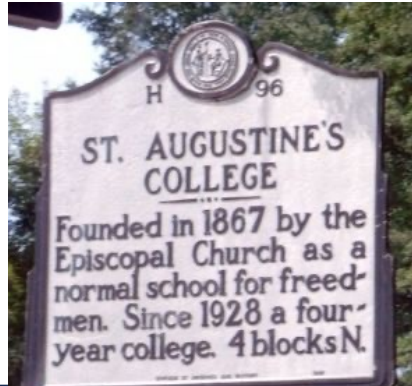




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# Falcon Pride Initiative Campaign Overview

Saint Augustine's University  
[www.st-aug.edu](http://www.st-aug.edu)

# SAU Mission Statement

The mission of Saint Augustine's University is to sustain a learning community in which students can prepare academically, socially and spiritually for leadership in a complex, diverse and rapidly changing world.



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# SAU Vision Statement

Saint Augustine's University will be nationally recognized as a comprehensive institution with high performing students, renowned faculty, focused community engagement and a strong alumni base of change agents.



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# **ABOUT SAINT AUGUSTINE'S UNIVERSITY**

**OUT OF A  
ROCK QUARRY,  
*a University*  
WAS BUILT**



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# HISTORY



Saint Augustine's University was chartered as a "Normal School and Collegiate Institute" on July 19, 1867, by the Reverend J. Brinton Smith, D.D., secretary of the Freedman's Commission of the Protestant Episcopal Church, and the Right Reverend Thomas Atkinson, D.D., Bishop of the Diocese of North Carolina. Bishop Atkinson became the first president of the Board of Trustees and Dr. Smith was the first principal. The new school opened its doors for instruction on January 13, 1868.



Under the direction of Rev. Henry B. Delany, the students quarried the stones for the construction of the Saint Augustine's Historic Chapel, and laid the cornerstone in 1895. The construction was completed in December 1895. Finally on October 11, 1897, the chapel was consecrated "Saint Augustine's Chapel" by the Rt. Rev. Joseph Blount Cheshire, Bishop of the Episcopal Diocese of North Carolina. The Chapel is listed on the National Register of Historic Places.



In 1896, the College further extended its mission by establishing St. Agnes Hospital and Training School for Nurses to provide medical care for and by African Americans. It was the "first" school of nursing in the state of North Carolina for African-American students and served as the only hospital that served African Americans until 1960. One of St. Agnes most famous patients was boxer Jack Johnson. Following an accident that ultimately led to his death in 1946, boxer Jack Johnson was taken to St. Agnes Hospital. Johnson was the first African-American world heavyweight boxing champion.



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# HISTORY



Another “first” Saint Augustine’s University is especially proud of is that the University was the nation’s first historically black university to own an on-campus commercial radio station (WAUG-AM 750) and television station (WAUG-LD). WAUG 750 currently rebroadcasts hip hop and R&B from Hot 97.9 FM. WAUG-LD currently is found locally on TV 8, Spectrum 1231 and now has streaming apps on Roku, Apple TV and Amazon FireTV.



On August 1, 2012, Saint Augustine’s College transitioned in name and status to Saint Augustine’s University.



In 2020, the University became the first historically black university to start a cycling team, and in 2022 the first to also launch a women's rowing team.



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# NOTABLE SAU ALUMNI



**Dr. Anna Julia Cooper**  
1858 – 1964

An author and university President. Born a slave, the 4th black woman to earn a Ph.D.



**Robert Louis Shepard,**  
Principal at The Shepard  
Institute



**Bessie & Sadie Delany**  
Daughters of Bishop Henry Delany. Raised and educated on the SAU campus. National fame for their best-selling book, *Having Our Say*.



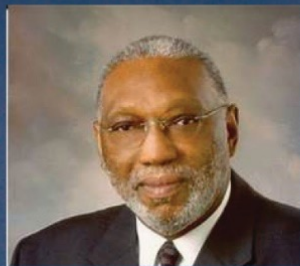
**Dr. Benjamin Franklin Chavis Jr.,**  
Civil Rights Leader



**Renata Spinks**  
Assistant Director/Deputy CIO IC4 and USMC Senior Information Security Officer at United States Marine Corps



**Bershawn D. "Batman" Jackson**  
Olympic Bronze Medalist, USA Track & Field.



**Justice James E. C. Perry**  
Justice, Florida Supreme Court. Founder, Jackie Robinson Sports Association.



**Dr. Prezell R. Robinson**  
SAU President for 27 years. Raised over \$35 million for SAU. Elected head of United Negro College Fund.



**Judge Constance B. Tobias**  
Chair, Department Appeals Board, US DHHS. Former Chief Law Judge, Board of Veterans Appeals.



