



A GUIDE TO RECRUITING AT HBCUs

KEY FACTS TO KNOW AND TOP SCHOOLS TO VISIT TO FIND TALENTED
CANDIDATES AT HISTORICALLY BLACK COLLEGES AND UNIVERSITIES





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Employers that want to build strong teams know that it's essential to recruit candidates with a variety of identities and backgrounds.

Recruiting a diverse slate of candidates often begins at the entry-level, making the role of university recruiters especially important in finding promising candidates and bringing them into an organization. While there are many ways to build a successful university recruiting strategy, seeking out candidates from a wide range of colleges and universities is an important one.

RippleMatch has [previously highlighted](#) schools that recruiters can seek out beyond the Ivy League and elite institutions – from Hispanic-Serving Institutions to Tribal Colleges, these universities are doing their part to expand access to opportunity and are creating a cohort of highly-qualified graduates in the process. Among the colleges we have discussed at length are Historically Black Colleges and Universities (HBCUs), a group of more than 100 universities with historical significance and hundreds of thousands of bright, talented students. To help more talent teams establish or expand their presence at HBCUs, we've put together a guide with key facts to know about these institutions, tips for recruiting there, what students at HBCUs value in the workplace, and the top schools for subjects like STEM, business, and liberal arts. Use this guide to bolster your campus recruiting strategy and achieve your hiring goals this year and beyond.

5 FACTS TO KNOW ABOUT HBCUs

When making your plans to recruit at HBCUs, it's important to understand their historical context, as well as why these schools provide such a unique learning environment. We asked a current HBCU senior to share some key facts for talent teams to know – read the facts below or the full article, [here](#).

5 Facts To Know About HBCUs

By Kiara Nelson, North Carolina A&T State University '20

As someone who attended two HBCUs (Howard University and North Carolina A&T State University) during my undergraduate career, I have been able to experience the recruiting process of companies visiting to reach the best and the brightest students. To ensure that you have the understanding of why you should look to HBCUs for recruitment, I've gathered five quick facts to know about HBCUs and the students that attend them. But first, it's good to get a quick history lesson on why HBCUs exist in the first place.

Historically Black Colleges and Universities have existed for almost 200 years.

At a time when African-Americans were unable to pursue an education at white institutions, HBCUs were created to equip African-Americans with basic education. As a recruiter, it is important to know that you are about to encounter a group that takes pride in its history, reputation, and legacy.

Black Students often have more meaningful experiences at HBCUs.

An ongoing Gallup-Purdue University study revealed that Black students at HBCUs reportedly have more meaningful experiences at HBCUs, compared to those who attend Predominantly White Institutions. This may be primarily due to the environment of an HBCU, where many of the values of HBCUs are rooted in family and collaboration. The similarity of backgrounds and experiences among Black HBCU students create a diverse community of support that allows Black HBCU students to not only succeed, but have a memorable time doing it as well. These lessons and values show in real-world experiences that HBCU students reflect through work ethic and drive.

HBCU students feel supported at their institutions.

When surveyed, Black HBCU students and graduates were more than twice as likely to recall a time where they felt supported by a professor or faculty member. Because many HBCUs serve first-generation, low-income students, it is important that students are welcomed by a nurturing environment that helps students tackle many hurdles. This support is displayed in numerous ways; as some professors offer mentorship, guidance, and networking to their students. Support from both inside and outside the classroom can be a driving factor of success within the real world, especially at internships and entry-level positions.

HBCUs are responsible for a quarter of African-American STEM Graduates.

According to the United Negro College Fund, HBCUs are responsible for 25% for all African-American science, technology, engineering, and mathematics degrees. The top universities that helped produce these graduates include Florida A&M University, Howard University, Hampton University, Morgan State University, and North Carolina A&T State University. HBCUs were also responsible for awarding 14 percent of all African American engineering degrees.

There are over 100 HBCUs across 20 states.

While many companies heavily recruit at popular HBCUs such as Howard University, Spelman College, and Morehouse College, there are more HBCUs that companies should be open to recruiting to. If you're anywhere among the eastern states, there's an HBCU within reach for recruitment! Historically Black Colleges & Universities are spread across 20 states, the District of Columbia, and U.S. Virgin Islands. Alabama has 14 HBCUs, making it the state with the highest number of HBCUs.

Historically Black Colleges and Universities are a place where Black Excellence meets hard work and dedication. When companies make the decision to recruit at HBCUs, they are making the decision to bring a diverse group into their organization. Are you heading to an HBCU to recruit soon? Keep reading for top recruitment tips.

