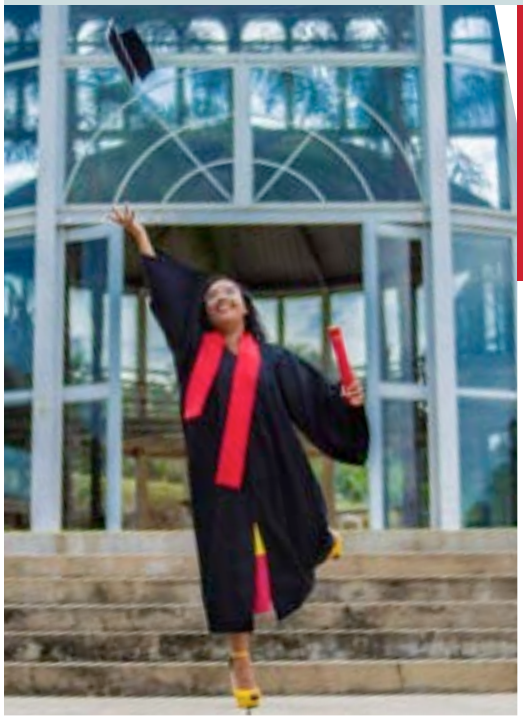

PHOTO CREDIT: Felipe Gregate

The MacKenzie Scott Donations to Historically Black Colleges and Universities: Exploring the Data Landscape

RESEARCH TEAM

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The year 2020 was one of highs and lows. The United States was in the midst of a devastating global pandemic and financial austerity. At the same time, racial turmoil bubbled up and manifested in the continuous loss of African American lives. On a more positive note, the country saw the rise of Kamala Harris, the first Black and Asian Vice President of the United States and a Howard University graduate. We also witnessed Spelman College graduate Stacey Abrams' extraordinary work to ensure that residents of Georgia had the right to vote, as well as the successful U.S. Senate campaign of Morehouse College graduate Raphael Warnock. As these major changes took place, philanthropist MacKenzie Scott surprised the Historically Black College and University (HBCU) community with her donation of $560 million to 23 HBCUs – public and private (See Figure 1). She also contributed millions to two HBCU advocacy and member organizations – the United Negro College Fund and the Thurgood Marshall College Fund. When interviewed about the significance of the donations, most HBCU presidents commented that they were the largest their institutions had ever received and mentioned that these gifts would be transformative in multiple ways. In effect, MacKenzie Scott's donations could fundamentally change the landscape of opportunity for HBCUs and the students who attend them (See Figure 2).

MacKenzie Scott is an author and philanthropist. As of June 2021, *Forbes* magazine estimated she is worth $60 billion. In May 2019, she signed the Giving Pledge, which is a "commitment by the world's wealthiest individuals and families to dedicate the majority of their wealth to giving back." Of note, Scott was a student of Pulitzer Prize-winning author Toni Morrison when Scott attended Princeton University. Scott was married to Jeff Bezos until 2019, and as a condition of the divorce settlement, Bezos transferred 25% of his stake in Amazon to her. To date, she has donated roughly $9 billion dollars in an effort to support people and organizations facing inequities.

RUTGERS Graduate School of Education

Center for MSIs

TRIVIUM BI

"The team sought suggestions and perspective from hundreds of field experts, funders, and non-profit leaders and volunteers with decades of experience. We leveraged this collective knowledge base in a collaboration that included hundreds of emails and phone interviews, and thousands of pages of data analysis on community needs, program outcomes, and each non-profit's capacity to absorb and make effective use of funding."

—MacKenzie Scott

HBCUs have been the foundation of the African American middle class. They have a strong and substantial record of contributions across all aspects of the nation, from science to law to business to arts and humanities to leadership. However, these contributions are regularly overlooked by the general public. Since their founding in the 1800s, philanthropists have provided support to HBCUs; unfortunately, this support has often been minuscule compared to their large donations to Predominantly White Institutions (PWIs) (Gasman, 2007; Gasman & Drezner, 2008). And, when HBCUs were given these small donations, there were often considerable strings attached in the form of control on the part of philanthropists such as John D. Rockefeller Jr., Andrew Carnegie, and James William Baldwin (Anderson, 1988; Watkins, 2001).

Figure 1

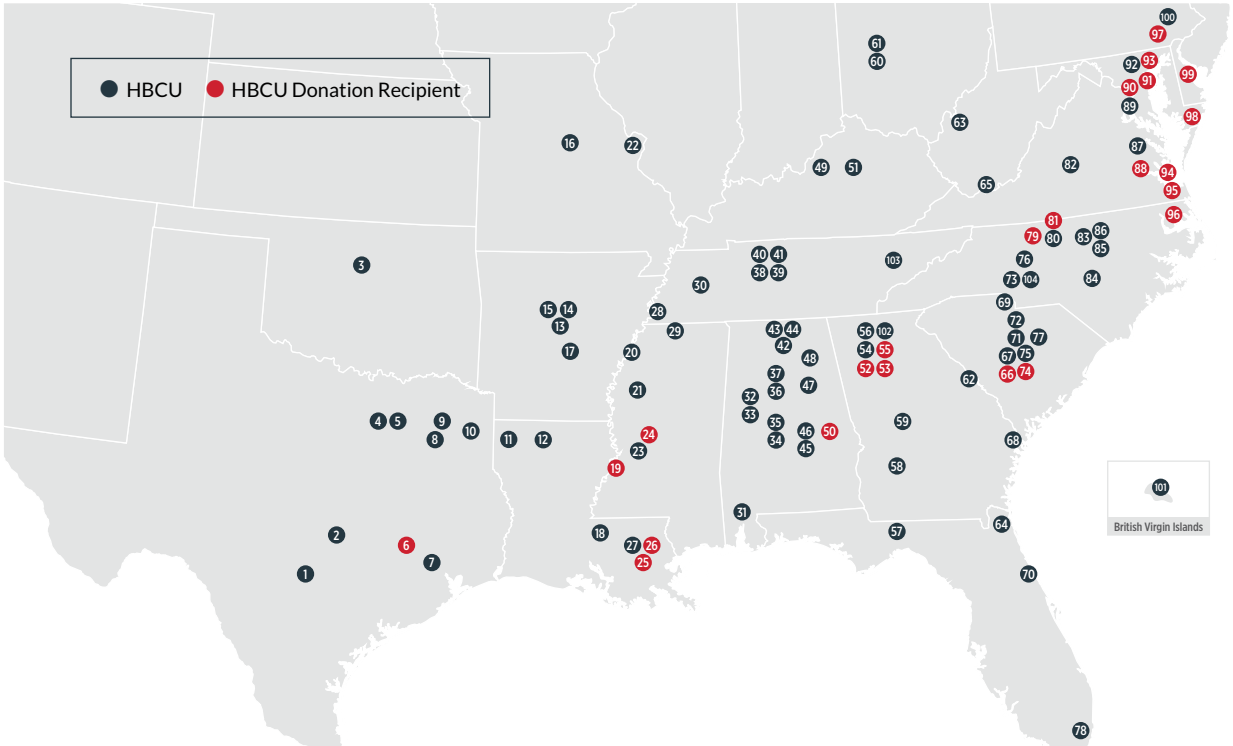
HBCU RECIPIENTS OF MACKENZIE SCOTT DONATIONS

Institution	Amount
Alcorn State University	$25,000,000
Bowie State University	$25,000,000
Claflin University	$20,000,000
Clark Atlanta University	$15,000,000
Delaware State University	$20,000,000
Dillard University	$5,000,000
Elizabeth City State University	$15,000,000
Hampton University	$30,000,000
Howard University	$40,000,000
Lincoln University (PA)	$20,000,000
Morehouse College	$20,000,000
Morgan State University	$40,000,000
Norfolk State University	$40,000,000
North Carolina A & T State University	$45,000,000
Prairie View A & M University	$50,000,000
Spelman College	$20,000,000
Tougaloo College	$6,000,000
Tuskegee College	$20,000,000
University of Maryland Eastern Shore	$20,000,000
Virginia State University	$30,000,000
Voorhees College	$4,000,000
Winston-Salem State University	$30,000,000
Xavier University of Louisiana	$20,000,000

Source: Scott, M. (2020). "116 Organizations Driving Change," *Medium*; Scott, M. (2020). "384 Ways to Help," *Medium*.

