



# The HBCU Blueprint: A Strategic Guide to HBCUs Transforming and Thriving

AUTHORS Herman J. Felton, Elfred Anthony Pinkard, Hakim J. Lucas, Melva K. Wallace, Roderick L. Smothers, Tashia L. Bradley

## EDITION

1st edition

## MARKET

College/higher education and Professional and Scholarly

## This course reading...

- A practical roadmap for HBCU transformation: The HBCU Blueprint: A Strategic Guide to HBCUs Transforming and Thriving translates strategy, leadership, and resilience into actionable tools.
- Grounded in real lessons: Draws on both successes and challenges across HBCUs to provide realistic, proven approaches.
- Focus on sustainability and growth: Covers financial stability, technology adoption, academic expansion, and partnership building.
- Honors the HBCU mission: Highlights the role of faith, spirituality, and cultural preservation in advancing equity and community impact.
- Accessible and forward-looking: Blends history, strategy, and vision for both insiders and newcomers to the HBCU space.
- Ideal for: HBCU leaders, faculty, trustees, policymakers, students, alumni, and advocates shaping the future of HBCUs.

## What does it take for Historically Black Colleges and Universities to transform, thrive, and lead in a new era of higher education?

In *The HBCU Blueprint: A Strategic Guide to HBCUs Transforming and Thriving*, **Felton et al.** bring together lessons from both the successes and setbacks of HBCUs to provide a practical roadmap for institutional renewal. **Felton et al.** draw on proven frameworks in strategy, leadership, and organizational resilience to outline actionable approaches for strengthening financial stability, leveraging technology, expanding academic programs, and building mission-aligned partnerships. At the same time, **Felton et al.** center the distinctive role of faith, spirituality, and cultural preservation in the HBCU tradition, showing how these institutions uniquely advance equity, empower future generations, and sustain community impact. Written in accessible language, the book integrates history, strategy, and forward-looking vision to help HBCUs reimagine their place in higher education and society.

This book is ideal for HBCU presidents and senior leaders, faculty, trustees, policymakers, students, alumni, and advocates committed to shaping the future and ongoing renaissance of Historically Black Colleges and Universities.

**Herman J. Felton Jr.** is President and CEO of Wiley University, a Marine Corps veteran and attorney whose is nationally recognized thought leader on leadership development, access, equity, and institutional transformation in higher education. He is a co-founder of H.E.L.F.

**E. Anthony Pinkard** is a seasoned higher education executive and former President of Wilberforce University, known for advancing accountability, financial stability, and mission-driven growth in higher education. He is a co-founder of H.E.L.F.

**Hakim J. Lucas** is President of Virginia Union University and CEO of Virginia Union University Enterprises and a thought leader on HBCU transformation, social enterprise, and economic mobility.

**Melva K. Wallace** is President and CEO of Huston-Tillotson University, nationally recognized for expanding access, strengthening student success, and advancing mission-driven leadership. She is a co-founder of H.E.L.F.

**Roderick L. Smothers Sr.** is a seasoned higher education executive and former President of Philander Smith University focused on institutional advancement, innovation, and student development.

**Tashia L. Bradley** is a higher education strategist and Executive Vice President and COO at Wiley University specializing in sustainable operations and student-centered innovation.

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