5 TIPS FOR RECRUITING AT HBCUs

If you're reading this guide, you likely already have a presence at HBCUs or are hoping to establish one. To help strengthen your employer brand on campus and reach the right candidates, here are our top tips:

Don't limit yourself to the most well-known HBCUs – widen the net you're casting.

Not only are there more than 100 HBCUs in the U.S., but there are a number of which produce particularly strong graduates in industries that traditionally lack diversity. For example, North Carolina A&T State University in Greensboro and Florida A&M University in Tallahassee are known to generate significant numbers of graduates in STEM. If employers are willing to go the extra mile and look in addition to heavily-recruited Howard University, Spelman College and Morehouse College, they could benefit from seeing a more diverse group of graduates who are eager to apply to their companies.



Tip: RippleMatch has a presence on 53% of active HBCUs – get in touch to find out how we can help you reach more candidates from HBCUs.

Develop a strong relationship with campus career centers.

In addition to broadening the scope at which recruitment actually happens, companies that are looking to create a more diverse workforce should be open to communicating regularly with career centers at HBCUs. Getting in contact with the right point person can make it easier to introduce the company's goals and initiatives as well as actually get on campus to recruit face-to-face.

Engage students through on-site events.

While making the effort to get on campus and communicate directly with prospective employees at HBCUs is perhaps the most traditional way for

companies to introduce themselves to a more diverse talent pool, make the effort to set up events in which students from specialized programs at HBCUs get the opportunity to come to the company's offices and gain a more organic understanding of what it's like to actually work there. Need some guidance on how to pull off a successful onsite event? Read our recommendations [here](#).

Create specialized programs for underrepresented identities at your company.

One strategy that companies can look into to diversify their workforces is by creating educational partnerships with various HBCUs, ones in which the initiative is to not only create more inclusive working spaces, but to engage students with experiences that they can value as they move forward post-grad. For example: Howard West, a well-known program developed in partnership between Google and Howard University, is a residency program that transitioned from a three-month initiative in which students from Howard University received hands-on computer science training at the Googleplex to a full academic year experience that is open to students at both Howard and other HBCUs.

Share with candidates how you'll invest in their professional growth if they accept an offer at your company.

RippleMatch data on our candidates at 55 HBCUs reveals that, on average, HBCU students rank professional development as their top priority when searching for a job, followed closely by the importance of job stability. In your recruitment marketing materials and throughout the interview process, be sure to share information about career mapping, mentorship, employee resource groups, and any other forms of professional development that shows employees are a valued long-term investment.

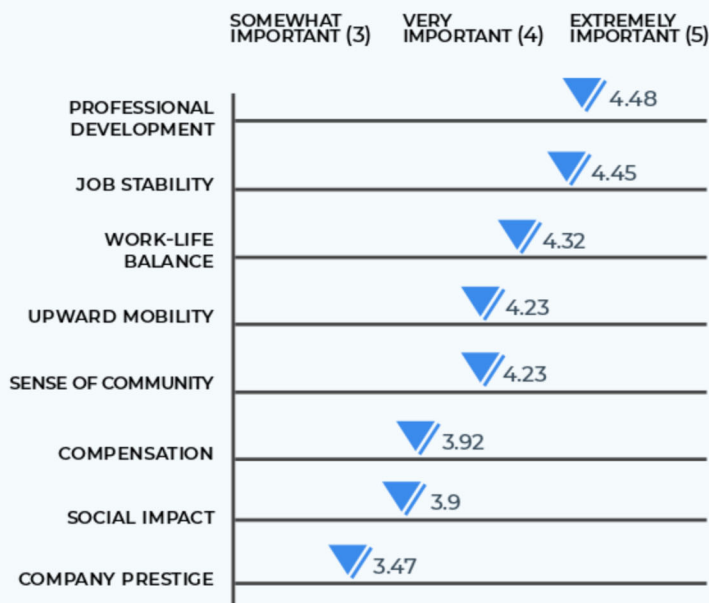
For more tips on recruiting at HBCUs, check out our full article [here](#).

WHAT HBCU STUDENTS VALUE AT WORK

Understanding what students value in a career can help you connect with candidates and highlight the things that matter most – and we have access to that data here at RippleMatch. Upon signing up for our platform, we ask students to share insights about what they value in the workplace (alongside other data such as academic information and work experience) to provide them with opportunities at good-fit companies. With students at 55 of 104 active HBCUs, we were able to analyze what students at HBCUs value in a career. Read on to find out what you should keep in mind when crafting your recruitment marketing materials.

