



HOWARD
UNIVERSITY

Howard University Scholarship Fund for Hospitality Leadership

Howard University

Excellence. Leadership. Truth. Service.

Howard's historic victories are only matched by its contemporary excellence. Thinking outside the box is encouraged here, and bridging ideas and concepts to find solutions is expected. Howard's strength lies in the collective power of its community.

More than a collection of individual accomplishments, Howard University's success is evident in lasting, systemic change, beginning with its founding in 1867 and looking forward to training leaders and finding solutions diversify industries—and ultimately creating parity within the executive suite.



No. 80

In National Universities



No. 23

Bloomberg Business Week
(Best Business Schools)



No. 58

Most Innovative Schools



No. 31

Undergraduate Teaching

The Systemic Issue

Howard University remains attentive to the **disproportionate number of African Americans** that have not reached the **executive office or other related professional positions** within multinational hospitality corporations. According to a report published by the Castell Project in 2020,

"Black executives represent 1.5 percent of hospitality industry executives at the director level or above on company websites which is 12.5 times below their proportionate share of hospitality industry employment...Korn Ferry reports that black people hold 5 percent of executive positions across all industries and four percent of executive positions at S&P 500 companies."

Since 1995 the number of business degrees conferred to African American collegiate students nearly doubled, yet there have not been significant advances to reach parity throughout the professional workforce at the most prominent institutions representing the industry. The US Census Bureau 2020 estimates that Blacks represent **13.4 percent** of the US population, demonstrating there is not an equitable representation of people of color earning degrees and subsequently ascending in the most profitable industries and subsectors.

The Howard University School of Business, The J. Willard and Alice S. Marriott Foundation and hospitality industry leaders have joined together to establish interdisciplinary, innovative, and practical learning opportunities through The Marriott-Sorenson Center for Hospitality Leadership. The goal of this partnership is to expand the pipeline of highly qualified students lead hospitality companies. We aspire to establish an institutional strategy by doing the following:

- › Providing financial support to ensure retention of students interested in pursuing careers in hospitality;
- › Establishing and sustaining mutually beneficial partnerships with industry leaders to ensure meaningful interaction with industry practitioners; and
- › Designing innovative activations and engagement that prepare our students for successful careers in the hospitality industry.

Strategic Industry Initiative



The Howard Student


As the landscape of job readiness and education aligns closely with professional success, it is apparent that students from underserved communities need supplemental support to level the playing field. Howard University students are some of the most academically talented in the country. Our SAT scores are 350 points higher than the average for African American students, and our GPAs average well above a 3.2. However, many of our students come from very economically disadvantaged backgrounds. Approximately half of our incoming freshman class is eligible to receive a Federal Pell Grant, a proxy for low family income, and the federal government suggests that 30% of them cannot afford to contribute to the cost of their education.

Howard's annual undergraduate tuition is 40% lower than the average private, doctoral-granting institution. Compared to the other leading private collegiate institutions in the District of Columbia, our tuition reflects the needs of the student body. Further, financial support is a critical challenge for student retention. One factor for retaining students is increasing the amount of financial aid (grants, scholarships, work-study) that will make continuing their education feasible and affordable.



Scholarship recipients have a 70% six-year graduation rate, which is significantly higher than the 41% rate for all African American college students nationwide. A \$5,000 scholarship...increases the likelihood of graduation by 7%.

– United Negro College Fund (UNCF)



The need for a fund to support student development and retention is paramount to the success of diversifying the hospitality industry. I look forward to the long-term impact of establishing a \$10M scholarship fund to support the academic achievements of our students.

— Anthony Wilbon, PhD, PMP,
Dean
Howard University School of Business

Providing Solutions Through Scholarship

A \$10M endowed fund, yielding approximately 4% per year, will provide three (3) year renewable scholarships to rising sophomores for a maximum of three (3) years while he or she is in pursuit of an undergraduate degree at Howard University. The University will select rising sophomores with applicable majors each year until the scholars' program reaches representation from within each classification, i.e., ten (10) sophomores, ten (10) juniors, and ten (10) seniors.

Investing in Scholarship

\$1 – \$249,999

Donors will support the intent of the Scholarship Fund for Hospitality Leadership and provide financial support to students displaying a strong interest in pursuing a career in hospitality or related concentration. A gift to the fund will be recognized in a listing of Scholarship Fund donors.

\$250,000 +

The Donor will establish an endowed scholarship fund, in support of the umbrella Howard University Scholarship Fund for Hospitality Leadership. An endowed scholarship at this level will ensure that at least one scholar will matriculate through the center every year in perpetuity.

\$750,000 +

The Donor will establish an endowed scholarship fund, in support of the umbrella Howard University Scholarship Fund for Hospitality Leadership. An endowed scholarship at this level ensures a named scholar will participate in every year of the program in perpetuity.



I am extremely excited about Howard University bringing the Marriott-Sorenson Center to campus. I am eager to see what more is in store for myself and other students, as we would love to continue to grow professionally within the hospitality industry.

— Faith Bello
International Business
c/o 2024

With support of hospitality industry leaders, the goal is to establish a \$10M endowed scholarship fund, over the next three years, as a mechanism for recruitment and retention of students in the Marriott-Sorenson Center for Hospitality Leadership at the Howard University School of Business. The scholarship fund is a primary component of the Center's comprehensive strategy to help address the dearth of African Americans in leadership positions and build a sustainable employee pipeline model for the future.





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