

Kindness Project for UIW HEBSBA  
Capstone II Team Fall 2020



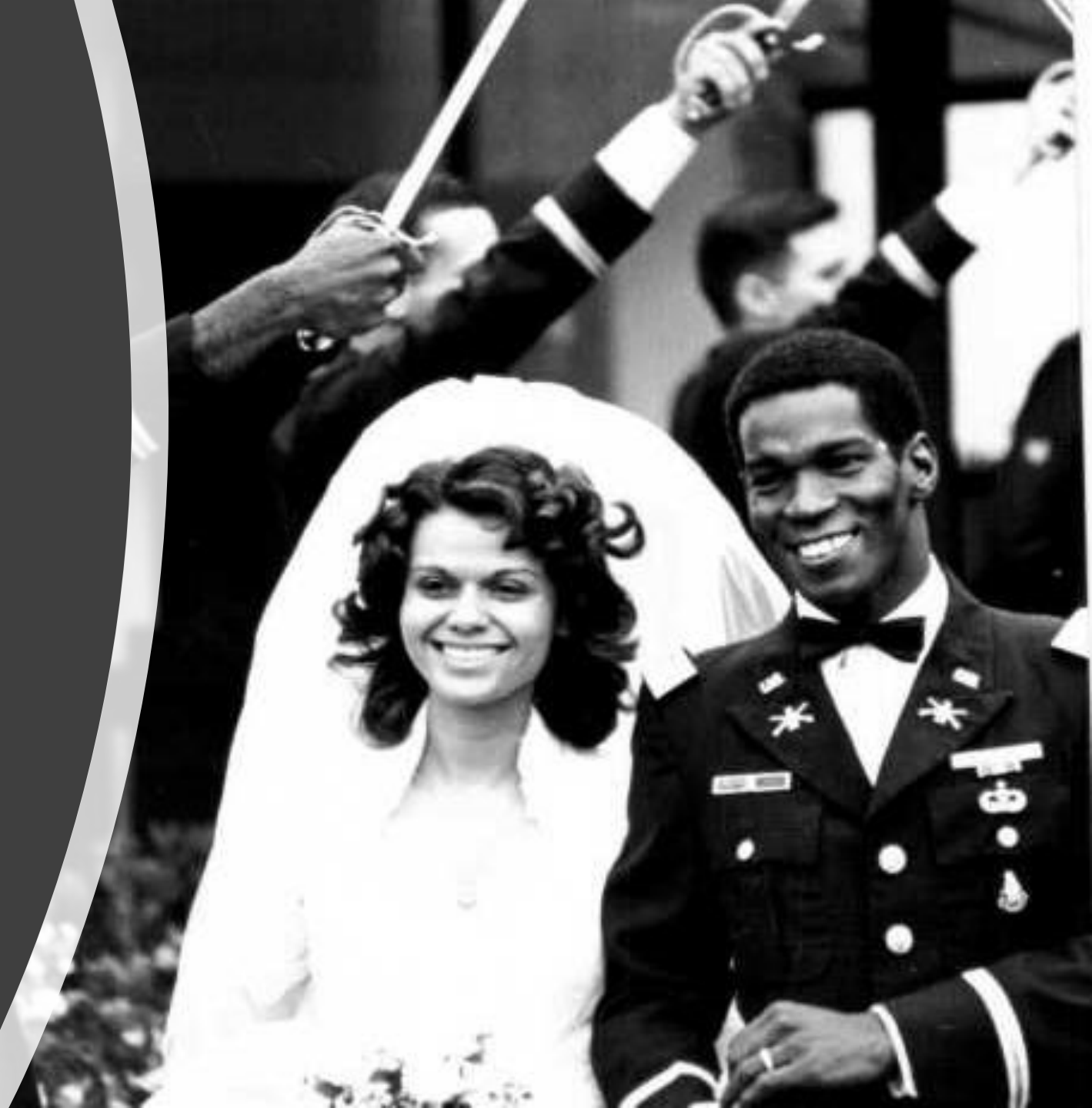
Jason D. Mims  
Lieutenant Colonel  
US Army, Retired  
Founder/President

# AP SYSTEMIC RACISM

A Kindness Project designed to build a demand for high school students to have a college-level class to prepare them for creating an anti-racist climate at Tier One and other amazing Universities and colleges.