Figure 2

LOCATION OF ALL HBCUs AND THOSE RECEIVING MACKENZIE SCOTT DONATIONS



1. St Philip's College
2. Huston-Tillotson University
3. Langston University
4. Paul Quinn College
5. Southwestern Christian College
6. Prairie View A & M University
7. Texas Southern University
8. Texas College
9. Jarvis Christian College
10. Wiley College
11. Southern University at Shreveport
12. Grambling State University
13. Arkansas Baptist College
14. Philander Smith College
15. Shorter College
16. Lincoln University (MO)
17. University of Arkansas at Pine Bluff
18. Southern University and A & M College
19. Alcorn State University
20. Coahoma Community College
21. Mississippi Valley State University
22. Harris-Stowe State University
23. Jackson State University
24. Tougaloo College
25. Xavier University of Louisiana
26. Dillard University
27. Southern University at New Orleans
28. Le Moyne-Owen College
29. Rust College
30. Lane College
31. Bishop State Community College
32. Stillman College
33. Shelton State Community College
34. Selma University
35. Concordia College Alabama
36. Miles College
37. Lawson State Community College
38. Tennessee State University
39. Meharry Medical College
40. Fisk University
41. American Baptist College
42. Oakwood University
43. J. F. Drake State Community and Technical College
44. Alabama A & M University
45. H. Councill Trenholm State Community College
46. Alabama State University
47. Talladega College
48. Gadsden State Community College
49. Simmons College of Kentucky
50. Tuskegee University
51. Kentucky State University
52. Morehouse College
53. Clark Atlanta University
54. Morehouse School of Medicine
55. Spelman College
56. Interdenominational Theological Center
57. Florida A & M University
58. Albany State University
59. Fort Valley State University
60. Wilberforce University
61. Central State University
62. Paine College
63. West Virginia State University
64. Edward Waters College
65. Bluefield State College
66. Voorhees College
67. Denmark Technical College
68. Savannah State University
69. Clinton College
70. Bethune-Cookman University
71. Benedict College
72. Allen University
73. Johnson C. Smith University
74. Claflin University
75. South Carolina State University
76. Livingstone College
77. Morris College
78. Florida Memorial University
79. Winston-Salem State University
80. Bennett College
81. North Carolina A & T State University
82. Virginia University of Lynchburg
83. North Carolina Central University
84. Fayetteville State University
85. Shaw University
86. Saint Augustine's University
87. Virginia Union University
88. Virginia State University
89. University of the District of Columbia
90. Howard University
91. Bowie State University
92. Coppin State University
93. Morgan State University
94. Hampton University
95. Norfolk State University
96. Elizabeth City State University
97. Lincoln University (PA)
98. University of Maryland Eastern Shore
99. Delaware State University
100. Cheyney University of Pennsylvania
101. University of the Virgin Islands
102. Morris Brown College**
103. Knoxville College**
104. Barber-Scotia College**

**These institutions are currently not accredited. Morris Brown College has applied for accreditation through the Transnational Association of Christian Colleges and Schools. Of note, these institutions were not included in the analysis in this report as IPEDS data is not available for them.

"Because our research is data-driven and rigorous, our giving process can be human and soft. Not only are non-profits chronically underfunded, they are also chronically diverted from their work by fundraising, and by burdensome reporting requirements that donors often place on them."

—MacKenzie Scott

PHOTO CREDIT: Nqobile Vundla

MacKenzie Scott's attitude toward philanthropy is a model for future donors. Her data-driven approach places trust in HBCU leaders' decision-making ability and demonstrates an understanding of what HBCUs need in order to thrive and be sustainable in the future. Philanthropists who are interested in HBCUs could learn a great deal from her methods, which she outlined in a *Medium* post on July 28, 2020. First, Scott and her team did extensive research before making the donations. According to Scott, "I asked a team of advisors to help me accelerate my 2020 giving through immediate support to people suffering the economic effects of the [COVID-19] crisis. They took a data-driven approach to identify organizations with strong leadership teams and results, with special attention to those operating in communities facing high projected food insecurity, high measures of racial inequity, high local poverty rates, and low access to philanthropic capital."

Next, Scott engaged experts across a variety of sectors in order to make the most informed decisions. As she writes, "The team sought suggestions and perspective from hundreds of field experts, funders, and non-profit leaders and volunteers with decades of experience. We leveraged this collective knowledge base in a collaboration that included hundreds of emails and phone interviews, and thousands of pages of data analysis on community needs, program outcomes, and each non-profit's capacity to absorb and make effective use of funding."

Then, in a manner that is quite out of the ordinary, she made the donations with no strings attached and was cognizant of the benefits of giving in this way. From Scott's informed perspective, "We do this research and deeper diligence not only to identify organizations with high potential for impact, but also to pave the way for unsolicited and unexpected gifts given with full trust and no strings attached."

Scott also gave the donations upfront, and in a demonstration of trust in her team's research and the institutions that she gave to, she did not burden them with endless reporting obligations: "Because our research is data-driven and rigorous, our giving process can be human and soft. Not only are non-profits chronically underfunded, they are also chronically diverted from their work by fundraising, and by burdensome reporting requirements that donors often place on them."

Lastly, Scott's contributions to HBCUs are non-discretionary funds, so HBCUs can use the funds for what they determine is appropriate. This approach to philanthropy provides "maximum flexibility." Scott understands the strength in effective HBCU leadership and is confident in that strength: "All of these leaders and organizations have a track record of effective management and significant impact in their fields. I gave each a contribution and encouraged them to spend it on whatever they believe best serves their efforts."

Over the course of history, some philanthropists have approached giving to colleges and universities with the idea in mind that they are rewarding high performing institutions. Other philanthropists have been interested in stimulating growth and thus, focus their donations on lower performing institutions. We believe that HBCUs deserve both philanthropic approaches, and that both strategies are needed to sustain HBCUs as a whole into the future.

We also believe that access to data is essential to informed and strategic philanthropic giving. With this idea in mind, readers can click on all figures in this report and interact with the data behind them.

—Gasman, Heinz, & Henderson

OUR APPROACH TO THE RESEARCH

As researchers, we were excited about MacKenzie Scott's data-driven approach to giving. Of course, most philanthropists do background research in order to determine to whom they will donate, but few are as explicit about their approach as Scott. Given that she gave to 23 specific HBCUs of the 104 in the nation, we were curious about why these institutions might have received donations. Some HBCUs, such as Spelman, Morehouse, or Howard, which have become 'household names' for those with varying knowledge of HBCUs, make sense at first glance, but others in the 23 are not as recognizable beyond the HBCU community. To quell our curiosity, and perhaps yours as a reader, this report provides data on the HBCU recipients of MacKenzie Scott's donations. We also provide spotlights that compare HBCUs that received donations with like HBCUs that did not receive them. We based comparisons on factors such as public/private status, size, mission, and affiliations with various organizations.

Of note, we approached this project with an understanding that philanthropists have their own perspective on giving and that anything from relationships to a touching story to empirical data can be the reason for their giving. We also believe that any donations to HBCUs are important and essential. Our work is not a critique of MacKenzie Scott nor the HBCUs that did not receive donations (or the ones that did, for that matter). Instead, we are interested in the factors that **might** have attracted the philanthropist to these specific institutions overall.

