

2017-2018 DONOR IMPACT REPORT

W I T H O U R G R A T I T U D E



BLACK AFFINITY NETWORK

Junior year at the Bronx High School of Science, my economics teacher introduced me to Babson College. Having never heard of it, I asked “What’s a Babson?” I also did my own research. Babson College teaches men and women to be entrepreneurial leaders in a rapidly changing world. During an overnight visit, I witnessed how Babson taught application, not just theory. I was hooked.

Once I was a student, I didn’t really know what to expect because I was first generation. Still, I was shocked at how few students looked like me. Like many schools, Babson found recruiting black students challenging. Every semester, a classmate or two would disappear. Retention was an issue. Black alumni were not engaged with Babson.

Rather than complain or sit back and do nothing, I decided to be part of the solution. I volunteered with Undergraduate Admissions and immersed myself in everything Babson, from the school newspaper to the Campus Activities Board.

As president of the Black Student Union, I enlisted the help of school administrators to launch the Black Affinity Conference in 1998. It allowed current students to see their potential in black Babson alumni who returned for the conference.

As an alum, I continued my recruitment and engagement efforts. In true Entrepreneurial Thought & Action® fashion, the rise of social media allowed the start of a Babson Black Affinity Network in 2008. Social media enabled more connection between alumni and students. In 2016, we became an official Babson College organization.

We invite you to join us as Babson embraces diversity of all kinds to educate entrepreneurs of all kinds.

— Leticia Stallworth '99 M'13

WHAT IS THE BABSON BLACK AFFINITY NETWORK?

The Babson Black Affinity Network (BAN) advances diversity, inclusion and equity by fostering vibrant connections between current and prospective students, alumni, faculty, and staff. We aim to have a meaningful impact on the life experiences of Black Affinity Network members everywhere.



BAN 360°

We execute a 360° strategy around initiatives focused on recruitment, retention and re-engagement:



Undergraduate & Graduate Admissions: Recruiting prospective students in BAN cities



Student Affairs + Relevant Campus Partners: Retention through inclusive community engagement and professional development



Advancement: Engaging mission-relevant community and corporate partners; and re-engaging alumni to better understand and serve their needs so they might assist with recruitment, internships, jobs, mentoring and professional development opportunities

BAN 360° Initiatives bring together current and prospective students, alumni, faculty, and staff with the corporate and philanthropic communities at Babson and in BAN cities around the country.



BAN LEADERSHIP

Our leadership consists of BAN Directors in collaboration with Babson administrators and faculty. We have Territory Captains across the United States where we have a critical mass of BAN Alumni. Current BAN cities include: Atlanta, Boston, Chicago, Dallas, Washington, D.C., Los Angeles, Miami, New York, Philadelphia, and San Francisco.



BAN gives me people to connect with and a place to come home to, designed to support me and celebrate who I am and the contributions of my ancestors.

—Taelyr Roberts '16



FAMILY REUNION

The BAN Family Reunion, held annually during the weekend of Back to Babson, is a time and place for alumni, current students and faculty to gather at the beginning of a new school year to celebrate diversity, inclusion, and equity as well as welcome the newest incoming class of students. In our second year, we hosted more than 140 guests, including trustees Amanda Strong and Chair of the Board Marla Capozzi.

BLACK AFFINITY NETWORK CONFERENCE

The Black Affinity Network Conference, our longest standing tradition, celebrated its 20th anniversary in the spring of 2018. Almost 200 people came together for a theme-driven weekend of interactive professional development and networking opportunities. It was created to raise diversity awareness, and strengthen innovation and entrepreneurial leadership across the Babson community. Members of the founding BAC committee were recognized for their vision.

LEADERSHIP RETREAT

The BAN Leadership Retreat is a weekend of professional development targeted towards BAN student leaders. It increases awareness of the Babson College brand in high school and corporate communities in metro areas with critical masses of BAN alumni. The 2018 retreat had over 70 attendees in Atlanta.





Please visit us on the web to learn more at www.babson.edu/BlackAffinity

Connect with us online or in a BAN City near you!

Babson Connector: Babson Black Affinity Network

Facebook: Babson Black Affinity Network

Instagram: @BabsonBAN

LinkedIn: Babson Black Affinity Network

Your philanthropic and volunteer support creates opportunities to celebrate and strengthen diversity, inclusion and equity at Babson College and beyond.

THANK YOU!



BABSON

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