



Wesley
Peachtree
Institute

2024 VIRTUAL WPI HBCU & SMALL COLLEGE FORUM

METRICS MATTER

*Measuring and Monitoring Strategic Priorities
to Ensure Fiscal Strength and Growth*

MARCH 11-12



The Beginning

Wesley Peachtree Group (WPG) of CPAs observed a tremendous need for hands-on training around the topics of financial compliance, audit preparedness, student recruiting and philanthropy - all critical factors that make small to mid-sized non-profit academic institutions run efficiently, especially Historically Black Colleges and Universities (HBCUs).

It was because of this trend, Don Murphy, C.E.O. of WPG, established the Wesley Peachtree Institute (WPI) over two decades ago to conduct research and provide training.

The WPI HBCU & Small College Forum

Since its inception, WPI has provided in-person, regional education and training to their clients. Due to an increase in demand from HBCU's and small colleges, WPI expanded its training format into a two-day, in-person event. During the pandemic, WPI pivoted to a virtual platform. In addition to preserving the safety of attendees, the flexibility of the virtual format quadrupled attendance. In 2021, the first year the Forum was delivered virtually, more than 500 people attended who represented 40 institutions. Last year more than 60 institutions were represented and we expect 2024 to be bigger!

The Forum presents companies with the unique opportunity to connect with the Trustees, Presidents, and CFOs of these amazing institutions. These institutions are constantly seeking new ways to maximize their resources, generate revenue, and increase the efficiency of their day-to-day operations. Corporate sponsors partner with the Forum to share their services and products with leaders of these institutions. In addition to giving sponsors visibility and access to their target audiences, WPI provides networking opportunities between organizations and attendees.

About WPI

WPI aims to give back to the community in the form of education and training for individuals and institutions to help reverse the trend of institutions losing their accreditation due to financial unpreparedness. WPI believes that strengthening these institutions will improve access to higher education for generations to come.

2024 VIRTUAL WPI
**HBCU & SMALL
COLLEGE FORUM**

MARCH 11-12

METRICS MATTER

*Measuring and Monitoring Strategic Priorities
to Ensure Fiscal Strength and Growth*



James Clyburn
Congressman
U.S. House of Representatives



Les Brown
Politician and Motivational Speaker



Lisa Delpit
Education Reform Leader
Researcher and Author



Kassie Freeman
President and CEO
African Diaspora Consortium



George T. French
President
Clark Atlanta University



Dr. Marybeth Gasman
Distinguished Professor,
Associate Dean, Rutgers University



Freeman A. Hrabowski, III
President, The University of Maryland,
Baltimore County

WPI PAST SPEAKERS



James T. Minor
Chancellor, Southern Illinois University
at Edwardsville



Dr. Joseph H. Silver
President, Silver & Associates



Ruth J. Simmons
President, Prairie View A&M University



Mr. James Seth Thompson
Senior Vice President, Bernstein Private
Wealth Management



Dr. Belle S. Wheelan
President, Southern Association of Colleges
and Schools Commission on Colleges



Dr. Melva Wallace
President & CEO
Huston-Tillotson University

METRICS MATTER

*Measuring and Monitoring Strategic Priorities
to Ensure Fiscal Strength and Growth*

HBCU'S OVERALL ECONOMIC IMPACT

HBCUs are valuable economic engines that generate substantial returns year after year. According to a recent UNCF study*:



Total Economic Impact: \$14 Billion

- HBCUs generate \$14.8 billion in total economic impact for local and regional economies.
- Every dollar spent by an HBCU and its students produces positive economic benefits, generating \$1.44 in initial and subsequent spending for its local and regional economies.



Total Lifetime Earnings of HBCU Graduates: \$130 Billion

- The 50,000+ HBCU graduates noted in the study were projected to earn a total of \$130 billion over their lifetimes, 56% more than they could expect without their credentials.
- An HBCU graduate working full-time throughout his or her working life can expect to earn \$927,000 in additional income due to a college credential.



Total Employment Impact: 134,090 Jobs

- HBCUs generate 134,090 jobs for local and regional economies.
- For each job generated on campus, another 1.3 public- and private sector jobs are created off-campus as a result of HBCU-related spending.

*Humphreys, J. (2017). HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities. Washington, DC: UNCF Frederick D. Patterson Research Institute.

2024 VIRTUAL WPI
**HBCU & SMALL
COLLEGE FORUM**

MARCH 11-12

METRICS MATTER

*Measuring and Monitoring Strategic Priorities
to Ensure Fiscal Strength and Growth*

PAST HBCU ATTENDEES



OTHER PAST ATTENDEES

