



2025

HBCU-CEEQA ANNUAL CONVENING

Data-Driven Excellence: Harnessing Evidence for Sustainable Improvements in HBCUs



July 9th & 10th, 2025

Hosted at The Morehouse School of Medicine

720 Westview Dr. SW

Atlanta, GA 30310

hbcu-ceeqa.org

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Welcome Message

Dear Attendees,

Welcome to Atlanta and the esteemed Morehouse School of Medicine for our 2025 Annual Convening! We are truly excited to gather with such a dedicated group of individuals who are deeply committed to advancing Historically Black Colleges and Universities.

We extend our heartfelt gratitude to Watermark and Microsoft for their generous support. Their contributions provide essential tools and resources that enhance our mission and empower our institutions. Your presence here is a testament to your unwavering dedication to excellence in service to HBCUs and the students we serve. Together, we are shaping the future of higher education and ensuring that HBCUs continue to thrive and impact our communities.

This year's convening promises to be an enriching experience filled with thought-provoking discussions, inspiring presentations, and valuable networking opportunities. Let us take this chance to learn from one another, share best practices, and strengthen the vital connections that support our important work.

Thank you for being with us. We look forward to a productive and inspiring experience together!

Warm regards,

Mark Howse and Franz Reneau

Co-Chairs, HBCU-CEEQA





Our Team

Dr. Mark Howse
Chair



Dr. Franz Reneau
Co-Chair



Constance "Connie" Garnes
Web & Communications
Coordinator



James Ofori
External Affairs Coordinator





Our Team

Ashley Pearson
Activities Coordinator



Courtney Cullen
PR & Special Projects
Coordinator





About Us

The inaugural convening of the Historically Black College and University (HBCU) Collaboration for Excellence in Educational Quality Assurance (CEEQA) took place June 21-22, 2018, on the historic Morehouse School of Medicine campus in Atlanta, GA. Candid conversations around student learning outcomes assessment happening on HBCU campuses framed the conference agenda. These discussions centered on solutions to common assessment challenges and the need for an official HBCU collaborative of practicing and retired assessment professionals. This collaborative, the first of its kind, seeks to help address accountability measures while being true to HBCU missions and culturally relevant assessment approaches. Hence, as both internal and external accountability mandates increase, so too has the need for a strong HBCU alliance.

The group met over the course of two-days and immersed themselves in professional development sessions and group work.

From the Transparency Framework to the Role of Culture and Cultural Competence to Quality Assurance, the culmination of the event produced a newly formed collaborative including an organizational structure and future convenings. We found that HBCU-CEEQA can offer significant resources and specific expertise to the HBCU community and higher education community at large.

VISION AND MISSION

Vision

The VISION is to be a leader in building the capacity to demonstrate the impact and effectiveness of HBCUs.

Mission

The MISSION of HBCU-CEEQA is to demonstrate the effectiveness of HBCUs through the use of best practices in assessment and evaluation by leveraging the collective expertise of assessment and institutional effectiveness professionals and other stakeholders.



OUR GOALS

1 Collaborative Space for Best Practices & Resources

Provide a collaborative space for sharing and promoting the use of best practices and resources in outcomes assessment and evidence-based decision-making at partner HBCU institutions.

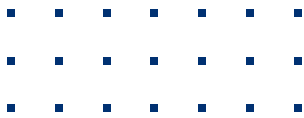
2 Enhance Evidence Based Practices

Enhance the use of systematic, evidence-based practices for assessment and institutional effectiveness among partner institutions.

3 Show Culturally Relevant Practices

Provide a platform for showcasing the culturally relevant assessment and evaluation practices that are used to tell the story and demonstrate the impact of HBCUs through scholarly output in the form of joint research, publications, and conference presentations with partner institutions.

Our Goals



4 Communicate Impact and Effectiveness

Communicate the impact and effectiveness of HBCUs to internal and external stakeholders through culturally relevant processes, measures, and metrics.

