
Editorial

Introduction to special issue: Fundraising and Philanthropy within the Historically Black College and University Setting

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In my opinion and according to years of my research, fundraising along with leadership are the two most pressing issues facing Historically Black Colleges and Universities (HBCUs). For decades HBCUs have struggled to build endowments, increase alumni giving and secure major gifts. Owing to a lack of access to wealth on the part of African Americans as well as discrimination on the part of White individual, foundation and corporate donors, HBCUs have had to battle to raise money. Theirs is a storied history of garnering funds from wealthy White philanthropists, the Black church, and as of late, their alumni who are not used to giving regularly because they have not been asked.

Unfortunately, research related to fundraising and philanthropy within the HBCU context is severely lacking, with very little being completed since I wrote a book on Black college fundraising back in 2003 – *Fundraising from Black College Alumni: Successful Strategies for Securing Alma Mater*. I was hoping that my book (with Sibby Anderson-Thompkins) would

be the impetus for more research, but sadly it has not been to any great extent. Fortunately, there are quite a few young people – either new graduates or those who are still in doctoral programs who are changing the landscape of research on Black college fundraising. I am delighted to have many of these young people writing for this special issue.

In my role as Editor of this special issue of the *International Journal of Educational Advancement*, I wanted to highlight research related to HBCUs and philanthropy as well as fundraising at HBCUs. Although these are separate concepts, they are interconnected, and when it comes to HBCUs, in particular, philanthropy and fundraising go hand in hand. For example, one of the reasons that HBCUs have had difficulty raising funds from their alumni over the years is that they did not ask them to contribute to their alma mater in any systemic way. They did not ask because they relied heavily on corporate and foundation philanthropy. As these monies have

declined, HBCUs have had to engage and reach out to the alumni.

In this special issue, the authors explore salient issues related to fundraising and philanthropy at HBCUs. It is divided into three sections: Feature Articles, Notes from the Field and New Research by Graduate Students. Noah D. Drezner's article entitled 'Private Black Colleges Encouragement of Student Giving and Volunteerism: An Examination of Prosocial Behavior Development' leads the special edition. He explores how HBCUs instill the concept of philanthropy into their students. Specifically, he examines the United Negro College Fund's National Pre-Alumni Council (NPAC). NPAC is a model program for talking about and involving young African Americans in the fundraising process, which is vital to the survival of HBCUs.

In 'Beyond Hegemony: Reappraising the History of Philanthropy and African American Higher Education in the Nineteenth Century', Tyrone McKinley Freeman offers a reassessment of the revisionist historians and their views of African-American higher education, especially the support of HBCUs. He urges us to look at the philanthropic work on the part of African Americans as well as the fundraising efforts on the part of Black leaders. Freeman argues that historians have overlooked these important contributions as a result of their focus on White philanthropy and its control of HBCUs.

Jonathan Cox's article entitled 'Private Giving and State Funding of Maryland's Public Institutions: New Perspectives on Support of Historically Black Institutions', explores the

relationship between private giving and changes in state appropriations. His research is both theoretical and practical as he makes recommendations for HBCUs to maximize their ability to secure both state and private sources.

In their article entitled 'HBCU Efficiency and Endowments: An Exploratory Analysis', Jason Coupet and Darold Barnum examine the link between efficiency and endowment size and find that, despite HBCUs' lower endowments, these institutions are slightly more efficient than Historically White Institutions. It seems the old adage of HBCUs doing 'more with less' is true.

Natalie Tindall and Richard Waters write about fundraisers in their article entitled 'The Relationship between Fundraising Practice and Job Satisfaction at Historically Black College and Universities'. They were particularly interested in the various communication styles used by HBCU fundraisers and how these styles have an impact on HBCU fundraisers' jobs and relationships with their employers.

The last article in this section of the special issue is authored by Monica Williams. Her work, entitled 'Increasing Philanthropic Support through Entrepreneurial Activities at Historically Black Colleges and Universities', examines the extent to which presidents of the nation's public HBCUs employ entrepreneurial leadership traits in order to secure funding for their institutions.

In keeping with the tradition of the journal, this special issue has a section titled 'Notes from the Field', which is dedicated to the perspectives of practitioners. Featured in this special issue is Nelson Bowman's 'Cultivating



Future Fundraisers of Color at Historically Black Colleges and Universities'. In this article, Bowman, who serves as the Director of Development at Prairie View A&M University, urges HBCUs to establish academic and professional programs to train future fundraisers. He considers the changing demographics of the country and the future student bodies of HBCUs and majority institutions, and calls for HBCUs to step out in front to train fundraisers who can engage diverse student bodies.

The last section of this special issue is new and focuses on the work of three PhD students. I take particular pride in mentoring young people and I think it is important to give them opportunities to publish. These doctoral students have worked hard to do rigorous work in their academic programs and some of it is featured in this special issue. The first article is by Halima N. Leak and Chera D. Reid and is titled 'Making Something of Themselves: Black Self-Determination, the Church, and Higher Education Philanthropy'. In the article, Leak and Reid explore the Black church and its support of higher education for African Americans. They make

recommendations for today's practitioners based on this historical examination. Yarbrah Peeples authored the second article in this section, which focuses on the role of philanthropy in the curriculum. In 'Philanthropy and the Curriculum: The Role of Philanthropy in the Development of Curriculum at Spelman College', Peeples examines the evolution of the institution's curriculum through the actions of its presidents and their fundraising strategies and abilities.

Overall, I hope that these articles will add to the literature on fundraising and philanthropy within the HBCU context, providing rigorous research and pushing the thinking of scholars and practitioners in new directions. I also hope this special issue will serve as a stepping stone for future work on HBCUs. These institutions are valuable and provide a service to the nation as a whole. It is vital that we understand them and their fundraising structures in order to provide the best education possible to their students.

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