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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"



Enhancing Access: The University System of Georgia's African-American Male Initiative

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?????