5 Cultivate Strategic Partnerships

Cultivate strategic partnerships that advance the goals and mission of HBCU-CEEQA.





Meet Our **SPONSOR**

Watermark

We've spent the last 20 years helping thousands of colleges and universities spend less time collecting data and more time learning from it. Data without context is just noise. Our Educational Impact Suite (EIS) is an integrated hub of tools that translates information from your LMS, SIS, and Watermark products to put your data into context. We provide big-picture insights that inspire progress to maximize your educational impact.

Use our tools to establish streamlined processes and collect better data for assessment, accreditation, student retention, course evaluations, faculty reviews, and more. Our goal is to help you operate more strategically and effectively to drive success for your students, institution, and community.

HBCU-CEEQA THANKS YOU!

On behalf of HBCU-CEEQA, We extend our sincere appreciation for your generous support as a sponsor. Your contribution played a crucial role in bringing our vision for the 2025 Annual Convening to life.

We truly value your commitment and are excited about the opportunity to strengthen our partnership moving forward.

Warm regards,
The HBCU-CEEQA Leadership Team





Schedule At A Glance

Wednesday, July 9, 2025

Registration and Continental Breakfast	7:30am - 9:00am
Welcome and Opening Statement	8:30am - 9:00am
Opening Session	9:00am - 10:00am
Break	10:00am - 10:15am
Session	10:15am - 12:00pm
Luncheon and Keynote Panel	12:00pm - 1:30pm
Break	1:30pm - 1:45pm
Session	1:45pm - 3:15pm
Break	3:15pm - 3:30pm
Session	3:30pm - 4:30pm

Day 1 Concludes

Thursday, July 10, 2025

Networking Breakfast	8:00am - 9:00am
Session	9:00am - 9:45am
Break	9:45am - 10:00am
Session	10:00am - 11:30am
Lunch	11:30am - 12:30pm
Closing Session	12:30pm - 1:30pm
Closing Remarks	1:30pm - 1:45pm

Convening Concludes

2025 Annual Convening Schedule

Wednesday July 9, 2025

Location: Calvin Smyre Education Conference Center

7:30am - 9:00am

**Registration and Continental Breakfast at
Morehouse School of Medicine**

8:30am - 9:00am

Welcome and Opening Statement

Dr. Taya Scott

Chief Innovation & Strategy Officer

9:00am - 10:00am

**Opening Session: Finding Responsible Uses for AI
in IE**

This presentation explores the evolving landscape of institutional effectiveness and the transformative potential of generative artificial intelligence (AI). As institutions work to continuously improve, leveraging AI technologies offers innovative approaches to gathering, assessing, and reporting assessment-related data.

This talk will provide some practical applications of AI in areas such as assessment, accreditation, and planning. Additionally, ethical considerations and challenges associated with AI adoption will be addressed, ensuring a balanced perspective on its integration into higher education practices. By exploring real-world examples and future possibilities, this session aims to empower attendees with the knowledge to effectively utilize AI to drive institutional effectiveness and achieve strategic goals.

Mr. Glenn Phillips - Watermark Insights

Senior Insights Consultant

10:00am - 10:15am

Break

2025 Annual Convening Schedule

Wednesday July 9, 2025

Location: Calvin Smyre Education Conference Center

10:15am - 11:00am

The Evolution of Campus-wide QEP Engagement: Financially Informed and Thriving

Benedict College identified a bold, timely, data informed, meaningful, and mission driven Quality Enhancement Plan. (QEP) Living Your BEST Life: Financially Informed and Thriving, was designed in response to a national crisis – student loan default rates. During this session we will discuss culturally relevant strategies used to effectively engage all stakeholders and share our student learning outcomes. Additionally, we will highlight the evolution of attitudes and subsequent engagement that speaks to the heart of our commitment to ensuring our College community is equipped with the tools to become financially informed and ultimately thrive.