**Kevin "Coach K" Lee**  
Co-Founder and COO of Quality Control Music.



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# POINTS OF PRIDE

## Top 50

Top Performers in Social Mobility -  
Southern Region  
(US News & World Report, 2021-22)

## #3

Top Performers in Social Mobility  
North Carolina Historically Black  
Colleges & Universities  
(US News & World Report, 2022-23)

## 19%

SAU students enrolled in STEM or  
Health-related majors

## 12:1

Student-Faculty Ratio places SAU  
among the nation's top five HBCUs  
ranked by U.S. News & World  
Report.

## 35

Different states represented in our  
student population.

## 1 of 2

SAU is one of two HBCUs affiliated  
with The Episcopal Church and is the  
oldest & among the largest Black  
Episcopal Institutions in the US.

## 16%

Alumni Giving Rate is higher than  
institutions ranked among U.S.  
News & World Report's top 10% of  
HBCUs.

## 100%

Students awarded scholarships or  
financial aid to complete their  
journey at SAU.

## 1st

SAU is the first HBCU to own an on-  
campus commercial radio station  
(WAUG-AM 750) and television  
station (WAUG-LD).

## 1st

In 2020, the University became the  
first HBCU to start a cycling team,  
and in 2022 the first to also launch a  
women's rowing team.

## 39

NCAA Division II Championship  
Titles in Track & Field

## \$72M

SAU generates \$72 million in total  
impact for its local and regional  
economies.  
(United Negro College Fund)



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# OUR CHALLENGE

At its meeting on December 5, 2023, the SACSCOC Board of Trustees voted to remove the University from SACSCOC membership. Saint Augustine's University will appeal the decision of the SACSCOC Board of Trustees. **Saint Augustine's University remains an accredited institution on Probation until the Appeal process concludes.** The University's leadership team continues to address the issues cited by the SACSCOC's Board of Trustees and will work collaboratively with SACSCOC's staff to restore full compliance across all Principles of Accreditation. Our board of trustees, leadership team, faculty, staff, students and alumni look forward to collaborating with SACSCOC during the coming weeks to demonstrate that we have addressed the noncompliance issues to ensure the university's good standing in all accreditation principles.

# OUR CASE FOR SUPPORT

The SAU Board of Trustees, President, and Executive Leadership Team have led the way in stabilizing the University's fiscal resources by increasing revenues, implementing cost-containment strategies, stabilizing enrollment, and enhancing fiscal oversight.

Some of the significant achievements toward fiscal stabilization and sustainability include:

- \$11 million in grant funding in fiscal year 2023, an 85 percent jump from the previous fiscal year, thanks to an increased focus on research.
- FY2024 grant totals as of November 2023 are \$8,185,700.74 with grant projections for FY2025 total \$3.6 million.
- \$10 million in up-front cash and additional long-term residual income from a ground lease agreement with Carter, a leading national real estate investment and development firm to construct a 320-unit multi-family housing project on SAU property. The partnership is valued in excess of \$75 million.
- SAU executive leadership is finalizing the next phase of cost containment measures in accordance with its stated timeline, with plans for additional reductions in workforce, operational line items, travel, and departmental spending at the end of the fall 2023 semester in an effort to decrease the operational budgets for spring 2024 by \$1.5 to \$2.0 million.
- For the academic years 2020-21, 2021-22, and 2022-23, SAU has seen stable enrollment and income from tuition.
- SAU showed its most significant increase in its retention rate, which has risen from 52% to over 77%, an increase of 25% since the 2021-2022 academic year.
- SAU's graduation rate, a school's percentage of first-time, first-year undergraduate students who complete within six years, improved by 3% to now stand at 22%.
- SAU's alumni giving percentage is 16%, almost double the national average of HBCU alumni giving.



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# GENERAL TALKING POINTS

*(Feel free to use your own words. This is just to get you started)*

- Join us in supporting the future of SAU and its legacy of excellence. Your donation, advocacy, and positive words can make a difference in the lives of our students. Together, we can ensure that SAU continues to thrive for generations. #BelieveinSAU
- Let's rally together to support SAU as it faces a crucial historical moment. Your contributions and support of the Falcon Pride Initiative can help overcome this challenge and continue to make a lasting impact. Show your belief in SAU and spread positivity today! #BelieveinSAU
- At this critical juncture, we call on all alumni and stakeholders to #BelieveinSAU. Your generosity, advocacy, and positive engagement are vital to preserving our future. Let's unite to keep the legacy alive by supporting the Falcon Pride Initiative.



