

Navigating the Federal Landscape

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Navigating the Landscape: HBCU/MI Program Funding

- Remember the fundamentals - Three Equal Branches of government.
- HBCU/MI laws, regulations, policies and rules.
- The players: Presidential appointees, Congress (Reps/Aides) and Federal officials
- Federal players are Career appointees: SES, Senior Program Officials (GS14/15)

Navigating the Landscape: The US Congress and HBCU/MI Support

- 535 Voting members: 435 representatives and 100 senators.
- White House Initiative on HBCU - Law or Executive Order?
- HBCU/MI Program Goals - Law or Policy?
- Small Business Goals - Law or Policy
- Budget: Funds programmed and allocated or not

Navigating the Landscape: Federal Agencies and HBCU Support

- Presidential political appointees - Friendly to HBCUs
- HBCU graduates and legacy graduates
- Program officials with HBCU backgrounds, i.e. UCLA or Syracuse
- Partnerships: John Hopkins and Coppin State (Nurses)

Navigating the Landscape: The White House Initiative on HBCU



Navigating the Landscape: The President's Board of Advisors on HBCU

- Chairman of the Board Johnny C. Taylor, JD President and CEO Society of Human Resource Management (SHRM)

Members of the Advisory Board

- Aminta Breaux, PhD President Bowie State University
- James E. Clark President South Carolina State University
- Phyllis Dawkins, PhD President Bennett College
- Rodney A. Ellis, PhD Chancellor Southern University Shreveport
- Marshall Grigsby, PhD (former President Benedict College)

Navigating the Landscape: Preparing to visit a Federal Agency

- Which Agency? US EPA
- What Department? 15 AAs
- Level of funding? \$\$\$\$\$
- Types of programs funded?
Research, training etc.
- Who do you know? SES level
- Call, email and visit? Stranger
- What do you want? Prestige
- Why YOU? **Activities**

Navigating the Landscape: Preparing to visit a Federal Agency - Part II

- 5 minute elevator speech
- One pager that outlines your program accomplishments
- Call your favorite Federal officials monthly
- Invite Feds to your campus for special programs or to participate in major college programs
- Stage programs at Fed agencies to introduce your College to the Agency.
- Whenever in DC stop by to say hello, i.e. bring a trinket (coffee cup)

Navigating the Landscape: Identify a Secret Agent - Part III

- Develop a Secret Agent - Someone that's a true believer in your school. (SC State - Generals or Dr Tisdale for US Department of Education Advisory position)
- Provide names for Science Advisory Boards in Fed Agencies?
- Contact the EEO/Diversity Office about speaking opportunities (ML King, Women's History and more)
- Where's the former Governor? Stacey? Senator Kaine?

Navigating the Landscape: Lessons from the Past

- Fake it until you make it
- Dress for success
- Review Agency Org charts etc.
- Call ahead to verify details
- Arrive early, never late
- Respect their time
- Use title not first names

Navigating the Landscape: Lessons from the Past

- Never cut and paste in proposals
- Review your numbers (budget)
- Avoid embellishing anything
- Backward planning, start with the due date
- Return calls in 48hrs (2 Days)
- Set-up your voice mail/empty the message box
- Capability statements supported by real work
- Never under-cut the Sponsored Program Office

Navigating the Landscape: Promote Your College/University



Dr. Lily D. McNair has been selected as Tuskegee University's eighth president by unanimous vote of the university's Board of Trustees. Her appointment as Tuskegee's first female president comes after nearly seven years of service as provost and senior vice president for academic affairs at Wagner College — a private college of 2,200 students located on New York's Staten Island.