce Innovation and Strategic Economic Public Private Partnerships (WISE-P3) Initiative will address the skills gap by providing training and education aligned to industry needs.

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**STRATEGIC ADVOCACY**

**PUBLIC PRIVATE PARTNERSHIPS**

**TARGETED GRANTSMANSHIP**

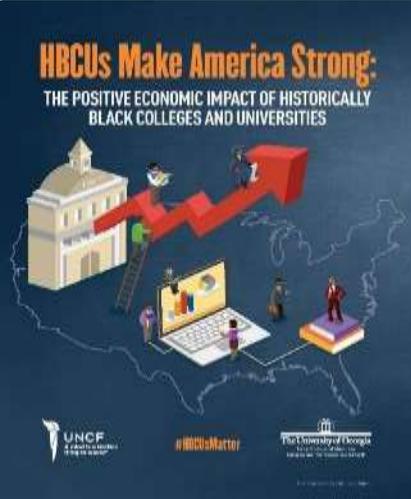


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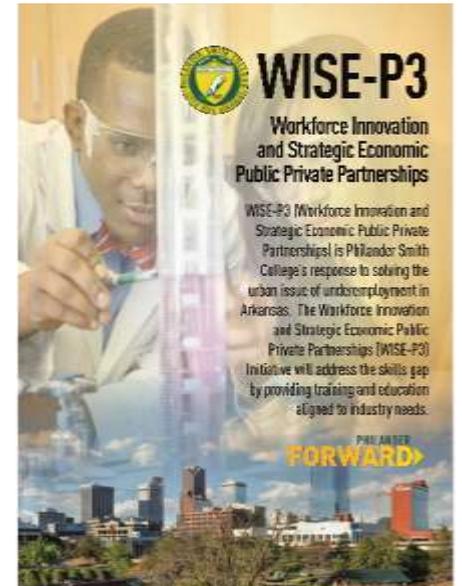
## STRATEGIC ADVOCACY

\$1 Million /Year for AR's HBCUs



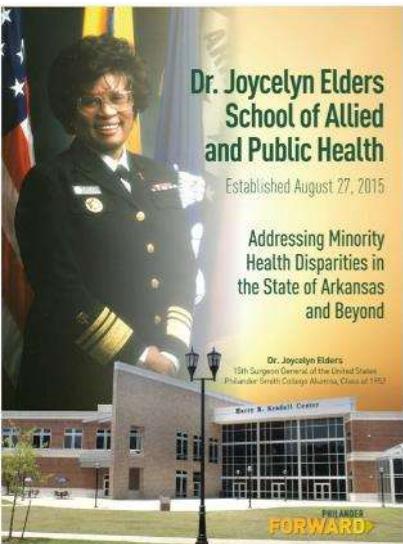
## PUBLIC PRIVATE PARTNERSHIPS

\$5 Million for New Workforce Initiative



\$10 Million for New Allied Health Initiative

## TARGETED GRANTSMANSHIP



# PHILANDER SMITH COLLEGE



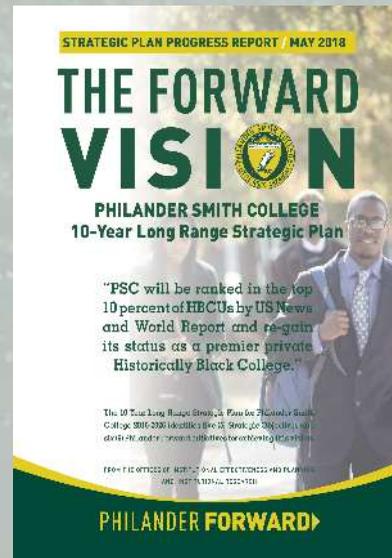
JUNE 16 - JULY 27  
2023

# START

## SUMMER BRIDGE PROGRAM



“And, if you think education is expensive wait until you see how much ignorance costs in the 21<sup>st</sup> century.”  
President Barak Obama



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