Data obtained from the National Center for Education Statistics (NCES) Integrated Postsecondary Education Data System (IPEDS) served as the primary data source for this project. Within the publicly accessible IPEDS Data Center, we identified all HBCUs and the most recent eight years of data related to their characteristics and performance. Variables included those related to admissions, cost, enrollment, student outcomes, financial aid, and institutional finances. We also examined institutional ranking data from *U.S. News and World Report's* ranking of HBCUs.[1]

We imported data into Power BI, a visual analytics program, to promote the exploration and identification of patterns through the use of data visualization. HBCUs receiving donations from MacKenzie Scott were coded to facilitate comparison to HBCUs not receiving donations. With the HBCUs categorized into two groups, those that received a donation from MacKenzie Scott and those that did not, we examined variables to determine areas of greatest discrepancy.

At the foundational level, our goal was to develop a tool—visualized and designed to facilitate data literacy and empower HBCUs—to identify key data points that can be leveraged to their strategic benefit. The various data elements provide a road map for how visualized data supports HBCUs' ability to gain strategic insights from complex data and drives them to not only make data-informed decisions, but to further develop a culture nested in organizational learning.

[1] Although IPEDS provides some information related to HBCUs, it is essential that philanthropists talk directly with leaders of HBCUs to gain an understanding of their strengths and challenges, and to gain a more well-rounded view overall.

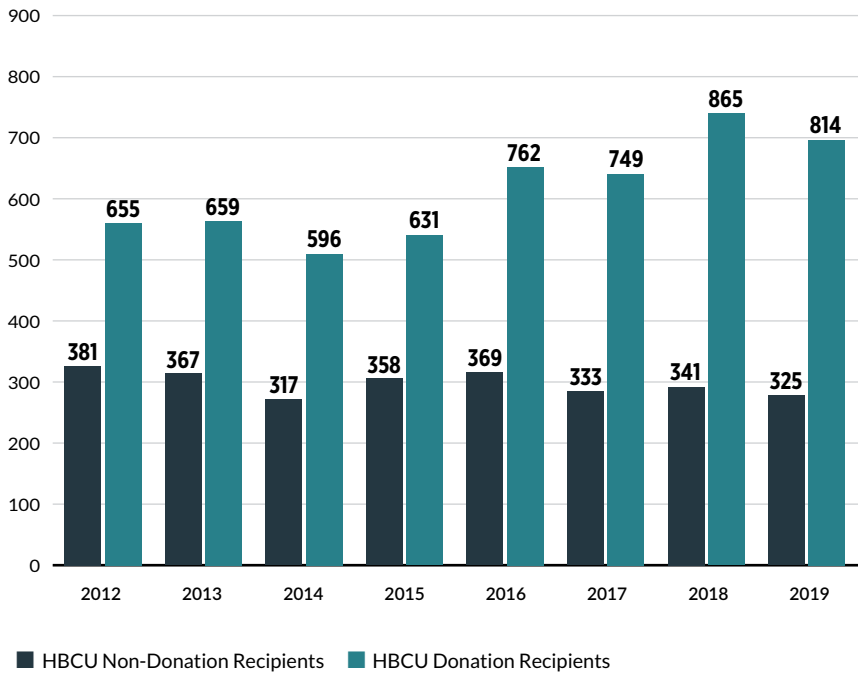
"On average, the median enrollment of new students was more than 300 students greater for HBCUs that received funding when compared to the median enrollment for those that did not receive funding."

A COMPARISON OF DONATION RECIPIENTS WITH NON-RECIPIENTS

The heartbeat of every college and university in the nation is enrollment. Over the past two decades, some HBCUs have had challenges with sustaining enrollment, while others have grown. In examining the number of first-time degree-seeking undergraduates enrolled at HBCUs, institutions receiving donations were consistently found to have a higher median number of first-time degree-seeking students. On average, the median enrollment of new students was more than 300 students greater for HBCUs that received funding when compared to the median enrollment for those that did not receive funding. Specifically, the median enrollment for first-time degree-seeking students in the entering classes of institutions receiving donations was 716 students compared to 349 students for institutions that did not receive donations (See Figure 3).

Figure 3

MEDIAN NUMBER OF DEGREE-SEEKING FIRST TIME STUDENTS – COMPARISON



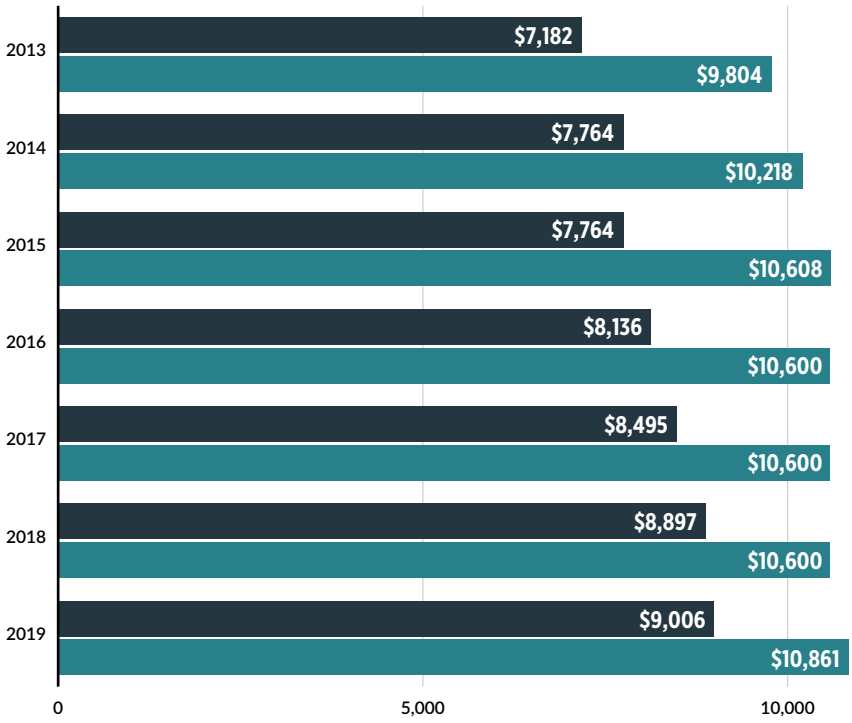
Source: IPEDS, 2020 release.

"We do this research and deeper diligence not only to identify organizations with high potential for impact, but also to pave the way for unsolicited and unexpected gifts given with full trust and no strings attached."

—MacKenzie Scott

In alignment with broader concerns about the value of higher education, the rising cost of a college degree has also played a key role in the national conversation. The cost conversation is central to the viability and the value of HBCUs. Nathenson, Castro Samayoa, and Gasman (2019) found the cost of attendance at HBCUs to be lower than their PWI counterparts, with HBCUs enrolling far more economically disadvantaged students compared to PWIs, and that nearly 70% of graduates of HBCUs attain at least middle-class incomes. HBCUs receiving Scott's donations demonstrated consistently higher median tuition and fee costs than HBCUs not receiving donations. As of 2019 data, the median combined in-state tuition and fees for HBCUs receiving donations was $10,861, $2,293 higher than the median cost of HBCUs not receiving funding from Scott (See Figure 4).

