

MS. HBCU HONORS

EXECUTIVE SUMMARY

*Celebrating beautiful minds.
Crowning tomorrow's leaders.*



DESCRIPTION

Ms. HBCU Honors will be an annual pageant that provides an international platform for female students from HBCUs to showcase their intellect, leadership, humanism, talent, poise and individuality.



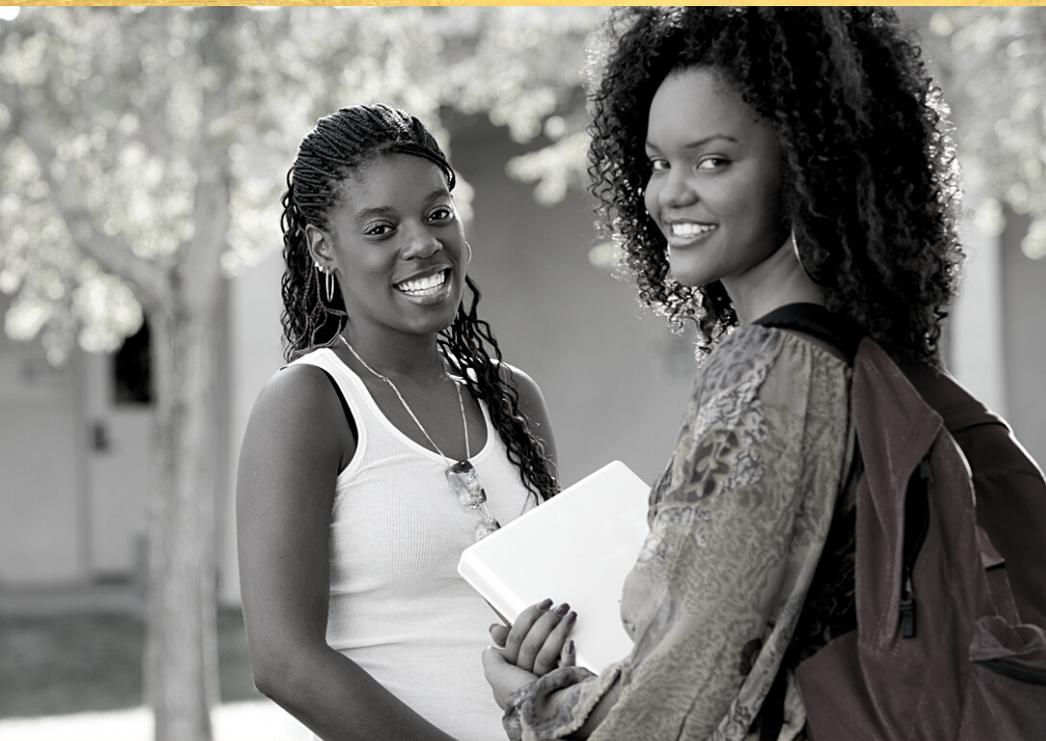
CONTESTANT ELIGIBILITY

All entries must be submitted by the University (one entry per HBCU) of contestants who meet the eligibility criteria:

1. Final semester junior, senior status or graduate student.
2. 3.0 or higher GPA.
3. Held an office in a campus or community organization.
4. History of volunteering.
5. Demonstrate a talent in the arts or a unique gift.
6. Demonstrated ability to create solutions for social issues or to improve the human condition.
7. Demonstrated ability to overcome extraordinary challenges.
8. Demonstrated ability to inspire others.
9. Compelling personal story around their HBCU journey and experience.
10. Meaningful personal story around a life-changing experience.

ALL HBCUS

- **107 HBCUs in US**
- **228,000 Students (*as of 2/2022*)**
- **145,920 Female Students**



CONTESTANT SELECTION

Thirty (30) nominees will be elected from the complement of entries submitted by HBCUs. Nominees will undergo an interview process. Twenty (20) nominees will be named finalists based on scoring from interviews. Finalists will come together at the Ms. HBCU Honors to vie for the crown.