WHAT MATTERS TO HBCU STUDENTS IN THE WORKPLACE

Upon signing up for RippleMatch, users are given the opportunity to select what they value in a workplace. Students could rank the following factors from Not at all Important (1) to Extremely Important (5). According to data collected by RippleMatch, students at HBCUs are career-oriented, care about company culture, are socially-conscious, and value job stability.



Career Development

On average, students at HBCUs rank professional development as their top priority when searching for a job. On a scale of 1 (not at all important) to 5 (extremely important), HBCU students rank professional development as a 4.48 – the average across all students on our platform is a 4.32. HBCU students also rank upward mobility as important, giving it a composite score of 4.23 (compared to our platform average of 4.03). Finally, job stability is especially important to students at HBCUs. Ranked as the second most important value, it's important to show how your company makes long-term investments in its employees.

Company Culture

Students at HBCUs rank a 'sense of community' and 'work-life balance' as more important than the average of all students on our platform do. Recruiters should showcase how their inclusive culture promotes happiness inside and outside of the workplace – sharing information about employee resource groups or flexible work policies can help your company stand out during the hiring process.

Social Impact

On average, RippleMatch users rate a company's social impact initiatives as 3.6/5 in terms of importance. Students at HBCUs rate a company's social initiatives as a 3.9/5. While things like career development and company culture are rated as slightly more important, companies with a socially-conscious mission can benefit from highlighting their impact. Companies that aren't geared toward social good can still share their corporate social responsibility programs such as paid volunteering time or company-wide charitable initiatives.

THE TOP 20 HBCUs – OVERALL

Now that you're armed with essential facts and data on HBCUs and their students, it's time to look at your options. In the following pages, we've rounded up HBCUs with standout programs in various academic disciplines. While every HBCU contains talented students, these schools can be a great place to establish or expand your recruitment efforts.

These are the top 20 HBCUs according to U.S. News & World Report 2020 rankings:

The Top 20 HBCUs

Spelman College

Atlanta, GA | Enrollment: 2,171

Howard University

Washington, DC | Enrollment: 6,243

Xavier University of Louisiana

New Orleans, LA | Enrollment: 2,566

Hampton University

Hampton, VA | Enrollment: 3,672

Morehouse College

Atlanta, GA | Enrollment: 2,206

North Carolina A&T State University

Greensboro, NC | Enrollment: 10,629

Florida A&M University

Tallahassee, FL | Enrollment: 8,137

Tuskegee University

Tuskegee, AL | Enrollment: 2,553

Claflin University

Orangeburg, SC | Enrollment: 2,080

Fisk University

Nashville, TN | Enrollment: 743

North Carolina Central University

Durham, NC | Enrollment: 6,434

Dillard University

New Orleans, LA | Enrollment: 1,250

Clark Atlanta University

Atlanta, GA | Enrollment: 3,325

Delaware State University

Dover, DE | Enrollment: 4,208

Morgan State University

Baltimore, MD | Enrollment: 6,419

Tougaloo College

Tougaloo, MS | Enrollment: 726

Jackson State University

Jackson, MS | Enrollment: 5,331

Winston-Salem State University

Winston-Salem, NC | Enrollment: 5,190

Lincoln University

Lincoln University, PA | Enrollment: 2,122

University of Maryland -- Eastern Shore

Princess Anne, MD | Enrollment: 2,603

THE TOP 10 HBCUs – STEM



HBCUs produce 25% of all Black STEM graduates. These schools have especially strong programs. Read our full article on the top HBCUs for STEM [here](#).

The Top 10 HBCUs For STEM

Florida A&M University

Tallahassee, FL | Enrollment: 8,137

At FAMU more than 50% of students major in science, tech, engineering or math, making their STEM program a focus for the school.

Howard University

Washington, DC | Enrollment: 6,243

Howard is ranked as the top producer of African American undergraduates who later earn science and engineering doctoral degrees by the NSF.

Hampton University

Hampton, VA | Enrollment: 3,672

In 2018 Hampton was awarded with a \$4 million grant from the U.S. Department of Defense specifically to enhance their research facilities and STEM programs.

Morgan State University

Baltimore, MD | Enrollment: 6,419

MSU focuses on attracting underrepresented youth to STEM fields through multiple programs, like a partnership with NASA and a summer program for rising high school seniors and incoming freshmen interested in Actuarial and Mathematical Sciences.

