



ACCELERATOR
TECH. TALENT. CULTURE.

Accelerator

2021 Symposium & Report

powered by

THE YARD & VULCAN MATERIALS





We're pioneering a legacy of technology, talent and culture.

The Accelerator is a convener of thought leadership, practitioners and policy makers to address inequities and align systemic change of the HBCU ecosystem with data driven, evidence based focus groups, learned behaviors and best practice models to recommend practices and policy for a new economy.

The Accelerator is hosted by [TheYARD](#) with founding partner Vulcan Materials Company dedicated to driving the new HBCU economy:

- PIPELINE of classroom to boardroom recruitment & retention tools
- EXPERIENTIAL CLASSROOMS fueled with engagement exercises & resourced with scholarships, internships & grants
- DREAM SPACES where community and campus meet and ideas take flight

This December we will again convene HBCU thought leaders, academicians, public and private innovators, creators and disrupters along with our student tech leaders to curate a pipeline of the best and brightest talent celebrating a culture of tradition and innovation.

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SNAPSHOT

1P | Meet & Greet

1:30P - 2:15P Technology | Creators & Innovators

The numbers are staggering. Blacks are 10 years behind the white community combined with rapid digitization and automation of the U.S. economy, could make the gap of workers could eventually be underprepared for 86% of jobs in the U.S. by 2045.

**Deutsche Bank Global Technology | Sept 2020*

2:15P - 3:30P Talent | Recruiting & Retaining

“Many employers don’t know who the HBCUs are,”

“Twenty-five percent of all African-American STEM majors graduate from HBCUs and focusing on two or three, won’t identify the talent. Employers first need to know that they are there, but then there’s the issue of organizations determining what majors and academic programs offered are congruent with the organization’s needs.*

**National Association Of Colleges & Employers Article Feb 2021*

3:30P - 4:15P Culture | Moment & Movement

The new approach encompasses a Life Mapping and Advising Model that builds faculty–student relationships and engages both parties effectively in the process. The model includes six important pillars to drive student success: first-year assessment data, we have observed many promising trends that, together, point toward successful retention and persistence.*

**A Cultural Shift: A Transformative Approach to Advising STEM Students at an HBCU Article Feb 2019*

4:15P - 5P | Collisions & Collaborations Reception



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Sponsorship

2 Year Partnership Term

We request a 2 year sponsorship term with a \$100,000.00 commitment. With \$50,000.00 being paid out each year of the sponsorship to include the Accelerator Symposium Friday, December 17, 2021 at the Omni Hotel, Atlanta, GA and Presenting Sponsor of the Tech, Talent & Culture Report with Grezenbach, Glier and Associates.

Assets

- Designated page on Symposium website and app for logo display (displayed by sponsor level)
- Special recognition and remarks by sponsor during plenary opening or closing
 - Preferred exhibit placement
 - Branded sponsorship signage locations
- Sponsor ad posted in app with up to 4 requests to pin to the top of the activity stream
 - Mobile app invitation for independent social gathering

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- Mobile app logo, description, link to content and promoted posts

Deliverables

Focus Groups & Symposium Data

Learned Outcomes Report