We are also happy to share how we identified learning outcomes based on culturally relevant activities that do not typically show up in assessment practices. As we showcase how we balance innovation and compliance, participants will formulate new knowledge of strategies that they can use to engage their campus communities. Finally, session participants will be empowered by a renewed appreciation for their roles in influencing change, demonstrate strategies and justify a QEP plan of action for their respective institutions.

Dr. Walletha Moore Johnson - Benedict College

Director of Development

Dr. Melissa Lockhard - Benedict College

Associate Professor of Biology

11:00am - 11:45am

Most Frequently Cited SACSCOC Standards and Selected Strategies to Address Key Non-Compliance Factors

In this session, the presenter will identify top non-compliance standards in SACSCOC reaffirmation or decennial reviews. Key underlying factors will be highlighted and selected good practices will be outlined.

Dr. Alexei Mateev - Southern Association of Colleges and Schools Commission on Colleges

Director of training and research

2025 Annual Convening Schedule

Wednesday July 9, 2025

Location: Calvin Smyre Education Conference Center

12:00pm - 1:30pm

Luncheon and Keynote Panel

The panel, moderated by Dr. Stephen Hundley, Founding Executive Director of the Center for Leading Improvements in Higher Education at Indiana University and Chair of the Assessment Institute, aims to inform and inspire our audience about the ongoing good works at HBCUs, all guided by a framework rooted in a Culture of Reliance, Evidence, and Perseverance.

Dr. Stephen Hundley - Benedict College

Professor of Organizational Leadership at Indiana University Indianapolis

Panel Participants

- **Dr. Raijanel S. Crockem , Texas Southern University**
- **Dr. Sundra Kinsey, Florida A & M University**
- **Dr. Cherise Peters, Clark Atlanta University**
- **Dr. Alexis Gaston Heaston, Tennessee State University**
- **Dr. Cherise Peters, Clark Atlanta University**
- **Dr. Jacques Detiege, Dillard University**

1:30pm - 1:45pm

Break

1:45pm - 2:30pm

The Future of Assessment and Accreditation: Measuring Impact or Value Creation and Monetizing Thought Leadership

As assessment and accreditation evolve, institutions must move beyond simply proving that outcomes were met—they must now demonstrate measurable impact and create visible value. Measuring impact means capturing how educational experiences transform student lives, drive institutional effectiveness, and generate positive community outcomes. Value creation, in this context, reflects the institution's ability to align its mission, equity, and innovation to produce meaningful, evidence-based results.

2025 Annual Convening Schedule

Wednesday July 9, 2025

Location: Calvin Smyre Education Conference Center

This shift opens a powerful opportunity for colleges, universities, and faculty leaders to monetize their thought leadership—by packaging their proven frameworks, assessment models, equity tools, and data-informed innovations into revenue-generating offerings. This presentation explores how to reframe assessment as both a strategic engine for transformation and a sustainable platform for influence, impact, and income.

Dr. Henry King - Morehouse School of Medicine

Assistant Vice President, Institutional Planning

2:30pm - 3:15pm

Bridging the Gap: Converting Assessment and Program Outcomes into Strategic Initiatives for Enhancing Programs at Historically Black Colleges and Universities

Ensuring and enhancing academic program quality is essential for Historically Black Colleges and Universities (HBCUs), vital for fulfilling their missions and preparing students for successful careers. Offices of Assessment and Institutional Effectiveness (OAIEs) at HBCUs face challenges in translating assessment findings into actionable strategies for improvement. This presentation will address these gaps, aiming to foster a data-informed culture and embed continuous improvement in academic programs.

We will outline how HBCU OAIEs can help programs move from compliance to genuine improvement through collaborative action planning and enhanced assessment literacy among faculty and staff. The session will highlight the roles of Provost and OAIE offices as strategic partners in student success and detail the types of data needed for assessing program quality, including student learning, enrollment, and labor market data.

