



Cheyney**made.**

resurgence



noun | re-sur-gence | \ ri-'sər-jən(t)s

Definition: a rising again into life, activity, or prominence

Under the leadership of President Aaron Walton, Cheyney's management team has invested the last two years in comprehensive improvements to its operational structure in order to positively transform the University's entire outlook. Budgets have been conscientiously streamlined. Revenue-generating partnerships have been launched. Admissions standards have been raised and academic requirements have become more rigorous.

CHEYNEY UNIVERSITY IS AT A REMARKABLE CROSSROADS ON AN EXCITING JOURNEY.

The University is poised to solidify its proud legacy as the nation's first HBCU with innovative and strategic short and long-term plans intended to establish Cheyney as the premier educational model for excellence in academics, character, and social responsibility. As an alumnus noted, "Cheyney is the oldest HBCU doing the newest things."



ROBUST FUNDRAISING IS REQUIRED FOR LONG-TERM SUSTAINABILITY.

An ambitious fundraising campaign, "RESURGENCE," has been unveiled to ensure that we meet our goal— and we will not stop there. To secure our current footing and establish a major endowment that will accelerate us toward permanent stability, we have set our sights on raising **\$10 million by November 1, 2019.**



After two years of proactively resolving critical legacy issues with sound business practices, today Cheyney has emerged stronger healthier, and ready to function at our highest capacity.

This is where your support and partnership are critical. We must take purposeful action now in order to maintain a resurgence in our momentum. ***With your support, we will reach these critical milestones*** and we will continue with expanded fundraising goals in the future, ensuring that our students have access to the best that higher education has to offer.



THE MISSION

Established in 1837, Cheyney University of Pennsylvania continues to build on its legacy as America's first institution of higher education for African Americans.

Our Mission is to equip and empower students of diverse backgrounds to be visionary leaders in their chosen fields. We offer innovative approaches to teaching and quality academic programs that expose our students to pioneering ideas, research, and civic engagement. Our transformative approach to student development emphasizes the whole person – fostering success in the classroom, on campus, and in life.

Led by our core **Values** of *Scholarship, Diversity, Respect, Integrity, and Service*, our **Vision** is for Cheyney University of Pennsylvania to be the premier educational model for excellence in academics, character, and social responsibility.



THE TRANSFORMATION

The most exciting part of appointing a new institutional leader is the opportunity to positively transform operations and culture. Cheyney's President, Aaron Walton, was appointed in 2017 and his administration has made substantial progress in the two ensuing years.

The centerpiece of Cheyney's transformation strategy is President Walton's initiative to coalesce all University efforts and planning around three strategic priorities: **Student Success**, **Financial Strength**, and a new **Standard of Excellence**.

HIGHLIGHTS INCLUDE:

- Executing a \$7.5+ million expenditure reduction plan to balance the budget
- Establishing a climate and process for the University, the Cheyney Foundation, the Cheyney University Council of Trustees, and Cheyney's proud Alumni to campaign collaboratively to reach and exceed fundraising goals
- Redesigning organizational structure
- Streamlining processes to be student-centric
- Launching the Institute of the Contemporary African American Experience (ICAAE) to provide students with cutting-edge and hands-on research experience
- Upgrading talent in key roles
- Identifying productive and efficient uses of the University's footprint and physical plant
- Implementing a strong strategic enrollment management plan
- Instituting modern performance management systems
- Monetizing campus assets to generate non-traditional sources of income
- Launching a rebranding campaign to revitalize the University's image



I thrive... because I am Cheyney Made.

THE FUTURE

Cheyney Made is a promise, an invitation, and a call. For nearly 200 years, we have been developing in our students the character, intellect, and talent required to succeed once they leave our campus.



Cheyney alumni have consistently distinguished themselves as leaders, positively impacting the social, economic, and political history of the Greater Philadelphia region, the nation, and the world. We are committed to attracting the brightest and most promising students and immersing them in stellar academic programs.

We are enjoying a 33% year-over-year increase in applications and seeing substantial increases in standardized test scores and high school GPAs among applicants. Based on current admissions trends, we are anticipating a 40% increase in enrollment for the upcoming academic year.

One of the most promising steps we have taken is to establish private-public partnerships with major corporations such as Starbucks, Thomas Jefferson University, and Epcot Crenshaw Corporation, a sustainable environmental consulting company.

- Starbucks has committed to joint projects researching barriers to workplace recruitment and retention of minorities in the Philadelphia area.
- Our bidirectional partnership with Thomas Jefferson University includes a joint research project and the construction of a medical facility on campus aimed at giving Cheyney's students practical experience in nursing and related fields, and to encourage post-graduate matriculation at Thomas Jefferson University.
- Epcot Crenshaw will build its new headquarters, greenhouses, and new aquaponics facility on Cheyney's campus, complete with corporate offices and space for its non-profit organization, the Crenshaw Institute of Applied Science and Technology. Epcot Crenshaw will also convert one of Cheyney's vacant buildings into research laboratories where Cheyney students will receive real-world, hands-on research experience.

- Cheyney has launched an applied research institute for specialized study—the Institute for the Contemporary African American Experience (ICAAE)—which is intended to build upon the school's legacy as the nation's oldest historically black university by focusing on issues of race, ethnicity, and diversity. The Institute will enable Cheyney students and faculty to be involved in research projects aimed at addressing significant societal issues. Additionally, students will have access to internship opportunities and benefit from hands-on training in their chosen fields.

Cheyney will continue to direct resources toward programs and disciplines that have produced exceptional students, such as Hospitality, Restaurant and Tourism Management (HRTM).

Two academic areas will be greatly expanded: Criminal Justice and Education. Both professions are as relevant today as ever.

- Our Criminal Justice program will prepare students for the many career options available, from policymakers to attorneys to forensic scientists. They can expect to learn about issues facing modern society, including mass incarceration and sentencing approaches.
- For many years, Cheyney was one of the largest producers of educators of color in the region. We are building out this legacy program with the goal of creating a self-replenishing pipeline of passionate educators who reflect their community, wherever that community is.

THE NEED

Only with increased funding can we fortify and amplify our commitment to developing the very best students in the region. We cannot reach our fundraising or endowment milestones without your partnership – but together we can positively impact thousands of lives and secure Cheyney's legacy. So please, be a part of the RESURGENCE of this important institution!

We invite you to have a conversation about achieving our shared vision. Please contact:

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