Figure 4 MEDIAN IN-STATE TUITION & FEES COMPARISON



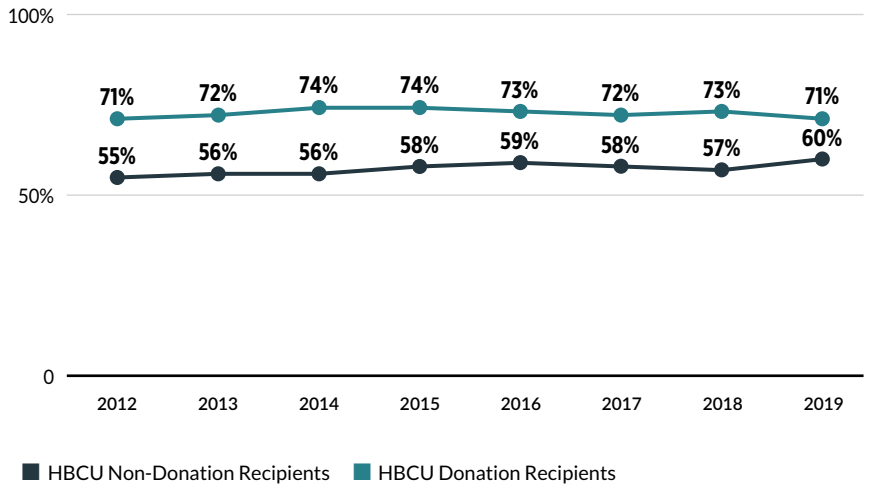
Source: IPEDS, 2020 release.

"On average, institutions selected to receive donations attained retention rates fifteen percent higher than institutions that did not receive a donation."

One of the important metrics of student academic success in the current landscape of higher education is the full-time retention rate. This metric is defined by how many students attend a college or university for the first time, register for 12 or more credit hours in their first term, and return to the same institution the next fall. Research pertaining to retention shows that an individual's characteristics upon entering college have an impact on the likelihood of retention (Braxton, 2000; Karp et al., 2008; Pascarella & Terenzini, 1991; Rovai et al., 2005; Silver Wolf et al., 2017; Tinto, 1975). Characteristics such as family socioeconomic status, parent education, academic aptitude, student demographics, and high school achievements affect college retention. Pascarella and Terenzini (1991) noted the importance of student-institution fit as it relates to persistence, specifically the social and academic experiences of students. Retention is influenced by a combination of factors from academic, social, and economic aspects (Karp et al., 2008; Rovai et al 2005; Silver Wolf et al., 2017). Integrative models, which include all three aspects, provide a more thorough view of student retention. St. John et al. (2000) noted many economic studies on persistence fail to incorporate variables related to academic and social experiences. When comparing full-time retention rates for HBCUs that received donations and those that did not, the data indicate that the median full-time retention rates were found to be consistently higher for HBCUs that received a donation. On average, institutions selected to receive donations attained retention rates fifteen percent higher than institutions that did not receive a donation. These findings are important because HBCUs, that did not receive donations, have the ability to engage with HBCUs that received donations to potentially increase their understanding of how leveraging institutional and student-level data can enhance strategies to improve student retention and student success (See Figure 5).

Figure 5

MEDIAN FULL-TIME RETENTION RATE COMPARISON

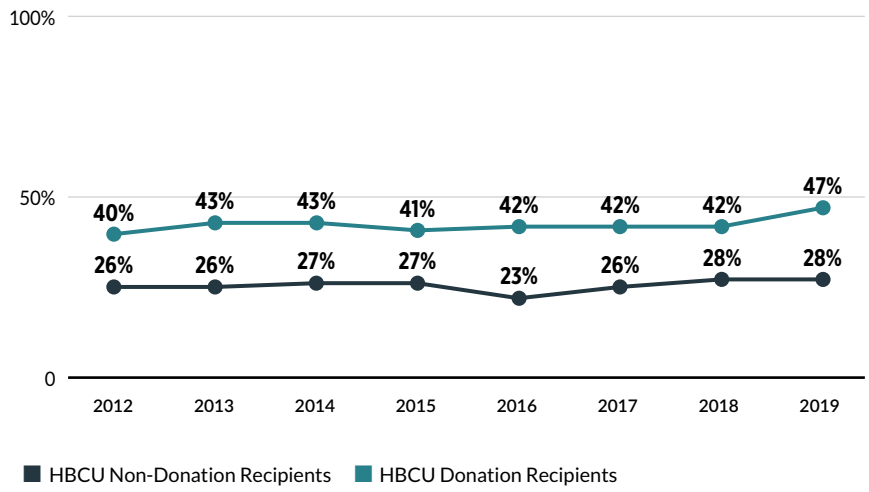


Source: IPEDS, 2020 release.

Median six-year bachelor's graduation rates were also found to remain consistently higher for those institutions selected to receive a donation. On average, institutions selected to receive donations attained six-year graduation rates sixteen percent higher than institutions that did not receive a donation (See Figure 6).

Figure 6

MEDIAN 6-YEAR UNDERGRADUATE GRADUATION RATE COMPARISON

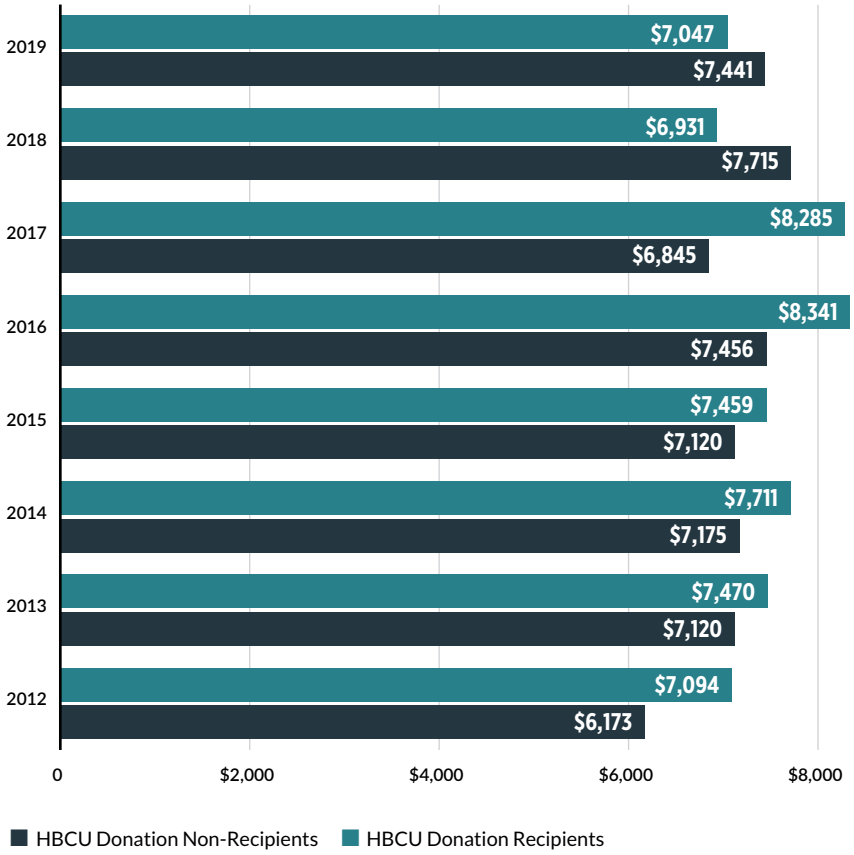


Source: IPEDS, 2020 release.

In examining the median net revenue attained for the equivalent of each full-time student enrolled, the difference between the two groups of institutions was not as dramatic. For six of the eight years of data, HBCUs receiving donations generated more net revenue per student than HBCUs not receiving donations (See Figure 7).

Figure 7

MEDIAN NET REVENUE PER FTE COMPARISON



Source: IPEDS, 2020 release.

"HBCUs that received a donation reported lower median rates of full-time, first-time students receiving Pell grants."

The percentage of full-time, first-time undergraduate students receiving Pell grants provided another consistent data point over time.[2] As shown in Figure 8, HBCUs that received a donation reported lower median rates of full-time, first-time students receiving Pell grants. On average, institutions selected to receive donations reported fourteen percent fewer first-time full-time students receiving Pell grants than institutions that did not receive a donation.