Additionally, we will share strategies for integrating labor market insights to inform curriculum development and benchmark against industry trends. The importance of demonstrating the "use of results" for accountability and accreditation will also be emphasized, with practical guidance on leveraging existing standards for broader university assessment. This integrated approach supports HBCUs in securing resources and delivering high-quality academic experiences.

Dr. Sundra Kinsey - Florida A&M University

Assistant Vice President Program Quality

2025 Annual Convening Schedule

Wednesday July 9, 2025

Location: Calvin Smyre Education Conference Center

3:15pm - 3:30pm

Break

3:30pm - 4:30pm

“People Get Ready”: A Quick Dive Into Watermark’s Accreditation Readiness Pack

Accreditation reporting is a complex process that demands evidence of continuous improvement, faculty qualifications, and meaningful assessment of learning. This session explores how Watermark’s suite of tools—Course Evaluations & Surveys (CES), Planning & Self-Study (PSS), and Faculty Success (FS)—can be strategically integrated to support institutional and programmatic accreditation efforts. Attendees will learn how these platforms can work together to capture student feedback, document assessment results, showcase faculty credentials, and generate reports aligned to accreditor expectations. Offering practical use cases and implementation tips, this session will help institutions consider how they move from data collection to actionable insight, supporting a more efficient, transparent, and successful accreditation process.

Mr. Glenn Phillips - Watermark Insights

Ms. Sarah Hood - Watermark Insights

2025 Annual Convening Schedule

Thursday July 10, 2025

Location: Calvin Smyre Education Conference Center

8:00am - 9:00am

**Networking Breakfast at Morehouse School of
Medicine**

9:00am - 9:45am

**Making it Matter: Sustainable Feedback Structures
for Valuable Assessment**

For assessment to work, it must lead to intentional initiatives to drive our institutions forward. Units rely on assessment professionals to weigh in on their assessment reports and plans. Their feedback ensures units are appropriately developing, implementing, and tracking their improvement strategies – as well as the alignment of their efforts to the greater university and division strategic priorities. This task can be daunting for IE professionals who are often tugged in a variety of directions. We address the challenge of providing actionable feedback to academic programs and administrative units while working with constrained resources (e.g., time or personnel) using myriad approaches. This facilitated conversation explores practical frameworks, focusing on leveraging simple tools, utilizing peer and group connections, and collaborating with campus partners with similar/relevant areas of responsibility. Participants will share challenges, describe their current approaches, and co-create adaptable feedback structures that respect institutional contexts and capacity limitations.

Dr. Kiwanis Burr - Florida A&M University

Director - University Assessment

Mr. George Pinkney - Florida A&M University

Assistant Director - University Assessment

9:45am - 10:00am

Break

2025 Annual Convening Schedule

Thursday July 10, 2025

Location: Calvin Smyre Education Conference Center

10:00am -10:45am

From Assessment & Accreditation to Insights

In an era where educational excellence is paramount, the transition from traditional assessment and accreditation processes to actionable insights is crucial. This presentation explores how institutions can leverage assessment data not only to meet accreditation standards but also to drive continuous improvement and innovation. We will cover the role of effective assessment frameworks in contributing to accreditation and institutional quality, techniques for transforming assessment results into meaningful insights that inform curriculum development, teaching practices, and student support services, and real-world examples of institutions that have successfully navigated this shift toward a culture of continuous improvement. Additionally, we will discuss emerging trends in assessment and accreditation that prioritize holistic student outcomes and institutional effectiveness. Join us to discover how to transform your assessment processes into a powerful tool for institutional growth and student success.

Dr. Mark Howse - Morehouse School of Medicine

Assistant Vice President Program Quality

10:45am -11:30am

A Framework for Multilevel Insights Using Student Feedback

In an era where student voice is paramount, harnessing feedback effectively can drive institutional improvement and enhance the educational experience. This presentation explores a comprehensive approach to analyzing and interpreting student feedback across multiple dimensions. We will delve into three key sources of insights: Student Satisfaction Survey, Student Support Services Committee, and Bi-annual Chat and Chew sessions with student leadership. Attendees will walk away with a structured framework for integrating diverse feedback mechanisms, enabling them to cultivate a responsive educational environment. Join us to discover how multilevel insights can transform student feedback into actionable strategies for institutional growth.

