



The Pathway To Success



We're For Strategic Planning

Goal One:

Increase Enrollment and Student Success

Initiative: 9 Initiative Name: Icon and Legacy Programs

Introduction

The MLK Dinner was started in 1985 to celebrate and honor Civil Rights Activist Dr. Martin Luther King, Jr. Congress passed MLK Day as a National Holiday in 1983 but Indiana State University had no programs to celebrate this day so Mr. Brown, then Director of the AACC, created the Dr. Martin Luther King, Jr. Commemorative Birthday Dinner for the University and Terre Haute community. Terre Haute businesses, churches, banks, and the Terre Haute community were all invited to be a part of this event by buying tables and reserving seats to attend this event. Previous speakers include: Dr. T. Garrett Benjamin, former pastor of Light of the World Christian Church in Indianapolis; Randall Robinson, Civil Rights Activist; Benjamin Hooks, past president of N.A.A.C.P. ; Sam Jones, first executive director of the Indianapolis Urban League; Charles Brown, State Representative from Gary, IN; Bill Crawford, State Representative from Indianapolis; Glenn Howard, State Representative from Indianapolis; and the late Rev. Charles Williams, Founder and President of Indiana Black Expo.

Purpose

Because of the popularity of this event, it was moved from Dede I in HMSU to the Sycamore Banquet Center. The banquet center can hold more people (380 in Dede I vs. 460 in SBC). The AV equipment is updated so that guests who are seated away from the stage can still see the speaker via remote video shown on two screens in the banquet center. Additionally, we can have a reception in the lobby of the banquet center. However, with the move to a more spacious center and an increase in the prices of food and room charges, we have incurred higher costs. Today, we charge \$30.00 per seat and \$240.00 for a table of 8. Additionally, we want to bring in more popular and historic speakers. To have such speakers it costs between \$10,000 - \$25,000. This year, the event cost us \$16,000 and we had Ambassador Cynthia Shepard Perry as our speaker. Even though we sold out all of the tables for the dinner, this event did not make a profit. AACC still had to underwrite the event for approximately \$10,000.

Methods

We have and will continue to work with the ISU Foundation to help secure corporate sponsorships and to develop a small business and individual sponsorship program for this event and other AACC events. The funds being requested in this proposal are to secure a speaker for this coming academic year and to recruit sponsors once we have committed from a speaker. Essentially, funds raised from sponsors this year will be used to secure a speaker for the following year. We have not been able to secure a big name speaker without sponsorship and we cannot get the sponsors without a big name speaker. This will allow us to secure a speaker and then secure funding. It is anticipated that the first year, may not raise enough sponsorship money to secure the entire speaker and understand it may take a few years, before the event is self-supporting.



Discussion

Benchmarks will be set for each of the next four years at the following rate:

FY 2016	100% of expected sponsorship money provided by the Strategic Initiative
FY 2017	66% of expected sponsorship money provided by the Strategic Initiative
FY 2018	33% of expected sponsorship money provided by the Strategic Initiative
FY 2019	0% of expected sponsorship money provided by the Strategic Initiative

Summary

The Goal will be to secure a speaker for the Dinner that will be available that day or the day prior to the dinner to do programming on campus. Speak in classes, lunch with Students and an opportunity for sponsors to meet and mingle with the speaker at a private reception prior to the open reception for the dinner.

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Initiative Chair(s) and Contact Information

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