# About the MIMS Institute Fellows Inc.

- [www.academicexcellencematters.com](http://www.academicexcellencematters.com)
- San Antonio Roots
- Undergrad from the University of Notre Dame
- Military Career (Infantry and Foreign Area Officer)
- Sharing the Gift of Mouse Clicks
- Motivate Individual Minority Students (MIMS)
- Message to students in urban ZIP codes:
  - People care about your education
  - You can go to amazing colleges and universities



# Eastside San Antonio Journey 2012 - 2020

- [www.academicexcellencematters.com](http://www.academicexcellencematters.com)
- Witness and Celebrate Academic Excellence
- College Tours and Health and Wellness Checks
- Safiya and Daren Miller No Boundaries Scholarships
- Transmit Message: Choose 2BKIND
- The Kindness Project
- MIMS & UIW HEBSBA Capstone II Teams





# Universities that teach service antidote to scandal

By Thomas M. Evans  
FOR THE EXPRESS-NEWS



In the wake of the Operation Varsity Blues admissions-bribery scandal, the role of wealth and privilege in college admissions

has become the focus of a national discussion about higher education.

As a result, some high school students and their parents may have lost faith in the higher education system. They may wonder whether the odds are rigged against them, what the value of a degree really is, and if there is more to college than a financial transaction.

The University of the Incarnate Word champions access to higher education opportunities for all students and produces graduates who are ready to succeed and serve. As a Hispanic-serving

institution, we have been a long-standing leader in recruiting Hispanic students, who nationally account for the largest growth in college enrollment. Our female student population constitutes 60 percent of all students and 62 percent of this year's first-time college students. Ours is a vibrant community that represents 77 countries.

At the core of the Varsity Blues scandal are those who would hoard opportunities and access for their own benefit, blocking pathways for others to explore their great potential. One of the ironies of the scandal is that the concept of university has its Latin roots in a word that means "whole" or "community," the opposite of narrow self-interest.

At UIW, we consider the whole individual in our admissions process and work with students to help them realize their educational dreams. Ninety-five percent of our students receive some form of financial assistance. This

year, U.S. News & World Report reported that UIW's 2017 graduates had the lowest average undergraduate debt load in the West. When students arrive at Incarnate Word, they are made a guarantee: This place will transform you. But this transformation of the self is not solely for the benefit of the self.

As a Catholic institution, we are rooted in the call to serve. Our founding congregation, the Sisters of Charity of the Incarnate Word, came to San Antonio 150 years ago to care for the sick and the poor. By understanding the community's needs, the sisters embraced new challenges and opened what would become UIW. At UIW's core is the desire to produce graduates who become concerned and enlightened citizens who enhance lives now and in the future.

Throughout their academic journeys, students contribute to the betterment of society by completing 45 hours of service,

which are required for graduation. Some apply their teaching knowledge to tutor underserved schoolchildren, others utilize their medical skills to care for the homeless, and others employ their engineering skills to support the community. At UIW, service is not just a requirement, it is the heart of the institution. The right institution will create pathways for your success, cherish your great potential and help you expand your capacity to make positive impacts, while you are a student and after.

For student admission, we are committed to the faith in education. The right institution will create pathways for your success, cherish your great potential and help you expand your capacity to make positive impacts, while you are a student and after. At our May commencement, I will once again announce the sum of volunteer community service hours completed by the graduating class. Our graduating Spring Class of 2019 completed 54,844 hours of service, providing an economic impact of \$1.4

million. But more important is the fact that each effort lifted peoples' lives.