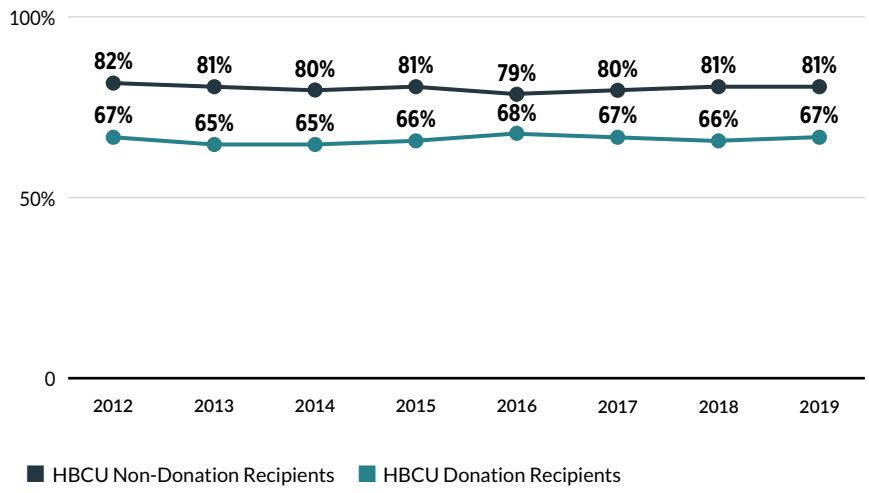
Giving toward the endowment of a college or university serves as a critical lifeline to support institutional missions and students. By and large, institutions with more recognizable brands, and that are more highly ranked by *U.S. News and World Report* (see Figure 9), tend to receive larger philanthropic donations (e.g. Harvard University, Princeton University, Yale University). This pattern of giving extends to HBCUs, with the well-known institutions such as Spelman College, Morehouse College, and Howard University often times receiving larger gifts within the HBCU community in comparison to lesser-known HBCUs.

However, the more well-known and better-resourced HBCUs, such as Spelman, Howard, and Morehouse, have endowments that still are only a small fraction of those held by comparable PWIs across the country.

In the current analysis of endowments, we made the strategic choice to measure endowment income per FTE[3] rather than total endowment because we wanted the reader to consider the impact of endowment size in relation to student population. When comparing endowment per FTE, institutions that received a gift on average had a $10,000 higher endowment per FTE. Specifically, the average endowment per FTE of HBCU donation recipients is $29,915 compared to the average endowment per FTE of all HBCUs which is $18,399 (See Figure 10).

Figure 8

MEDIAN PELL GRANT RECIPIENTS PERCENTAGE COMPARISON



Source: IPEDS, 2020 release.

[2] The Pell Grant is **a form of need-based federal financial aid that typically** does not have to be repaid. It is awarded by the U.S. Department of Education to help eligible low-income students pay for college costs, including tuition, fees, room and board, and other educational expenses. The majority of Pell Grant funds are allocated to families with an income under $26,000. For more information, please see: https://studentaid.gov/understand-aid/types/grants/pell.

[3] FTE means "full-time equivalency" for the purposes of full-time enrolled students.

PHOTO CREDIT: Mike Von

Figure 9

U.S. NEWS AND WORLD REPORT HBCU RANKING AND DONATION[4]

Institution	Ranking	Donation
Spelman College	1	$20,000,000
Howard University	2	$40,000,000
Xavier University of Louisiana	3	$20,000,000
Tuskegee University	4	$20,000,000
Hampton University	5	$30,000,000
Morehouse College	6	$20,000,000
North Carolina A & T State University	7	$45,000,000
Claflin University	9	$20,000,000
Delaware State University	11	$20,000,000
Morgan State University	13	$40,000,000
Tougaloo College	14	$6,000,000
Clark Atlanta University	15	$15,000,000
Winston-Salem State University	16	$30,000,000
University of Maryland Eastern Shore	18	$20,000,000
Alcorn State University	19	$25,000,000
Lincoln University (PA)	20	$20,000,000
Norfolk State University	20	$40,000,000
Dillard University	22	$5,000,000
Elizabeth City State University	22	$15,000,000
Virginia State University	24	$30,000,000
Bowie State University	26	$25,000,000
Prairie View A & M University	26	$50,000,000
Voorhees College	50	$4,000,000

[4] Please note that the *U.S. News & World Report* rankings are not a fair measure of the value of HBCUs. Please see the following discussion for more information on the privileging nature of these rankings: https://uncf.org/news/malcolm-gladwell-examines-national-college-rankings-system-in-podcast-revisionist-history. We include the rankings as they are often consulted by philanthropists and funders.

PHOTO CREDIT: Kirsten Marie

Figure 10

ENDOWMENT PER FTE COMPARISON

Institution	Donation	Endowment assets (year end) per FTE enrollment
Spelman College	$20,000,000	$172,694
Howard University	$40,000,000	$76,396
Dillard University	$5,000,000	$71,192
Morehouse College	$20,000,000	$67,980
Hampton University	$30,000,000	$62,648
Xavier University of Louisiana	$20,000,000	$54,588
Tuskegee University	$20,000,000	$39,449
Tougaloo College	$6,000,000	$22,263
Lincoln University (PA)	$20,000,000	$19,418
Clark Atlanta University	$15,000,000	$18,949
Voorhees College	$4,000,000	$15,901
Virginia State University	$30,000,000	$13,490
Claflin University	$20,000,000	$13,170
University of Maryland Eastern Shore	$20,000,000	$9,566
Prairie View A & M University	$50,000,000	$9,358
Elizabeth City State University	$15,000,000	$7,871
Winston-Salem State University	$30,000,000	$7,168
North Carolina A & T State University	$45,000,000	$7,152
Alcorn State University	$25,000,000	$5,677
Morgan State University	$40,000,000	$5,563
Delaware State University	$20,000,000	$5,158
Norfolk State University	$40,000,000	$5,116
Bowie State University	$25,000,000	$1,956

Source: IPEDS, 2020 release.

SPOTLIGHT COMPARISONS

In this section below, we compare similar institutions that were either funded or not funded by philanthropist MacKenzie Scott.[5] We offer two caveats: 1.) We do not intend to pit institutions against each other, but instead are merely offering a comparison; 2.) Our comparisons demonstrate that philanthropic giving is not a science; it is also emotional and based on relationships. Despite being data-driven in her approach, Scott donated to a variety of HBCUs – some that rank more highly on traditional quality measures, and others that do not. Given that the philanthropist consulted experts in the field as well as foundation leaders, these perspectives on HBCUs and HBCU leadership are likely to have played a part in her funding decisions as well.

[5] These data are designed intentionally to provide a visual narrative. Specifically, to enlighten and guide readers through visualized pathways that leverage meaningful insights and allow a comprehensive understanding for how organizations can disseminate key organizational metrics and insights from publicly available national data. These metrics provide the foundation for development of a data-informed and data-driven culture that results in actionable data circulated to key public and institutional stakeholders (i.e., boards of trustees, faculty, administrators, students, and staff). As student success outcomes, more specifically retention and graduation rates, continue to play a greater role in informing institutional decision-making, careful consideration must be given to the development of solutions that help institutional leaders contextualize their data.

VOORHEES COLLEGE (FUNDED)/PAUL QUINN COLLEGE (NOT FUNDED) COMPARISON

VOORHEES COLLEGE, located in Denmark, South Carolina, is a small, "career-focused, liberal arts college" that is affiliated with the Episcopal Church. It is a member of the United Negro College Fund and is accredited by the Commission on Colleges of the Southern Associations of Colleges and Schools. The college's enrollment is roughly 505 full-time, undergraduate students. MacKenzie Scott made a $4 million donation to the institution. Voorhees president, Ronnie Hopkins, was named the interim president in January 2021; W. Franklin Evans was president for five years when MacKenzie Scott made a donation to the institution (See Figure 11 & 13).