Dr. James Ofori - Morehouse School of Medicine

Assistant Director, Assessment and Learner Engagement

2025 Annual Convening Schedule

Thursday July 10, 2025

Location: Calvin Smyre Education Conference Center

11:30am - 12:30pm

Lunch

12:30pm - 1:30pm

**Closing Presentation: The Power of Narrative -
Restorying as a Coded Competency in Evaluation**

The writer Chinue Achebe has taught us about the importance of restorying narratives that perpetuate marginalization and isolation. Restorying engages the author and reviewer in shifting paradigms of power and significance of the story and its participants. Restorying connects the story to a lineage/tradition of value. As we continue to tell “our story”, let us be equipped to build beyond our years and ensure communal futures that are life-giving.

Dr. Itihari Toure' - McCormick Theological Seminary

Senior Director for Major Grants for Program Development

1:30pm - 1:45pm

Closing Remarks

Dr. Mark Howse - Morehouse School of Medicine

Assistant Vice President Program Quality

Meet Our Speakers



Stephen Hundley

Keynote Panel Lead

Panelist

- ◆ · Dr. Raijanel S. Crockem , Texas Southern University
- ◆ · Dr. Sundra Kinsey, Florida A & M University
- ◆ · Dr. Cherise Peters, Clark Atlanta University
- ◆ · Dr. Alexis Gaston Heaston, Tennessee State University
- ◆ · Dr. Jaques Detiege, Dillard University

Founding Executive Director of the Center for Leading Improvements in Higher Education and a Professor of Organizational Leadership at Indiana University Indianapolis. He chairs the Assessment Institute, the largest U.S. event dedicated to assessing higher education, and leads the International Conference on Assessing Quality in Higher Education. As Executive Editor of Assessment Update and Series Editor for the Routledge/Taylor & Francis Book Series, Stephen is a prominent voice in the field.

With engagements across 30 countries, he specializes in organizational effectiveness and higher education administration. His work has garnered numerous awards, and he has secured over 15 years of continuous funding from the National Science Foundation. Stephen's extensive leadership roles include Senior Advisor to the Chancellor and various dean and associate vice chancellor positions. He holds degrees from Virginia Commonwealth University and American University.



Meet Our Speakers

Dr. Melissa Lockard

Assistant Professor of Biology: Benedict College



Melissa Lockard, Ph.D., is an Assistant Professor of Biology at Benedict College in Columbia, South Carolina. She holds a Bachelor's degree in Biology and a Master's in Biotechnology from the University of South Carolina, as well as a doctorate in Higher Education Administration from Liberty University. In addition to her faculty role, Dr. Lockard serves as the Academic Coordinator for the college's Quality Enhancement Plan, Living Your B.E.S.T. Life – Financially Informed and Thriving, where she supports student success initiatives through financial literacy education.

With a professional background in cytogenetics, her research interests include collaborative projects with undergraduate students exploring the chromosomes of *Acheta domesticus* (the common house cricket) and the study of two human breast cancer cell lines, MCF-7 and MDA-MB-231. Outside of academia, Dr. Lockard enjoys life with her husband and their two talented high school athletes, staying active on the baseball and softball fields year-round.



Meet Our Speakers

Dr. Walletha Moore-Johnson

Director of Development: Benedict College



Dr. Walletha Moore-Johnson is a native of Columbia, South Carolina, and has worked at Benedict College since 2005 in the Title III Office within the Division of Institutional Advancement. Over her 19 years, she has excelled in advancement, fundraising, and grant writing, raising nearly \$15 million in grant awards. She has held roles including Coordinator of Prospect Research and Director of Foundation Relations/Assistant Director of Title II & Sponsored Programs. Currently, she serves as the Director of Development, Coordinator of the College's Joint Campaign, and leads the Religious Organizations Campaign. Dr. Johnson also has teaching experience at elementary, technical, and undergraduate levels.

