

Salesforce for HBCUs

Putting values into action to support historically black colleges and universities.

Historically black colleges and universities (HBCUs) are more than just higher education institutions. They are fundamental pillars in driving social change, sparking innovation, and creating a new path forward through education, together. At Salesforce we believe equality begins with education. That's why we're bringing together the full power of technology, philanthropy, and community to support HBCUs and the students they serve every day.



Partnering with Purpose

Salesforce is committed to working in partnership with HBCUs on their digital transformation strategies. From creating virtual communities focused on [health equity](#) to ensuring a seamless recruitment and admissions process, Salesforce is working alongside HBCUs to transform the learner experience. This work includes focused HBCU initiatives from [Salesforce partners](#) as well as support for black owned consulting businesses looking to grow as part of the Salesforce ecosystem.



"At Morehouse, we look to form partnerships of purpose. We've set a 3-5 year strategic plan with Salesforce where we look at time, talent, treasure and how we work together beyond a transaction. We see this as a lifelong relationship as we do with our donors. From service projects to advisory boards and mentoring students, our relationship with Salesforce is one of purpose."

Monique Dozier
Vice President of Institutional Advancement
Morehouse College



Investing in Black Futures

From campus hackathons to technical interview workshops, our [Futureforce](#) recruiting team is working alongside HBCUs to hire new grads and interns while also bringing professional development to the forefront of the student experience. Futureforce is partnering with Salesforce leaders to facilitate class lectures at HBCUs across the country on topics such as Data Science, Sales Management, Business, and much more; ensuring that students have the skills and competencies to be successful in a career at Salesforce.

“Connecting with Salesforce in my classroom allowed me to gain knowledge around what it would be like to work in technology but more specifically at Salesforce. I was able to ask questions, hear personal experiences, and gather valuable information that ultimately led to me choosing Salesforce as the place to start my career out of college.”

Colin Releford
Morehouse College '20



Donating Time and Talent

Philanthropy has been core to Salesforce’s DNA since day one, and one of the biggest ways we give back is through our employees’ time and talents. Through skills-based and traditional volunteering as well as select donations, we have supported organizations like the [HBCU Week Foundation](#) and [HBCUforce](#), that are focused on increasing HBCU enrollment and creating a more inclusive tech workforce. In addition, Salesforce employees – including members of BOLDforce, our Black Employee Resource Group – actively participate in events like HBCU Week and host coffee chats with HBCU students.

“The overwhelming success of the virtual event represents on a micro scale what the larger purpose of HBCU Week aims to achieve on a macro scale: to illustrate the viability and importance of partnerships between HBCUs and corporate America.”

Ashley Christopher
Esq. Founder and CEO of HBCU Week Foundation



Innovating Together

Addressing complex issues can't be done in a vacuum. That's why we're partnering with HBCUs and other organizations focused on racial equity to collaborate, innovate, and drive change together through pro bono services and cross-sector initiatives. This community-driven innovation includes supporting virtual events for high school students to learn about HBCUs as well as partnering with HBCUs to create a more inclusive onboarding experience for underrepresented learners through programs like [Impact Labs](#). Innovating in partnership with HBCUs is one step we're taking towards driving greater equity and access across higher education.

"Community service is one of my passions. Very rarely do underrepresented minorities have access to high-level technology in their homes. They are also misunderstood in the thought that they are not completing work and assignments when sometimes it's the lack of resources in the household that act as a barrier for that completion. I'm looking forward to working and collaborating with others in Impact Labs to find ways to help solve this challenge in higher education."

Dr. Glenda Evans
Assistant Professor/Chair of the Department of Business Administration
Hampton University



About Salesforce.org

Salesforce.org is a social impact center of Salesforce focused on partnering with the global community of changemakers. We provide access to powerful technology, community partnerships, and impactful investments that empower changemakers to build a better world. As a social enterprise business unit dedicated to creating solutions for nonprofit, educational, and philanthropic organizations, we innovate on top of the world's #1 CRM, channeling the philanthropic power of our employees, customers and partners to join our global movement for good. Visit www.salesforce.org for more.