PAUL QUINN COLLEGE, located in Dallas, Texas, is a small, faith-based college that is affiliated with the African Methodist Episcopal Church. Its mission includes addressing the academic, social, and Christian developmental needs of students. Paul Quinn College also aims to prepare students to be "servant leaders and agents of change in the global marketplace." Paul Quinn College is accredited by the Transnational Association of Christian Colleges and Schools and is not a member of the United Negro College Fund. The enrollment at the college is roughly 525 full-time, undergraduate students. Paul Quinn's president, Michael Sorrell, has held the position for 13 years (See Figures 12 & 14).

On the next page, we provide a comparison of the two institutions across graduation rates, percentage of Pell eligible undergraduates, endowment per FTE student, and *U.S. News & World Report* HBCU ranking.

GRADUATION RATES

Figure 11 Voorhees College

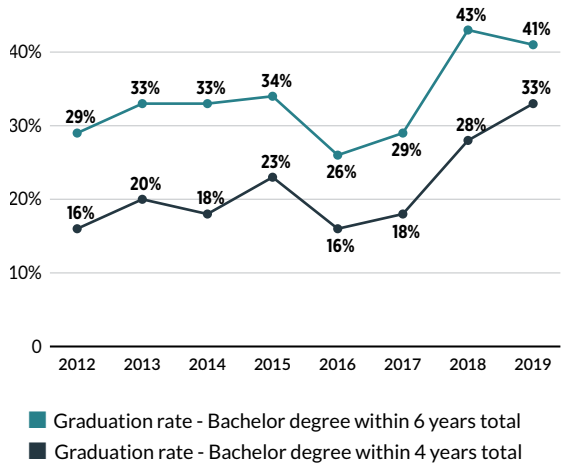
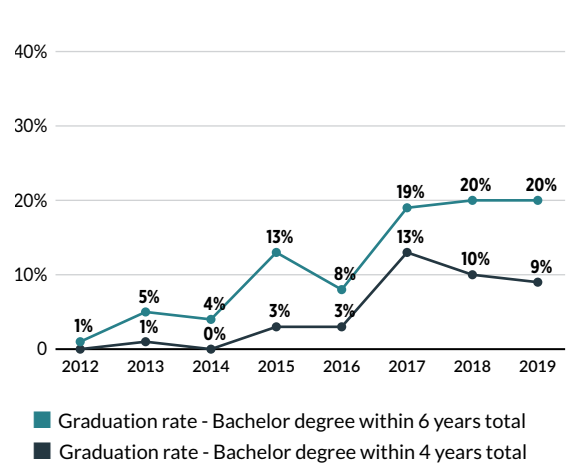


Figure 12 Paul Quinn College[6]



PERCENTAGE OF FULL-TIME, FIRST-TIME UNDERGRADUATES AWARDED PELL GRANTS

Figure 13 Voorhees College

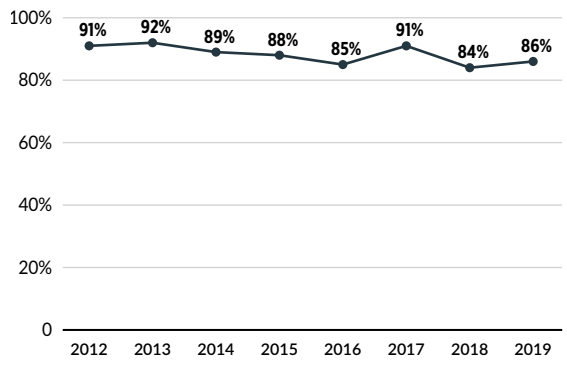
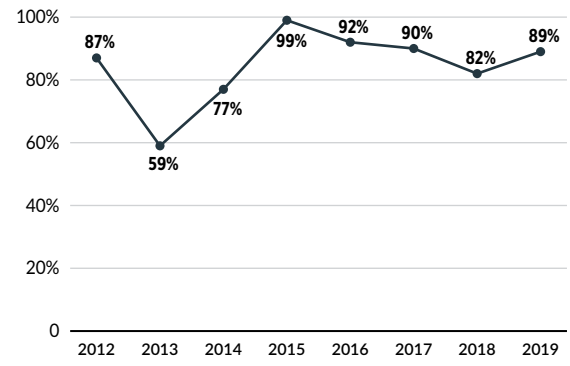


Figure 14 Paul Quinn College



ENDOWMENT PER FTE:

Voorhees College: **$15,901**
Paul Quinn College: **$5,068**

U.S. NEWS & WORLD REPORT HBCU RANKING:

Voorhees College: **50**
Paul Quinn College: **unranked**

[6] Paul Quinn College noted in IPEDS that the institution "experienced extraordinary events related to accreditation from 2007-2009. We never lost accreditation; however, fall-out from the process resulted in an enrollment change; 550 to 151 students, which resulted in almost all students transferring."

ALCORN STATE UNIVERSITY (FUNDED) /JACKSON STATE UNIVERSITY (NOT FUNDED)

ALCORN STATE UNIVERSITY, located in Alcorn, Mississippi, is a public, land-grant institution. Alcorn's mission is: "intellectual development and lifelong learning through the integration of diverse pedagogies, applied and basic research, cultural and professional programs, public service and outreach, while providing access to globally competitive academic and research programs." It is a member of the Thurgood Marshall College Fund and is accredited by the Commission on Colleges of the Southern Associations of Colleges and Schools. The college's enrollment is 2,729 full-time, undergraduate students. Felecia M. Nave is the president of Alcorn State University and has been since 2019 (See Figures 15 & 17).

JACKSON STATE UNIVERSITY, located in Jackson, Mississippi, is a public, comprehensive, urban research university. Its mission is to: "provide quality teaching, research, and service at the baccalaureate, masters, specialist, and doctoral levels to diverse populations of students and communities using various modalities to ensure that they are technologically-advanced, ethical, global leaders who think critically and can address societal problems and compete effectively." Jackson State University enrolls 4,126 full-time, undergraduate students. The university is a member of the Thurgood Marshall College Fund and is accredited by the Commission on Colleges of the Southern Associations of Colleges and Schools. Thomas Hudson has served as president since 2020 (See Figures 16 & 18).

On the next page, we provide a comparison of the two institutions across graduation rates, percentage of Pell eligible undergraduates, endowment per FTE student, and *U.S. News & World Report* ranking.