A proud 2000 graduate of Benedict College, she holds a master's degree in Education from Southern Wesleyan University and both an Educational Specialist Degree and a doctorate in Educational Leadership and Administration from Cambridge College. She has received the National Council of Negro Women's Living the Legacy Award and is listed in Cambridge's Who's Who Among Executive and Professional Women.

Dr. Johnson is an active member of the Benedict College National Alumni Association, serving as Corresponding Secretary and chairing several committees. She is also involved in various professional and civic organizations, including Zeta Phi Beta Sorority, Inc., the National Association of Title III Administrators, and the Association of Fundraising Professionals. Her community service includes roles in the Bradley Elementary Parent Teacher Organization, Columbia Chapter of Jack and Jill of America, Historic Randolph Cemetery, and The Renaissance Foundation.

Meet Our Speakers



Dr. Alexei Matveev

Director of training and research: Southern Association of Colleges and Schools Commission on Colleges



Alexei G. Matveev serves as director of training and research at the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). His career in higher education spans more than 30 years serving in a variety of roles including faculty member, director of IE/assessment, and director of Quality Enhancement Plan.

Dr. Matveev holds an undergraduate degree in philology and education from Udmurt State University (former USSR), an M.Ed. degree in educational administration/organization development from Kent State University (Ohio), an M.A. degree in economic sociology from Central European University (Poland/Hungary) and Lancaster University (United Kingdom), and a Ph.D. degree in higher education administration from the College of William and Mary (Virginia).

Dr. Matveev published in several peer-reviewed journals and facilitated sessions at numerous professional meetings on various topics related to assessment, accreditation, curriculum mapping, and student completion.

Meet Our Speakers



Dr. Sundra Kinsey

Associate Provost for Program Quality, SACSCOC Institutional Liaison: Florida Agricultural Mechanical University

Sundra D. Kinsey, Ph.D. is Assistant Vice President of Program Quality and SACSCOC Institutional Liaison at Florida Agricultural and Mechanical University (FAMU). Dr. Kinsey's professional career includes a wealth of experience in higher education that span over a course of twenty years with combined experiences at the university and statewide system level. As AVP of Program Quality, Kinsey provides leadership in the development of new degree offerings, oversight of the university program review process, provide assistance to academic programs with specialized accreditation for initial and reaccreditation, and policy development and implementation related to academic programming and degree authorization.

Kinsey also serves in a critical capacity for the University as SACSCOC Institutional Liaison to provide oversight of the institutional accreditation process. In this role, her collaborative works with both internal and external stakeholders aid the University to ensure that compliance with accreditation requirements is incorporated into the planning and evaluation processes of the institution. Kinsey's portfolio responsibility also includes providing institutional oversight for Textbook Affordability. In this capacity, she leads academic unit leaders to develop solutions to increase cost-savings for students during their matriculation at FAMU. This effort is a priority across the State University System (SUS) and Kinsey serves as the champion and advocate at FAMU.



Meet Our Speakers



Glenn Phillips

Senior Insights Consultant: Watermark



Glenn Allen Phillips is a Senior Insights Consultant at Watermark, based in Austin, Texas. In his role, he works directly with client colleagues to discuss good practices in assessment and accreditation, and suggest the use of integrated technology as appropriate.

Prior to Watermark, Phillips served as the Director of Assessment at Howard University and the Acting Director of Assessment at The University of Texas at Arlington.

His research interests include assessment and accreditation across institutional types, equity and assessment, the use of AI in assessment and accreditation, and the experiences of veterans in higher education. Phillips earned his Ph.D. at Texas A&M University and splits his time between Texas and Washington, D.C.