The selection process will be finalized by experienced pageant scoring experts. The selection process will be 90% quantitative and 10% qualitative.

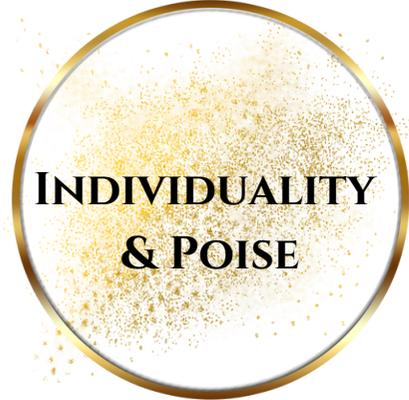
COMPETITION

MS. HBCU HONORS WILL BE BASED ON FOUR AREAS OF COMPETITION:



INTERVIEW

Thirty (30) nominees will be elected from the full complement of entries. Each nominee will undergo an interview with the selection panel. Twenty (20) of the nominees will be named finalists and move on to the live competition.



INDIVIDUALITY & POISE

Finalists style themselves from head-to-toe, choosing fashion aesthetics that best express their respective personalities. Finalists compose a five-hundred-word introduction, highlighting their unique attributes, aspirations and insights. Each contestant is featured for sixty seconds, modeling her fashion aesthetics to an auditable narration of her introduction. Fifteen (15) finalists will move on to the next competition and five (5) will be eliminated.

COMPETITION



INTELLECT & LEADERSHIP

The fashion aesthetics for this competition will be business. Each contestant will be shown a unique thirty-second video depicting a crisis from a period in world history. Each finalist will have up to two minutes to articulate her solution to the crisis. One designated selection panelist will ask a follow up. Each finalist will have up to thirty seconds to articulate her response. Five (5) finalists will move on to the next competition and ten (10) will be eliminated.



TALENT

The fashion aesthetics for this competition will be formalwear. Each finalist will have up to three minutes to demonstrate a talent or special gift. Each finalist will be introduced by a fifteen second video describing her reign as Ms. HBCU in her own words. The final judging process will take place after this competition.

AWARDS & SCHOLARSHIPS

Over \$300K in scholarships and financial contributions will be awarded including:

1

Ms. HBCU will receive a scholarship and prizes in the amount of \$40K.

2

The university where Ms. HBCU attends will receive a contribution in the amount of \$30K.

3

Ms. HBCU first runner up will receive a scholarship and prizes of \$20K.

4

The university where the Ms. HBCU first runner up attends will receive a contribution of \$20K.

5

Ms. HBCU second runner up will receive a scholarship and prizes of \$15K.

6

The university where Ms. HBCU second runner up attends will receive \$15K.

7

One alumni chapter per HBCU that endorses Ms. HBCU or a runner up will receive a contribution of \$10K.



