What is the National Conference on Race & Ethnicity in American Higher Education (NCORE)?
For 30 years, NCORE has been the premiere national resource for higher education institutions, providing an annual multicultural forum that attracts participants from more than 1,000 educational institutions, state and federal programs and community organizations.

Who Attends NCORE?
• Senior administrative officers at both campus and system levels
• Academic affairs administrators, deans, department chairs and teaching faculty
• Directors and staff of offices of affirmative action, equal employment opportunity, and minority affairs
• Professionals in virtually all campus activity/service areas, including admissions, student life, financial aid, personnel, public safety, alumni affairs and athletics
• Representatives of state and national institutes, associations, agencies, commissions and foundations.
• Student leaders and student scholars
• Representatives of community-based agencies and organizations

How Does NCORE Benefit Participants?
The goal of NCORE is to provide cutting-edge forums for discussion, critical dialogue, and exchange of information as institutions search for:
• Assisting higher education institutions to create inclusive higher education environments, programs, and curriculum; improve campus racial and ethnic relations; and expand opportunities for educational access and success by culturally diverse, traditionally underrepresented populations
• Providing policy, planning, programmatic, curricular/pedagogic, research/assessment, training, and theoretical perspectives from around the country
• Highlighting exemplary working models and approaches capable of being adapted in other institutional settings
• Attracting attendees from higher education communities or agencies concerned with higher education from across the United States. NCORE also attracts international attendees
• Consistently receiving high evaluations annually – 98 percent of the conference attendees rate the overall value and benefit of NCORE as “Excellent,” “Very Good,” or “Good”

Outcomes of the annual conference result in the creation or revision of policies, plans, curriculum and pedagogy. New research is launched, assessments and training are offered, and new theoretical perspectives are introduced.
Purposes:

- To provide a national forum to discuss issues, promote solutions and share best practices in regard to diversity, inclusion and equity in higher education.
- To increase access to and retention of diverse underrepresented populations in higher education.
- To provide opportunities for sustained 7-10 hour intensive training institutes (Tuesday Pre-Conference) as well as 350 concurrent sessions and workshops from which to choose.

Participants:

Participants come from two-year and four-year institutions across the United States, sovereign nations and U.S. territories and include:

- Academic affairs personnel: faculty, deans, administrators, research associates and advisors.
- Personnel in student affairs: resident life, student life and career services.
- Teachers and professionals in cultural, multicultural, ethnic studies and gender studies programs.
- Graduate and undergraduate student leaders and scholars.
- Representatives of community-based, state and national institutes and organizations.

Recent Keynote Speakers:

- Franchesca Ramsey - comedian, feminist, social justice activist.
- Jenny Yang - activist, social commentator.
- Dolores Huerta - activist for immigrants and woman, co-founder of United Farm Workers.
- Soledad O’Brien - award-winning journalist, documentarian, news anchor and producer.
- Dr. Cheryl Crazy Bull (Sicangu Lakota) - president and CEO of the American Indian College Fund.
- Dr. Marc Lamont Hill - host of the nationally syndicated television show “Our World with Black Enterprise” and associate professor of education at Teachers College at Columbia University.
- Dr. Vandana Shiva - physicist, inter-disciplinary researcher in science, technology and environmental policy and founder of the Research Foundation for Science, Technology and Ecology.
- Melissa Harris-Perry - MSNBC host, professor at Tulane University, New Orleans.
LOCATION FOR NCORE 2018

- **New Orleans, Louisiana**- Hilton New Orleans Riverside, Two Poydras Street, New Orleans, LA, 70130

2018 CONFERENCE DATE

- **Tuesday, May 29 to Saturday, June 2, 2018**

NCORE BY THE NUMBERS (2017 DATA)

- 3,400 attendees
- 700 total presenters, including four keynote speakers
- 358 total sessions and workshops
- 7,500 hotel rooms (nights booked)

2017 RACE AND ETHNICITY FOR ATTENDEES

![Race/Ethnicities Represented](image)

- **African American or Black** 36%
- **White** 30%
- **Latinx** 14%
- **Middle Eastern/Arab** 1%
- **Multi-Racial** 5%
- **Other** 2%

2017 POSITIONS OF ATTENDEES

- **Other** 5%
- **Consultant** 2%
- **Undergraduate Student** 6%
- **Graduate Student** 6%
- **Professional Staff** 4%
- **Administrator** 11%
- **Student** 11%
- **Dean/Associate Dean** 6%
- **Diversity Officer** 3%
- **Assistant/Associate Vice President** 2%
- **Vice President/Provost** 1%