My prayer for all UIW students on graduation day, from whatever background they may have is that they will use their education to serve the world around them.

**"At UIW's core is the desire to produce graduates who become concerned enlightened citizens who enhance lives now and in the future." UIW President Dr. Thomas Evans**

*Thomas M. Evans, Ph.D., is president of the University of the Incarnate Word in San Antonio. Before joining UIW as its 10<sup>th</sup> president in August 2017, Evans was the president of Carroll College, a Catholic institution in Helena, Mont., and an associate vice president at St. Edward's University in Austin overseeing professional education and global initiatives.*

**University of Incarnate Word HEB School of Business  
Senior Year / MBA Capstone Teams**

**Fall '16**

Anne Ortiz  
Zubayr Hawsah  
Elizabeth Schrikkema

**Spring '17**

Kendraya Wilson  
Bianca Vallejo  
Maximo Cortes  
Marissa Lopez  
Jennifer Castillo  
Nick O'Dell  
Daniel Tapia  
Bryce Shepherd  
Garrett Cooper

**Spring '19**

Wyomi Aguilar  
Katherine Ramirez  
Viktoria Alverado  
Garet Cortez  
Denman Ferrell

**Kindness Projects**

Website  
Marketing  
Policy & Procedures  
Policy & Procedures  
Sponsors  
Outreach Program  
Restructuring, Sustainability, Growth  
Making Sam Houston a School of Choice  
Cyber P-TECH Strategic Marketing Plan  
Community Effort -- College Completion Rates

**Summer MBA '17**

Chelsea Comeau  
Amy Gutierrez  
Jessica Landin  
Felicia Sandoval

Remy Huston, Jr.  
Lauren Graham  
Jay Monelo

**Fall '17**

Celina Aur  
Sean Hoferkamp  
Mark Guadiano  
Lance Moszkowicz

**Fall '19**

Taylor Husfeld  
Jeremy Jones  
Antonio Savi

**Spring '18**

Kaylynn Garcia  
Jennifer Soth  
Eusebio Valero  
Abdulrahman Alessa  
Kristen Walker-Bvrd

**Summer '18**

Anne Ortiz

**Fall '18**

Eshraq Abbas  
Katherine Lopez  
Andrea Melendez  
Daedrien Houston-Leyva  
Kevin Vasquez

