



RNL HBCU Summit Agenda

Atlanta, GA | July 21, 2025

Wi-Fi:

Network: RNLNC

Password: Atlanta25

Monday, July 21

10:00–10:15 a.m.	Registration and Check-In
10:15–10:30 a.m.	Welcome and Introductions
10:30–11:45 a.m.	<p>The State of the Union: The Current and Future State of Higher Education and HBCUs</p> <p>Colleges and universities are challenged with identifying strategies to support sustained recruitment and timely degree attainment. This comes when many campuses are amid initiatives designed to garner resources to support student success efforts. This leadership panel explores opportunities to achieve and maintain organizational success in today's educational and political landscape while proactively addressing barriers to fulfilling institutional missions.</p>
11:45 a.m.–12:45 p.m.	Networking Lunch
1:00–2:00 p.m.	<p>Navigating the New Normal: Leveraging Strategic Planning to Protect and Sustain Institutional Revenue</p> <p>Sustainable revenue is an objective for every institution of higher education. However, many campuses employ aging processes, systems, and approaches while expecting improved outcomes. This session explores innovative strategies and insights for securing and maintaining institutional revenue while navigating market complexities.</p>

2:00–3:00 p.m.

Meeting Gen Z Students Where They Are: A Multi-Channel Engagement Strategy for HBCUs That Actually Works

This session explores effective strategies for engaging Gen Z students in the HBCU recruitment and enrollment process through a multi-channel approach. Drawing on recent data, we'll examine how Black students communicate with colleges, their application behaviors, family involvement, and the resources they rely on for college planning and financial aid. We'll also dive into the social media platforms and content that resonate most with this audience. Attendees will leave with a deeper understanding of Black students' unique preferences and needs, and practical insights to tailor outreach and support efforts that truly meet them where they are.

3:00–3:15 p.m.

Refreshment Break

3:15–4:15 p.m.

Leveraging Expectations: Unpacking the HBCU Student Experience

The power of an HBCU education is well documented, yet recent RNL research findings show that while students continue to demonstrate interest in enrolling at HBCUs, their satisfaction levels around their student experience are significantly lower in comparison to peers attending other types of institutions. This interactive session will engage attendees in discussion about key research findings, student success, and engagement practices that position campuses to foster the personal and professional preparation of students entering a global workforce at a time when HBCUs are facing unprecedented popularity and increased levels of political scrutiny.

4:15–5:15 p.m.

8 Game-Changing Retention Insights from Your Financial Aid Data to Power Strategic Planning

Your retention data is more than just numbers—it's a roadmap to more informed, effective strategic planning. In this session, we'll uncover 8 game-changing insights hidden within your financial aid data that can significantly influence enrollment, student success, and institutional priorities. You'll learn how to interpret key trends, identify actionable opportunities, and use data to drive intentional decision-making. Whether you're refining current strategies or shaping new ones, these insights will equip you with the clarity and confidence to lead with purpose.

5:15–5:30 p.m.

Reflections and Wrap Up

5:30 p.m.

Free Evening to Enjoy Atlanta