North Carolina A&T State University

Greensboro, NC | Enrollment: 10,629

NCAT offers a learning community living arrangement specifically for students in STEM, focused on supporting higher retention rates in the STEM programs.

Alabama A&M University

Huntsville, AL | Enrollment: 4,616

Around 27% of graduates from Alabama A&M university receive a degree in a science or engineering and AAMU STEM grads can be found at companies like Google, NOAA, Boeing, NASA, and SpaceX.

Spelman College

Atlanta, GA | Enrollment: 2,171

Spelman offers a completely free program called Women in STEM Summer Bridge Accelerator (WiSTEM) to give incoming students extra preparation and support for their upcoming college career.

Prairie View A&M University

Prairie View, TX | Enrollment: 7,417

Prairie View has a shadowing program where younger students can follow around a College of Engineering student for a day to get a feel for what the STEM programs are really like.

Jackson State University

Jackson, MS | Enrollment: 5,331

In 2018, JSU was awarded a grant from the National Science Foundation (NSF) to help retain students in their STEM programs as well as achieve a goal of attracting 35% more students to enroll in a STEM major.

Alabama State University

Montgomery, AL | Enrollment: 4,704

Alabama State University has a Minority Science and Engineering Improvement Program which focuses on giving undergrad STEM students a chance at hands-on research, professional development workshops, and scholarship funds.

THE TOP 10 HBCUs – COMPUTER SCIENCE



It's no secret the tech industry lacks diversity. By recruiting computer science majors from top HBCUs, you can connect with talented candidates while also improving representation. Read our full article on the top HBCUs for Computer Science [here](#).

The Top 10 HBCUs For CS

North Carolina A&T State University Greensboro, NC | Enrollment: 10,629

NCAT's CS department covers all sorts of relevant topics including game design, cyber security, robotics, and bio-inspired supercomputing.

Howard University Washington, DC | Enrollment: 6,243

In 2018, Howard partnered with Google to create a year-long program where CS students from HBCUs and HSIs can gain real experience, training, and networking opportunities.

Bowie State University Bowie, MD | Enrollment: 4,632

Bowie State University has partnered with the National Security Agency and Department of Homeland Security to be designated a Center of Academic Excellence in Cyber Defense Education.

Alabama A&M University Huntsville, AL | Enrollment: 4,616

Alabama A&M's ABET accredited CS program focuses on both the hardware and software aspects of the profession. The university provides state of the art laboratories and top-tier faculty.

Morgan State University Baltimore, MD | Enrollment: 6,419

MSU's CS program aims to provide a comprehensive skill set that students can immediately use in their profession, and help prepare them to adapt with the changing industry.

Florida A&M University Tallahassee, FL | Enrollment: 8,137

FAMU's Computer and Information Sciences department is split up between three majors: computer science, computer information studies, and information technology, allowing students to hone in on specialty skills of each subset within CS.

Norfolk State University Norfolk, VA | Enrollment: 4,707

NSU's CS program focuses on the practical and theoretical sides of CS and prepares students for a future as computer software engineers, system analysts, and other professions.

Fayetteville State University Fayetteville, NC | Enrollment: 5,105

Fayetteville CS students work on innovative research surrounding topics like cybersecurity, robotics, artificial intelligence, and machine learning. Their CS classes focus on building web applications, processing and modeling large data sets, defending networks against cyber attacks and more.

Fort Valley State University Fort Valley, GA | Enrollment: 2,223

FVSU's CS program focuses on the study of logical organization, design, and functions of computers with emphasis on scientific and technical applications.

Xavier University of Louisiana New Orleans, LA | Enrollment: 3,231

Xavier's CS program focuses on the core principles of learning, discovery, engagement, and innovation. 67% of their CS students are female.

THE TOP 10 HBCUs – BUSINESS



HBCUs produce great candidates with strong business competencies – the schools listed below have especially standout business programs. Read our full article on the top HBCUs for Business [here](#).

The Top 10 HBCUs For Business

Howard University

Washington, DC | Enrollment: 6,243

Howard provides a strong alumni network and state-of-the-art resources. The School of Business has been named the #1 “greatest opportunity for minority students.”

Hampton University

Hampton, VA | Enrollment: 3,672

Hampton's business school offers a rigorous five year undergraduate/graduate program leading to an MBA degree.

Morehouse College

Atlanta, GA | Enrollment: 2,206

Business majors make up an impressive 28% of the graduates from Morehouse every year. Their business administration program offers four concentrations: accounting, finance, management, and marketing.