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# TALKING POINTS FOR PROSPECTIVE STUDENTS

*(Feel free to use your own words. This is just to get you started)*

- Join us in spreading hope and optimism for the future of SAU. We #BelieveInSAU, and we urge you to stand with us as we work towards securing our legacy of academic excellence. SAU remains accredited and dedicated to your success.
- SAU is open, and our commitment to your academic journey is unwavering. #BelieveInSAU as we continue to address challenges, secure our future, and provide you with an exceptional education. Spread the message of hope and triumph!
- We invite all SAU stakeholders to join us in sharing positivity and assurance. SAU is accredited and continuously working to maintain compliance. Let's unite and inspire prospective students to #BelieveInSAU and envision their success with us.
- The belief in SAU's resilience is stronger than ever. Our community stands together, committed to preserving SAU's legacy of excellence. Let's amplify this spirit and reassure prospective students that SAU's future is bright. #BelieveInSAU
- The SAU community is unwavering in its commitment to success. It's time to come together and share messages of faith, hope, and confidence in SAU's future. Let's spread the word and inspire prospective students to #BelieveInSAU.



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# TALKING POINTS FOR CURRENT STUDENTS

*(Feel free to use your own words. This is just to get you started)*

- To our SAU family, we stand together with unwavering belief in our university's future. Current students assured that SAU is accredited and on a path to greater triumph. Stay with us and envision the positive changes ahead. #BelieveInSAU
- With a spirit of resilience, SAU remains committed to nurturing each student's academic journey. Current students, trust in SAU's enduring strength and dedication to your growth. Your future at SAU is bright, and we invite you to be part of the enduring legacy. #BelieveInSAU
- SAU's spirit of perseverance is unwavering, and we urge current students to stand with us to believe in SAU's promising future. You are an integral part of the SAU family, and we are dedicated to your success. Stay with us, and together we will achieve remarkable milestones. #BelieveInSAU
- For current students, SAU's commitment to academic excellence remains resolute. Your journey at SAU is filled with promise, progress, and unwavering support. Trust in our shared belief and stay with us. Your future at SAU is boundless. #BelieveInSAU
- Amidst challenges, SAU embraces each current student with confidence in our shared future. Our belief in SAU's enduring legacy is the foundation of our resilience. Current students, your path at SAU is vibrant and filled with possibilities. Together, let's create an inspiring future. #BelieveInSAU



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# TALKING POINTS FOR ALUMNI & DONORS

*(Feel free to use your own words. This is just to get you started)*

- Dear SAU alumni and esteemed donors, your ongoing support is a testament to our university's strength. Your contributions to the Falcon Pride Initiative make a significant impact as we navigate challenges. Let's spread the message of hope and stand together to #BelieveInSAU.
- Alumni and donors, SAU's mission is as resilient as ever! With your unwavering support of the Falcon Pride Initiative, we can overcome challenges and pave the way for future success. Let's unite and amplify our belief in SAU's enduring legacy. #BelieveInSAU
- To our valued alumni and generous donors, your dedication to SAU has been pivotal in our journey. Your support of the Falcon Pride Initiative continues to be a beacon of hope as we stand strong and committed. Let's inspire others to join us and #BelieveInSAU's bright future.
- Your generosity has fueled SAU's progress and unwavering spirit. Let's spread hope, optimism, and confidence in SAU's continued resilience together. Your support of the Falcon Pride Initiative is instrumental in shaping our future. #BelieveInSAU
- Alumni and donors, your belief in SAU's potential has always been our guiding light. Let's join forces, share the message of strength, and inspire others to support the Falcon Pride Initiative. Together, we will ensure SAU's legacy endures. #BelieveInSAU



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# DONATION CHALLENGE

To inspire shares, we are asking all who post to specifically call out and tag at least 3 people or organizations in their network to inspire further giving.

Recommended partners include the following:

- HBCU students, alumni, organizations and anyone with HBCU affiliations
- Greek/Frat Organizations (The Divine Nine)
- Black Media Publications
- Social Influencers
- Black Churches and members of The Episcopal Church
- Black non-profit organizations, and groups



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# LOGISTICS

## Content Format

- Create a Video Testimonial and flyer to post on Instagram, Twitter, and Facebook (social users aged 45-65, our alumni base, predominately live on Facebook)

## Post Date and Time

- Friday, 12/15/23 at 9 a.m. PST for east cost lunchtime engagement and coast-to-coast media coverage

## Donation Link

- Please keep the donation link in your bio for at least a week (until 12/28) following the post for donor use (with the dream ask until 2/1/24 when the campaign ends)

## Hashtag

- #BelieveInSAU

## Attire

- Falcon Pride Initiative T-Shirt (Design in-progress)

## Donation Challenge

- I gave, so I'm asking you to give to save Saint Augustine's University and preserve the legacy of HBCUs.
- You also ask/tag at least three friends in your network to give.
- Please donate whatever you feel comfortable for authenticity with the post request.

## Tone

- Authentic, Inspirational, Tangible



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# Thank You!



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