GRADUATION RATES

Figure 15 Alcorn State University

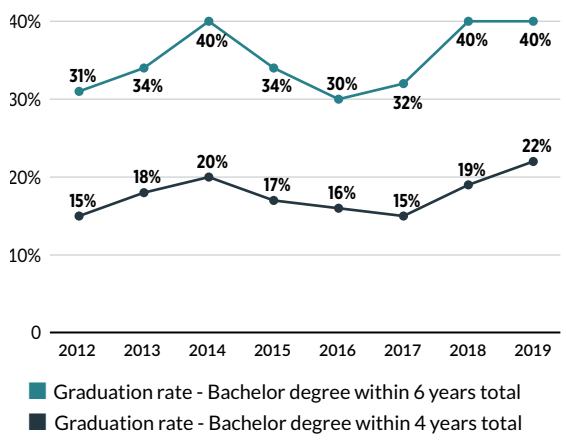
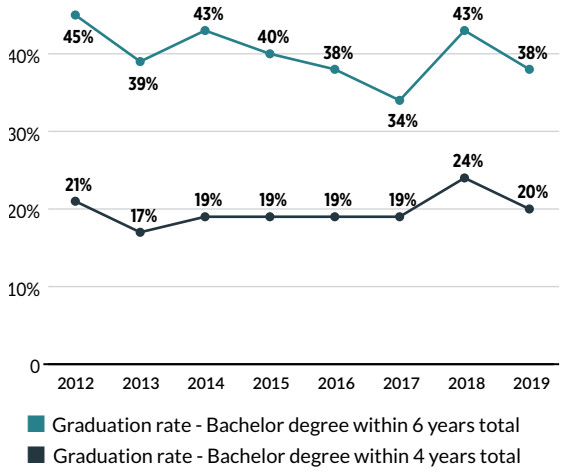


Figure 16 Jackson State University



PERCENTAGE OF FULL-TIME, FIRST-TIME UNDERGRADUATES AWARDED PELL GRANTS

Figure 17 Alcorn State University

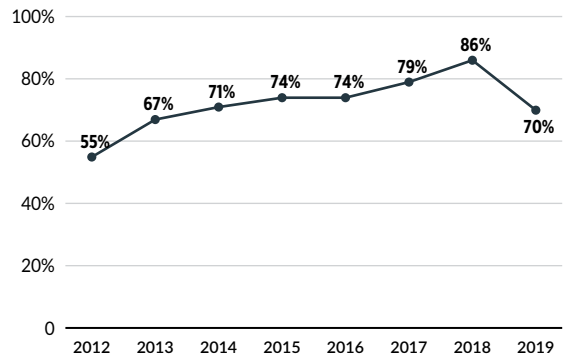
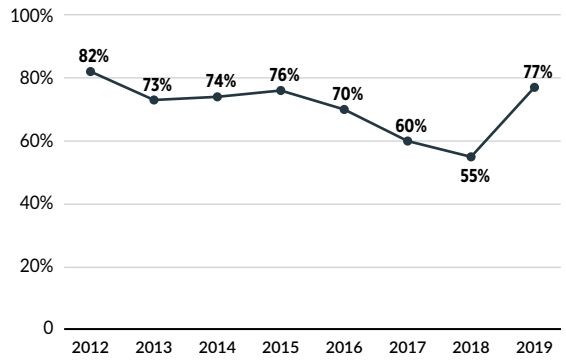


Figure 18 Jackson State University



ENDOWMENT PER FTE:

Alcorn State University: **$5,677**
Jackson State University: **$7,105**

U.S. NEWS & WORLD REPORT HBCU RANKING:

Alcorn State University: **19**
Jackson State University: **16**

PRAIRIE VIEW A & M UNIVERSITY (FUNDED) /FLORIDA A & M UNIVERSITY (NOT FUNDED) COMPARISON

PRAIRIE VIEW A & M UNIVERSITY is a rural, public, land-grant university that is part of the Texas A & M University System. It is located in Prairie View, Texas. Its mission is "dedicated to achieving excellence and relevance in teaching, research, and service. It seeks to invest in programs and services that address issues and challenges affecting the diverse ethnic and socioeconomic population of Texas and the larger society including the global arena." Prairie View is a member of the Thurgood Marshall College Fund and is accredited by the Commission on Colleges of the Southern Associations of Colleges and Schools. The enrollment is 7,501 full-time, undergraduate students. The president, Ruth Simmons, has been in the leadership role since 2017 (See Figures 19 & 21).

FLORIDA A & M UNIVERSITY, located in Tallahassee, Florida, is a public, land-grant university. Its mission is the "advancement of knowledge, resolution of complex issues and the empowerment of citizens and communities." Florida A & M University is a member of the Thurgood Marshall College Fund and is accredited by the Commission on Colleges of the Southern Associations of Colleges and Schools. The enrollment is 6,802 full-time, undergraduate students. The president, Larry Robinson, was named to the role in 2017 (See Figures 20 & 22).

On the next page, we provide a comparison of the two institutions across graduation rates, percentage of Pell eligible undergraduates, endowment per FTE student, and *U.S. News & World Report* ranking.

GRADUATION RATES

Figure 19 Prairie View A & M University

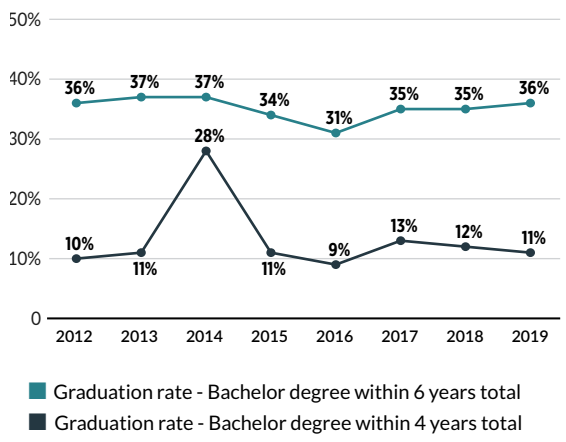
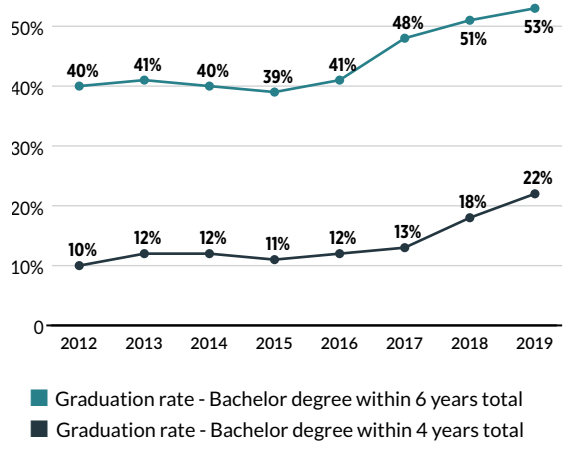


Figure 20 Florida A & M University



PERCENTAGE OF FULL-TIME, FIRST-TIME UNDERGRADUATES AWARDED PELL GRANTS

Figure 21 Prairie View A & M University

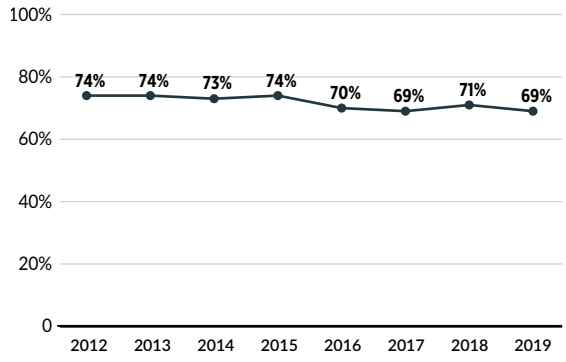
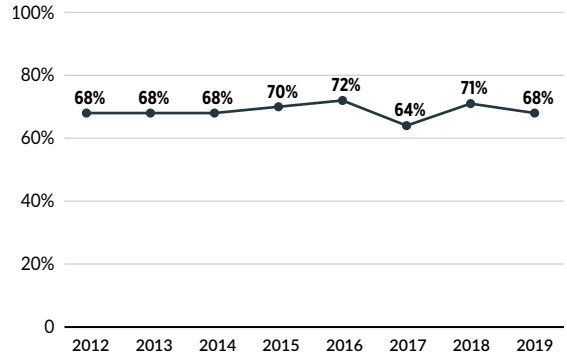


Figure 22 Florida A & M University



ENDOWMENT PER FTE:

Prairie View A&M University: **$9,358**
Florida A&M University: **$8,973**

U.S. NEWS & WORLD REPORT HBCU RANKING:

Prairie View A&M University: **26**
Florida A&M University: **7**

CLAFLIN UNIVERSITY (FUNDED) / BENEDICT COLLEGE (NOT FUNDED) COMPARISON

CLAFLIN UNIVERSITY, located in Orangeburg, South Carolina, is a small, private, comprehensive institution of higher education affiliated with the United Methodist Church. Its mission is "dedicated to providing a student-centered, liberal arts education grounded in cutting-edge research, experiential learning, state-of-the art technology, community service, and life-long personal and professional fulfillment." Claflin is a member of the United Negro College Fund and is accredited by the Commission on Colleges of the Southern Associations of Colleges and Schools. The full-time, undergraduate enrollment at the institution is 1,889. President Dwaun Warmack has been in the leadership role since 2019 (See Figure 23 & 25).