PLANNING &
EXECUTION



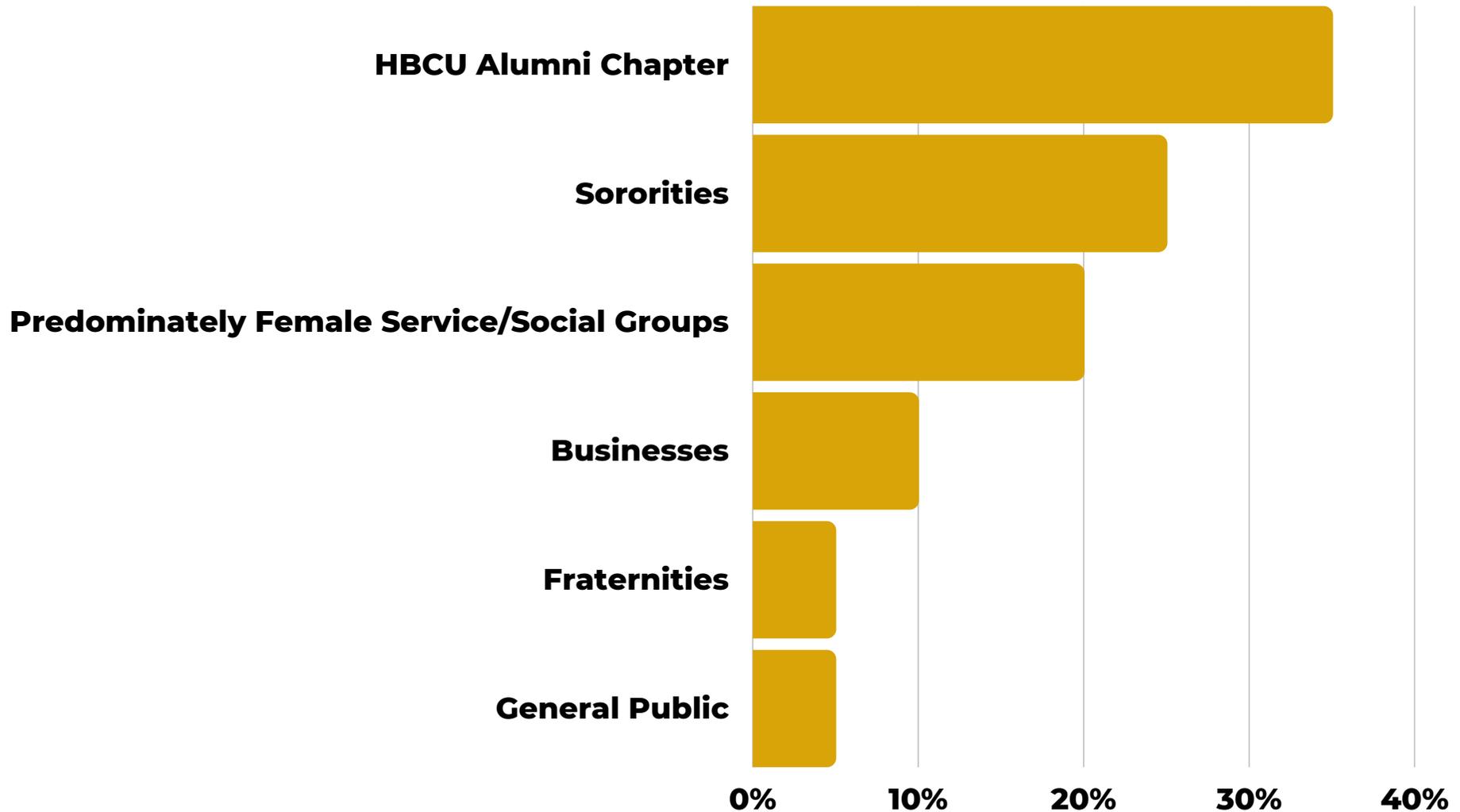
The Ms. HBCU Honors Pageant will employ a Critical Path management tool (ASANA program) that lists key action items, collaborators and deadlines for completing actions, along with essential planning instructions. Action items are organized into eleven functional areas such as production, marketing, finance, etc. The Critical Path will be executed by a team with a subcommittee for each functional area. Oversight for this operation will be provided by the Operations Leader.