**Spring '20**

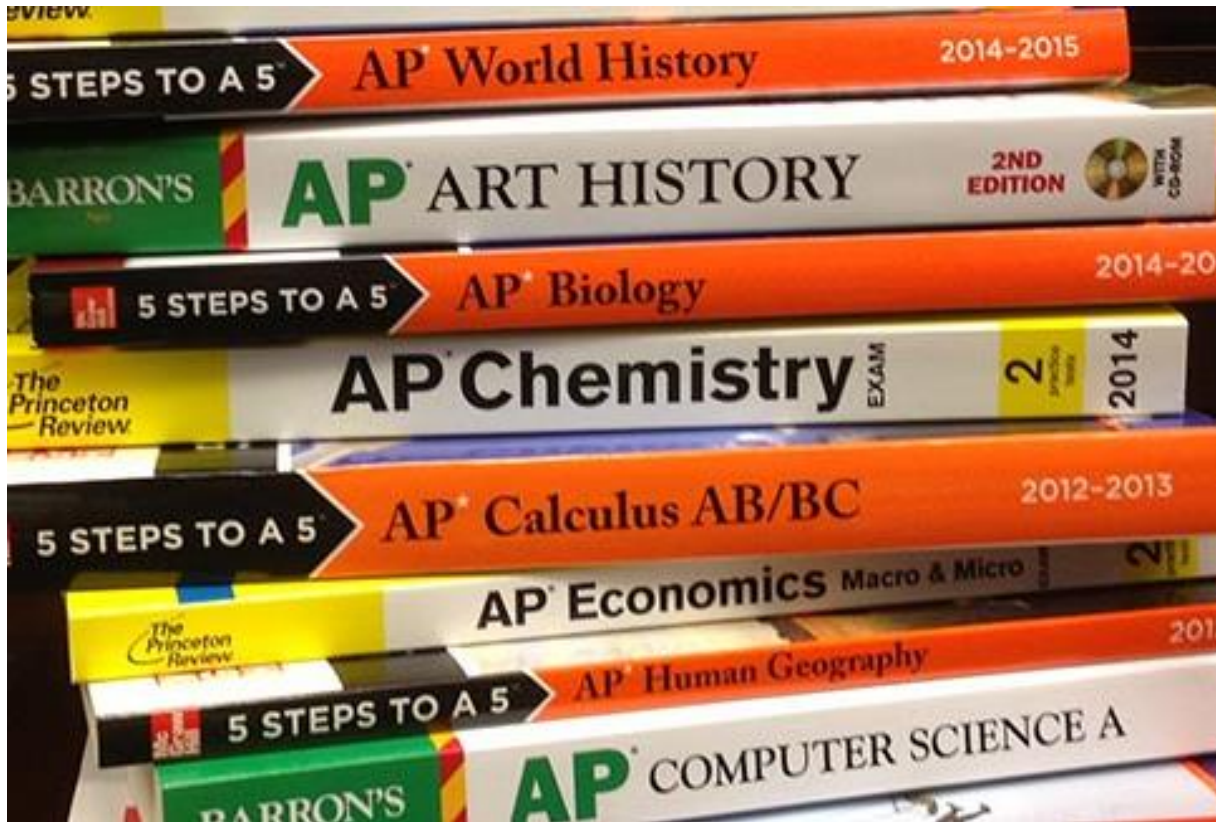
Amber Aguilar  
Ibrahim Alhaddab  
Alexandra Busby-Leija  
Lauren Mancha

**HAPPY HAPPY THOUGHTS!**





# UIW Kindness and AP Systemic Racism



## AP Systemic Racism Page 1

There have not been sufficient lessons learned in 401 years for the College Board member school districts and colleges/universities to demand that college-bound high school students have access to an AP Systemic Racism class.



## Participants

- The MIMS Institute Fellows Inc.
- University of the Incarnate Word  
HEB School of Business and  
Administration Capstone II Team
- College Board
- College Board Regional  
Organizations
- College Board Member  
Organizations
  - Colleges and Universities
  - School Districts
  - High Schools (Public and  
Private)
- Local/National Experts and Anti-  
Racist Advocates

# Key Questions

- If we start now, how long will it take before the class is available to high school students?
- How does the process work?
- What business tools can we make available to support the process?
- How might an AP Systemic Racism class benefit future corporations, businesses, and employees
- Would College Board members in Texas lead the effort to build a demand for an AP Systemic Racism class—or should we look elsewhere?



# Why a UIW HEBSBA Capstone II Team

- Tap into the Power of UIW Kindness
  - Kindness Gifts: Time, Talent, Training, Thoughts, and Treasure
- Demonstrate continued connection to the Black community
- Highlight roles for business in the social justice arena
- Provide input to the college admissions process
- Contribute to 21<sup>st</sup> century human capital development
- Discover a lucrative business opportunity in a challenging landscape
- Graduate with a 'K' for Kindness

# Expectations



“Allies should use their voice and position to ask questions, raise issues, and add perspectives that are not emerging organically in discussions. The oppressed rarely have this type of platform to express their concerns.”

[How to be a good ally in the fight for Black justice](#)

Demonte Alexander, San Antonio Report, August 27, 2020

# Expectations

- Internal/External Analyses (College Board/College Board Members)
  - Marketing Strategy(ies)
  - Social Media Campaign
  - Brochure
- 
- Wide latitude in how the team moves forward (new ground)
  - Identify willing participants
  - Make contact with College Board AP Program Vice-President/representative
  - Leave something for future teams to build upon



# Questions and Comments