Meet Our Speakers



Dr. Mark Howse

**Associate Vice President for Institutional Effectiveness:
Morehouse School of Medicine**

Dr. Mark Howse is a pivotal leader in the realm of institutional effectiveness, where he spearheads initiatives aimed at enhancing the overall performance and accountability of the institution. His primary responsibilities include directing efforts that foster a culture of data-informed decision-making, which is crucial for driving continuous improvement across various departments and programs.

Dr. Howse is instrumental in ensuring that the institution meets and maintains accreditation standards. He collaborates closely with faculty, administration, and staff to develop and implement assessment strategies that align with best practices in higher education. Through his leadership, he supports the institution's mission by facilitating processes that enhance educational quality and institutional effectiveness.

In addition to his focus on accreditation compliance, Dr. Howse plays a vital role in aligning institutional performance with strategic priorities. He utilizes analytical tools and methodologies to evaluate and enhance operational efficiencies, ultimately contributing to the institution's long-term success and sustainability. His commitment to fostering a data-driven culture empowers stakeholders to make informed choices that positively impact student outcomes and institutional growth. Overall, Dr. Howse's expertise and strategic vision are essential in guiding the institution toward achieving its goals while ensuring that it remains adaptable and responsive to the evolving educational landscape.

Meet Our Speakers



Itihari Toure'

Associate Dean for Curriculum and Evaluation: McCormick Theological Seminary

Itihari Touré, EdD, is the Associate Dean for Curriculum and Evaluation at McCormick Theological Seminary and an ordained ruling elder in the Presbyterian Church USA. Previously, she worked at the Interdenominational Theological Center in Atlanta, where she taught Religious Education and served as Director of Institutional Effectiveness and accreditation liaison for ATS and SACSCOC.

At ITC, she launched The Sankofa Center for Data Evaluation and Quality Enhancement and the Sankofa Public Fellows Project, collaborating with five Historically Black Theological Institutions. Her research, the Sankofa Paradigm, integrates sacred memory work into academic programs. As the lead consultant for the Sankofa Center for Strategic Planning and Evaluation, she is developing curricula for the Samuel DeWitt Proctor Conference's Lilly Endowment Initiatives. Since 1976, Touré has worked in education and the Black church, coordinating the Black Women Ministerial Leadership program and writing grants for various initiatives.

She recently launched "The Souls of Black Girls," a platform addressing the challenges faced by Black girls and women. Touré holds a B.A. in Education and Psychology, an M.A. in Human Development, and a Doctorate in Educational Leadership.



Meet Our Speakers



Mr. James Ofori

**Assistant Director, Assessment and Learner Engagement:
Morehouse School of Medicine**



Originally from Athens, Georgia, James Ofori is a two-time alumnus of Savannah State University, where he earned a bachelor's in mass communications with a concentration in public relations and advertising in 2016, followed by a master's in public administration in 2018. He is currently pursuing a Doctor of Education degree in higher education management from the University of Georgia.

Ofori began his higher education journey in 2017 at the Office of Financial Aid at Savannah State University. In 2019, he moved to Atlanta, GA, to work as a program coordinator for Faculty Affairs and Development at Morehouse School of Medicine. He now serves as Assistant Director, Assessment of Learner Engagement.

In addition to his role at MSM, he chairs the Student Support Services Committee, advocating for student well-being across the institution. A member of Alpha Phi Alpha Fraternity, Incorporated, Ofori also participates in professional organizations, including the Association for Institutional Research (AIR) and NASPA, and contributes to the leadership board for HBCU-CEEQA.

As a dedicated advocate for the HBCU community, Ofori aims to become an HBCU president, emphasizing his commitment to the advancement of HBCUs and their students.

Meet Our Speakers



Dr. Kiwanis Burr

Director - University Assessment: Florida A & M University



Kiwanis Burr is the Director of the Office of University Assessment (OUA) at Florida Agricultural and Mechanical University. Kiwanis graduated from FAMU in Spring 2005 and attended the University of Florida to pursue a PhD in Higher Education Administration with a concentration in Research Methodology.