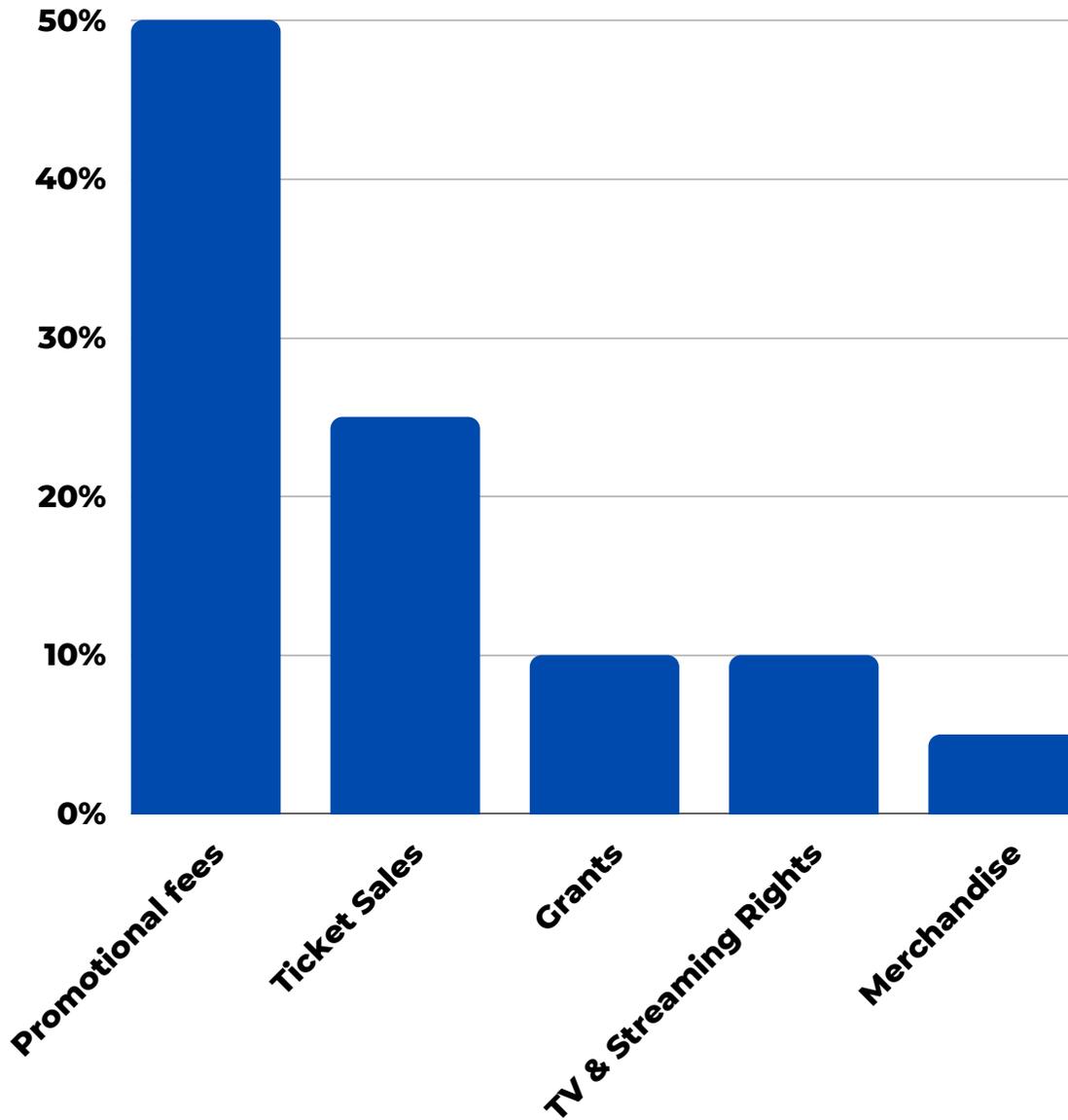
YEAR-ROUND PROGRAMS

National Center for Education Statistics reports that 64% of HBCU students are female. Research by AP found that these female students will have unprecedented leadership opportunities in the workplace. These opportunities are expected to have a sudden and lasting impact on diversity, changing the face and voice of management. Ms. HBCU Honors will include My Sisters' Keeper—a flagship program that provides young men insights, understanding and practices to support black females in leadership. Additionally, there will be a C-Suites Program that links female students to business executives who provide an extensive orientation of the C-Suites culture and operations.

TARGET AUDIENCE & ATTENDEES



FUNDING



Ms. HBCU Honors and its year round programs budget will be funded by:

THANK YOU



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COMING SOON: MsHBCU.com