The University System of Georgia’s African-American Male Initiative (AAMI)

An Update to the Board of Regents
September 7, 2005

“Creating a More Educated Georgia”
TODAY’S PRESENTATION:

- Reports on two programs serving Black males:
  -- Gentlemen on the Move: University of Georgia
  -- Center for African-American Male Research, Success and Leadership: University of West Georgia

- Update on AAMI Pilot Grant Funding for 2005-2006

- Preview of AAMI marketing collaterals

- Summary of program’s positioning
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AAMI’s FUTURE FOCUS:

• Funding Round III of AAMI pilot programs

• Identification, analysis and evaluation of existing programs

• Ramping up AAMI marketing activities

• Working with potential funding partners

• Continued information sharing

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**AAMI YEAR-THREE FUNDING:**

- Academic Year 2005-2006
- Competitive RFP process for $10,000 to $30,000 grants
- Must be matched dollar for dollar
- Partner requirement remains to engage community
- Institution and partner funds may meet “match” requirement
- Awards announced end of October

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AAMI MARKETING COLLATERALS:

- Previewing three TV commercials
- Aimed at three target audiences:
  -- Black males, their parents, teachers
- Also have two radio commercials and two short videos for community group showings (Black males and parents)
- Will be aired in markets with active AAMI initiatives and integrated into GO marketing activities
- Drive traffic to programs, increase public awareness

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SUMMARY

• Your leadership and commitment being rewarded
• AAMI study and pilot funding served as strong incentives
• Campuses have embraced AAMI’s goals
• At least 15 campuses demonstrating innovation and enterprise with AAMI-specific programs
• National funding organizations interested, communicating
• Long-term prognosis is positive for even greater impact!

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QUESTIONS??????

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