



HBCU WALKING BILLBOARD

Promoting awareness of, attendance to, and graduation from Historically Black Colleges & Universities

ABOUT US



HBCU Walking Billboard is a 501(c)(3) nonprofit organization that promotes awareness of, attendance to, and graduation from Historically Black Colleges and Universities. Since 2015, we have served the Greater Kansas City community in the areas of college preparation and career readiness. HBCUWB is a vital resource for high school and college students in this region. Through creative programming and highly skilled volunteers, we first assist students and families with the college application process and then support them throughout their HBCU experience.

Student Snapshot

97%

STUDENTS OF
COLOR

40%

FIRST
GENERATION
COLLEGE

80%

IDENTIFY AS
FEMALE

85%

JACKSON
COUNTY
RESIDENTS

45%

HEALTH AND
HUMAN
SERVICE
MAJORS

[Learn more about our programs](#)

I'm Shanelle Smith, the Founder of HBCU Walking Billboard. As a Kansas City native, Lincoln Prep graduate, and Fisk University alumna, I experienced the power of HBCUs first-hand. I was a first-generation college student who found my heritage, my identity, and my voice on the campus of a historically black university. Today, as a veteran educator in the Kansas City metro, I witness the lack of awareness, preparation, and access to these institutions on a daily basis. This is the niche of HBCU Walking Billboard. We are not only a college-readiness resource, but we specialize in the one-of-a-kind experience of Historically Black Colleges & Universities.



A program like HBCU Walking Billboard is really important. It actually shows the significance of what HBCUs are about...

**-Mya Garrett, Rookie
Xavier University of Louisiana**

OUR WHY

According to a study by The Education Trust in Washington D.C., HBCUs provide greater college access for first generation college students, students from low-income backgrounds, and students of color. There are over 100 Historically Black Colleges and Universities across the United States, but only two are within 300 miles of Kansas City. Therefore, when it's time to make college decisions, many students and families are unaware of their existence. Our mission is to grow the number of HBCU attendees and graduates from the Greater Kansas City Metro through our HBCU Prospects and HBCU Rookies. These innovative programs provide high school and college students with college resources and workforce development opportunities.



HBCU Walking Billboard is promoting the safety and the security and the belonging of HBCUs.

**-Phoenix Smith, Rookie
Howard University**



WAYS TO HELP

Become a Donor

Donations directly support our programs and initiatives.

Become a Sponsor

Sponsorship provides annual events for our students, families, and community.

Become an Intern Host

Help our students become even more competitive with experience in their desired fields.

Become a Volunteer

The more who lend a hand, the greater impact we can have.

CONTACT

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