Bowie State University

Bowie, MD | Enrollment: 4,632

Around 14% of Bowie's graduating students are business majors, one of the most popular programs at the school.

North Carolina Central University

Durham, NC | Enrollment: 6,434

Business majors make up around 11% of graduates at NCCU. The School of Business holds an impressive 85-95% job placement rate depending on specific major.

Florida A&M University

Tallahassee, FL | Enrollment: 8,137

The FAMU School of Business and Industry provides an interactive learning experience and connected alumni network. Some highlights of their business program include internship opportunities, professional leadership training, and international exposure.

North Carolina A&T State University

Greensboro, NC | Enrollment: 10,629

North Carolina A&T's College of Business and Economics shapes its students to be innovative thinkers and ethical leaders with strong academic skillsets.

Fayetteville State University

Fayetteville, NC | Enrollment: 5,105

At Fayetteville, students are able to test their skills through the University-Industry Collaboration Initiative every semester where they pitch solutions to real-world business problems.

Tuskegee University

Tuskegee, AL | Enrollment: 2,553

The Tuskegee business program focuses on balancing practical theory and real-world experience, and has partnerships with top corporate entities in the industry.

Xavier University of Louisiana

New Orleans, LA | Enrollment: 3,231

Xavier's business school gives students a unique opportunity through their Entrepreneurship Institute, a resource for students who want to start their own business.

THE TOP 10 HBCUs – LIBERAL ARTS



Looking for candidates with great critical thinking and communication skills? Check out these HBCUs with excellent liberal arts programs or read our full article on the top HBCUs for Liberal Arts [here](#).

The Top 10 HBCUs For Liberal Arts

Spelman College

Atlanta, GA | Enrollment: 2,171

Spelman is an all-female liberal arts school with an impressive reputation for producing highly-skilled graduates. English, psychology, and social sciences are among the most popular majors at the school.

North Carolina A&T State University

Greensboro, NC | Enrollment: 10,629

NCAT offers a unique experience in its Department of Liberal Studies by allowing students to design their own individualized majors and learn across multiple disciplines.

Fisk University

Nashville, TN | Enrollment: 743

Combined, majors in psychology, biology, English, and political science majors make up 45% of the school's graduates.

Delaware State University

Dover, DE | Enrollment: 4,208

DSU offers a B.S. in Integrated Studies where students select two areas of study and combine them into one cohesive program. Some of the other most popular majors include mass communications, psychology, social work, sport management, biological science, and agriculture.

Fayetteville State University

Fayetteville, NC | Enrollment: 5,105

In late 2019, FSU received a \$30,000 grant to create a Liberal Arts Innovation Center where students can test, develop, and report on technology trends.

Tougaloo College

Tougaloo, MS | Enrollment: 726

At Tougaloo, students majoring in sociology, biology, English, and psychology make up for nearly 50% of graduates. Tougaloo ranks at #16 in top HBCUs overall by U.S. News.

Kentucky State University

Frankfort, KY | Enrollment: 1,349

Kentucky State University has received many accolades from U.S. News including being ranked #2 in best value schools and #6 in top public schools in the south. They offer a unique liberal studies degree where Honor's students can double-major along with another area of study they're interested in.

Winston-Salem State University

Winston-Salem, NC | Enrollment: 5,190

WSSU's liberal arts program focuses on teaching students to explore critically and creatively. The department offers two options: a customizable major in Interdisciplinary Studies, or African-American Studies.

Virginia State University

Petersburg, VA | Enrollment: 4,265

Virginia State has been ranked by U.S. News as the #5 best school for top performers on social mobility. The school's Academic Center of Excellence is focused on setting first-year students up for success at the university.

Alcorn State University

Lorman, MS | Enrollment: 3,172

The School of Arts and Sciences is the largest at the university and its curriculum aims to incorporate Alcorn's heritage in all of their studies.



About RippleMatch

RippleMatch uses artificial intelligence to connect companies to the most promising entry-level candidates across the country.

Using machine learning across millions of interactions combined with rich employer and candidate profiles, RippleMatch provides candidates with an unbeatable candidate experience and ensures companies are getting matched with the best candidates possible. Whether an employer is trying to engage more first generation college students, improve the racial or gender diversity of their team, or expand nationally, RippleMatch removes geographic barriers and pinpoints a company's ideal candidates, connecting entry-level candidates with amazing job opportunities in the process.

Learn more about RippleMatch by visiting our website [here](#).