BENEDICT COLLEGE, located in Columbia, South Carolina, is a small, private liberal arts college affiliated with American Baptist Churches. Its mission is to "provide transformative learning experiences characterized by high quality academic, co-curricular and extra-curricular programming, intentionally designed to develop superior cultural and professional competencies for a diverse student body." Benedict is a member of the United Negro College Fund and is accredited by the Commission on Colleges of the Southern Associations of Colleges and Schools. The full-time, undergraduate enrollment at Benedict is 2,012. Roslyn Artis, the president of Benedict, has been in the role since 2017 (See Figure 24 & 26).

On the next page, we provide a comparison of the two institutions across graduation rates, percentage of Pell eligible undergraduates, endowment per FTE student, and *U.S. News & World Report* ranking.

GRADUATION RATES

Figure 23 Claflin University[7]

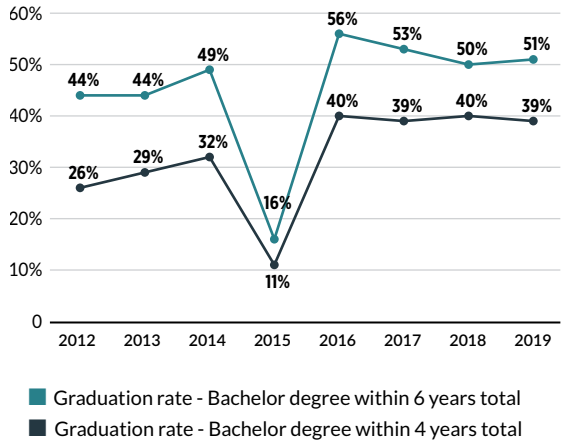
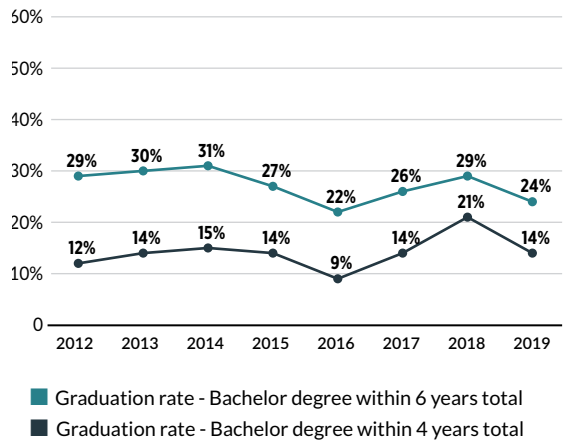


Figure 24 Benedict College



PERCENTAGE OF FULL-TIME, FIRST-TIME UNDERGRADUATES AWARDED PELL GRANTS

Figure 25 Claflin University

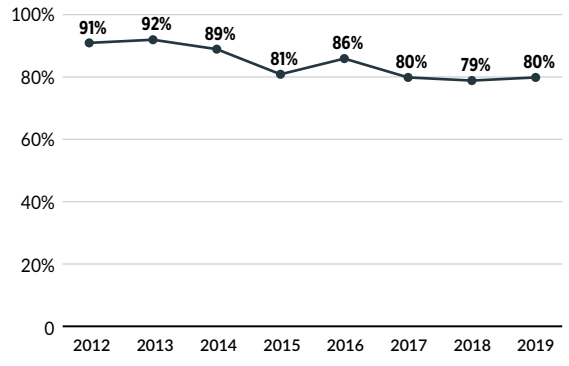
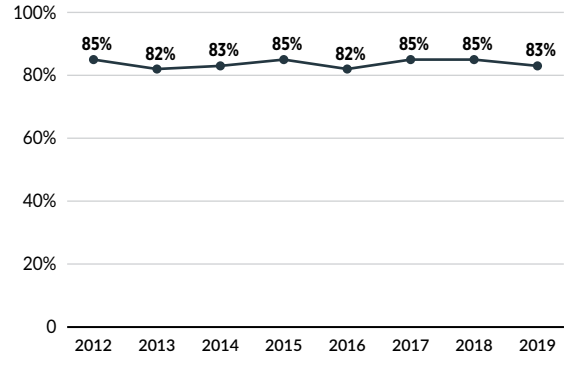


Figure 26 Benedict College



ENDOWMENT PER FTE:

Claflin University: **$13,170**
Benedict College: **$9,936**

U.S. NEWS & WORLD REPORT HBCU RANKING:

Claflin University: **9**
Benedict College: **59-77** (***unranked in this group**)

[7] Please note that 2015 is an aberration for Claflin. However, these numbers were reported to IPEDS.

RECOMMENDATIONS

Philanthropists should take a lead from MacKenzie Scott and give to colleges and universities that serve first-generation, low-income, and students of color in order to have the largest impact.

Philanthropists can better support HBCUs by giving across the spectrum of these institutions in various regions of the country.

Philanthropists can demonstrate their trust in HBCU leadership, as well as their understanding of how higher education institutions function, by giving donations that are unrestricted.

HBCUs can benefit from reviewing important data metrics and benchmarking their institution in relation to other institutions.

Philanthropists should follow MacKenzie Scott's lead and invest in more African American-led institutions and organizations, supporting Black communities overall.

Philanthropists would have a larger impact and thus reach a greater diversity of students if they gave beyond a well-known set of institutions.

HBCUs can benefit from having access to and knowledge of their own data. Remember to click on the various tables in this report to access interactive HBCU data.

Philanthropists could strengthen HBCUs by giving specifically to their endowments, adding to the sustainability of the institutions and ensuring they are on equitable, solid foundations in comparison to like Predominantly White Institutions.

As HBCUs with consistent leadership are more likely to receive philanthropic support, it is essential that boards of trustees choose presidents with a significant commitment to leading the institution, and that they give them the autonomy to lead.

Philanthropists should consult data to make better informed decisions around giving, considering the donations to both high performing institutions to reward growth and lower performing institutions to stimulate growth.

CONCLUSION

MacKenzie Scott's historic donations have the potential to fundamentally strengthen HBCUs as a sector, especially if she continues to donate to the remaining institutions. Perhaps the most powerful and lasting impact of Scott's donations is that more philanthropists will see the value and contributions of HBCUs and make data-informed donations to them. There is considerable evidence that HBCUs provide a rich education to African American students and that they offer a safe environment that actualizes the phrase "Black Lives Matter." All HBCUs, even those that are not household names, are a significant source of future leaders, thinkers, artists, and activists. Any proclamations on behalf of individuals or organizations that are related to valuing African American contributions and people must include HBCUs at their foundation.

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Please cite this report as: Gasman, M., Hines, R., & Henderson, A. (2021). *The MacKenzie Scott Donations to Historically Black Colleges and Universities: Exploring the Data Landscape*. New Brunswick, N.J.: Rutgers Center for Minority Serving Institutions.

Special thanks to Levon Esters (Purdue University), Leah Hollis (Morgan State University), Walter Kimbrough (Dillard University), John S. Wilson (Harvard University), Andrés Castro Samayoa (Boston College), Brandy Jones (Rutgers University), and Natalie Passov (Rutgers University) for reading drafts of this report and providing constructive feedback.