"POSITIVELY PROMOTING THE NATION'S HISTORICALLY BLACK COLLEGES AND UNIVERSITIES"

The Hundred-Seven is the work and mission of educator, Leslie D.W. Jones, an HBCU alumna who is passionate about sharing the good news about HBCUs. Beginning in 2015, and using social media, Jones set out to dispel myths and share highlights related to HBCUs. Unlike any other organization that promotes colleges and specifically HBCUs, every HBCU has been positively featured by The Hundred-Seven, either on one of the social media sites or directly on the website.

With an active social media campaign, high-quality stories, information and unique features, The Hundred-Seven has gained followers across the US and is poised to become the go-to site for students, parents and educators seeking information about college planning and HBCUs- whether it be for an associate's, bachelor's, graduate or professional degree. An expansion of The Hundred-Seven's website featuring individual college listings is planned- be certain your HBCU is included!

CONSISTENT GROWTH
The number of unique visitors to The Hundred-Seven's website in 2020 is exceeded that of 2019 by mid August

The Hundred-Seven's Newsletter subscriptions increased by 56% in 2021

“If I’d known all this information, “I” would have attended an HBCU!” (guidance counselor)

WWW.THEHUNDRED-SEVEN.ORG
GETTING THE WORD OUT

The Hundred-Seven is the ONLY website that includes an online searchable database that features EVERY HBCU and ALL of their academic offerings (including certificate programs, associate's degrees, professional degrees, majors and concentrations).

HBCU data that families, students and educators would find useful is regularly collected and organized. This collection of information is unparalleled by any website or organization with the same focus and is frequently organized and published into lists that promote the great attributes and offerings of HBCUs. Some of the most popular lists have been: Top HBCUs for STEM Majors, Outstanding HBCU Music Programs, The Most Affordable Private HBCUs and HBCUs that Waive Out-of-State Fees.

The Hundred-Seven regularly uses social media to engage with educators, families, students and the media to promote HBCUs. Each day, The Hundred-Seven promotes the legacy and significance of HBCUs by sharing stories of HBCU alumni, HBCU historical facts and data. The website is used by schools districts across the country and is the #1 Google result when searching for "HBCU list" and a Top Ten result when searching for "HBCU"

The stories shared on Facebook, LinkedIn and The Hundred-Seven's website are viewed by thousands and shared by other organizations that promote education and HBCUs including The Tom Joyner Foundation, the UNCF and the Thurgood Marshall College Fund. Members of Jack and Jill of America, Alpha Kappa Alpha, The Links, 100 Black Men and Phi Delta Kappa Sorority have shared, retweeted and promoted website features and stories. The extremely popular "lists" created by The Hundred-Seven have been published on the websites of AJC, The Amsterdam News, NIH and Campus Lately. The Hundred-Seven has also been highlighted in Forbes Magazine as a source for companies who wish to diversify their workforce. Corporate recruiters have contacted The Hundred-Seven founder, Leslie Jones for advice on which schools to partner with and educators have requested more information about HBCUs.

The Hundred-Seven's website and HBCU information is even shared face-to-face. During college fairs, while meeting with counselors, and through workshops for high school students your story gets told!

@the107_hbcu  the107HBCU  thehundredseven  hundredseven

“You need to come to my school and share this with other students because they aren’t getting this information” (student)
Sharing Good News about HBCUs

- Post reach of over 20K per month
- Weekly post reach consistently in thousands
- 77% of tweets are retweeted
- 95% Tweet engagement
- 47% have a net worth of more than $100K
- 68% have household income over 60K
- More than half completed college or grad school
- 70% homeowners
- 1,710,000 Tweet Impressions in 2020
- 270K Unique Website Visitors in 2020

Let's work together to share the story of your HBCU or business!

“I love that you share such timely posts! Thank you” (Facebook follower)

“Your website is the most comprehensive I've found--and I've looked at a lot!” (Organization rep)
Business packages

Partnership packages for companies can include:
- Assistance with developing relationships with colleges to attract and employ HBCU grads.
- Website and newsletter advertisements.
- Sponsorships of events for school systems, families and educators.
Rates begin at $250

College packages

Partnership packages for colleges can include:
- Featured college listing on website.
- Social media highlights.
- Coordinating college fair participation
- Connecting admissions counselors directly with potential students
Rates begin at $250

School/School system packages

Partnership packages for schools/school systems can include:
- Workshops for educators, parents, students (single or series)
- Coordinating college fairs
- Connecting admissions counselors directly with counselors
Rates begin at $250

Call or email Director, Leslie Jones, to learn more about partnership packages that are both affordable and far-reaching.
contact@thehundred-seven.org
240.293.0107