Ms. Burr provides assistance to the FAMU community regarding assessment, in addition to collaborating with the Director of University Assessment to strategically enhance the culture of assessment at FAMU.

Meet Our Speakers



Mr. George Pinkney

Assistant Director- University Assessment: Florida A & M University



Mr. George Pinkney, IV, M.Ed., currently serves as the Assistant Director of the Office of University Assessment at Florida A&M University. Mr. Pinkney graduated from FAMU in Spring 2023 with a B.S. in Business Education and in Spring 2025 with a Master of Education in Business Education.

Mr. Pinkney has over 15 years of experience in assessment and continuous improvement on FAMU's campus. He provides invaluable service in training and development on the assessment process, navigating the assessment platform, and managing surveys in Qualtrics.

Mr. Pinkney was also a part of the team that completed the self-study that resulted in a 2020 Excellence in Assessment designation for FAMU.

Meet Our Speakers



Dr. Henry King

Assistant VP of Strategy Office of Strategy & Institutional Effectiveness: Morehouse School of Medicine



Dr. Henry King is a thought leader in strategic planning and organizational effectiveness, with over 30 years of experience across higher education and various sectors. He specializes in developing innovative strategies that enhance organizational capacity and drive sustainable growth.

Currently, Dr. King serves as Assistant Vice President of Strategy at Morehouse School of Medicine (MSM) and teaches strategy management in MSM's Doctor of Health Administration Program. He recently led the development of the 2024–2026 Strategic Plan and co-leads its implementation.

Previously, he was the Director of Institutional Planning at Indiana Institute of Technology (2013–2020) and served as Manager of Performance Improvement for the City of Fort Wayne, where he created the City's first strategic plan and earned national awards for performance excellence. The Mayor recognized his contributions by declaring October 13th "Henry King Day."

Dr. King holds a BA from Michigan State University, an MBA from Baker College, and a PhD in Global Leadership from Indiana Tech, where he received the Dissertation of the Year award. He is certified in strategic planning, design thinking, process improvement, and leadership development.

Meet Our Speakers



Dr. Alexis Gatson

Associate Professor in the Department of Public Health, Health Administration & Health Sciences/ Assessment Coordinator and the University Quality Enhancement Plan Faculty Liaison: Tennessee State University



Dr. Alexis Gatson Heaston is an Associate Professor in the Department of Public Health, Health Administration & Health Sciences at Tennessee State University. She holds a Doctor of Education in Educational Leadership from Tennessee State University, a Master of Science in Public and Community Health, and a Master of Arts in Teaching from Austin Peay State University.

As the Department Assessment Coordinator and University Quality Enhancement Plan Faculty Liaison, Dr. Heaston contributes to initiatives like the Advisement Manual and campus-wide Major Maps. She teaches graduate and undergraduate courses in public health ethics, healthcare management, health promotion, and disease prevention.

Her research focuses on social drivers of health, spirituality, and educational leadership. She has published in the *Journal of Primary Care & Community Health* and the *Journal of Community Engagement and Scholarship*, and secured grants for maternal mortality and obesity health disparities research. Dr. Heaston has participated in fellowships with Leadership Tennessee, the Complete Tennessee Leadership Institute, and the Higher Education Leadership Foundation. Her experience in higher education administration informs her work in academic program development and community-engaged research.

Beyond academia, she serves as a local President of a historically African American organization, is a Trustee for Payne Theological Seminary, and is active on the General Board of the African Methodist Episcopal Church.

MSM Campus & Contact Information



- All visitors that are self parking please park in the “E” parking Deck
- All sessions will be held in new Building : Calvin Smyre Education Conference Center (shown as “X”)

Contact Information



Info@hbcu-ceeqa.org



(404) 756-8946 - Connie Garnes



Morehouse School of Medicine:

720 Westview Dr SW, Atlanta, GA 30310



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