2017 DEPARTMENTS OF ATTENDEES

<table>
<thead>
<tr>
<th>Departments Represented</th>
<th>2017 Attendees Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>Poor, 0%</td>
</tr>
<tr>
<td>Administration</td>
<td>Fair, 7%</td>
</tr>
<tr>
<td>Diversity and Inclusion</td>
<td>Very Poor, 0%</td>
</tr>
<tr>
<td>Student Life</td>
<td>Very Good 61%</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>Good 32%</td>
</tr>
<tr>
<td>Residence Life</td>
<td></td>
</tr>
<tr>
<td>Multicultural Affairs</td>
<td></td>
</tr>
<tr>
<td>Human Resources</td>
<td></td>
</tr>
<tr>
<td>Financial Aid</td>
<td></td>
</tr>
<tr>
<td>EEOC</td>
<td></td>
</tr>
<tr>
<td>Affirmative Action</td>
<td></td>
</tr>
<tr>
<td>Admissions</td>
<td></td>
</tr>
<tr>
<td>Academic Affairs</td>
<td></td>
</tr>
<tr>
<td>Academic Departments</td>
<td></td>
</tr>
</tbody>
</table>

CONTACT INFORMATION

**General inquiries:**
Southwest Center for Human Relations Services
College of Continuing Education / The University of Oklahoma
3200 Marshall Avenue, Suite 290 / Norman, Oklahoma 73072
P: 405.325.3694 / F: 405.325.7659
ncore@ou.edu / www.ncore.ou.edu
General Sponsors

General Sponsors of the National Conference on Race and Ethnicity in American Higher Education are supporting the mission and goals of the conference by underwriting special initiatives that directly impact conference participants through special programming, quality speakers, and community outreach initiatives.

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>DOLLAR AMOUNT</th>
<th>CONSIDERATION FOR SPONSORSHIP</th>
</tr>
</thead>
</table>
| GOLD              | $25,000 and up    | **On-site Access:** • 60 sec. video about your organization shown at a general session  
 |                   |                   | • 6 conference fee waivers  
 |                   |                   | • 1 seat at the keynote luncheon of your choice  
 |                   |                   | • 1 10 x 10 exhibit booth with premium location  
 |                   |                   | **Exposure:** • 1 full page color tab in all 3,000+ conference program guides  
 |                   |                   | • Name and logo projected on background slide of all general sessions, and special events  
 |                   |                   | • Name and logo projected on 8 large digital screens throughout venue  
 |                   |                   | • 1 Banner ad on the mobile app with link to your site  
 |                   |                   | • Listing on NCORE website as sponsor w/link to your site  
 |                   |                   | • 8 Shout-outs on Social Media between placement and the conference  
| SILVER            | $15,000 to $24,999| **On-Site Access:** • 30 sec. video about your organization shown at a general session  
 |                   |                   | • 4 conference fee waivers  
 |                   |                   | • 1 10 x 10 exhibit booth with premium location  
 |                   |                   | **Exposure:** • 1 full page color tab in all 3,000+ conference program guides  
 |                   |                   | • Name and logo projected on background slide of all general sessions, and special events  
 |                   |                   | • Name and logo projected on 8 large digital screens throughout venue  
 |                   |                   | • Listing on NCORE website as sponsor w/link to your site  
 |                   |                   | • 1 Banner ad on the mobile app with link to your site  
 |                   |                   | • 6 Shout-outs on Social Media between placement and the conference  
| BRONZE            | $ 7,500           | **On-Site Access:** • 2 conference fee waivers  
 |                   |                   | **Exposure:** • 1 full page b/w ad in all 3,000+ conference program guides  
 |                   |                   | • Name and logo projected on background slide of all general sessions, and special events  
 |                   |                   | • Name and logo projected on 8 large digital screens throughout venue  
 |                   |                   | • Listing on NCORE website as sponsor w/link  
 |                   |                   | • 1 Banner ad on the mobile app with link to your site  
 |                   |                   | • 4 Shout-outs on Social Media between placement and the conference  

NCORE is a production of the Southwest Center for Human Relations Studies at the University of Oklahoma.  
3200 Marshall Ave., Norman OK 73019 • 405-325-3694 • ncore.ou.edu • ncore@ou.edu
### Event Sponsors

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DOLLAR AMOUNT</th>
<th>CONSIDERATION FOR SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>BREAKFAST OR BREAK</td>
<td>$7,500</td>
<td>• Acknowledge as event sponsor&lt;br&gt;• 1 Full page B/W ad in program guide&lt;br&gt;• 4 social media shout-outs&lt;br&gt;• Banner ad on mobile app with link to sponsor&lt;br&gt;• All tables branded with signage&lt;br&gt;• A designated sponsor’s table for handouts during sponsored event</td>
</tr>
<tr>
<td>Continental breakfast or Beverage and snack breaks</td>
<td>6 opportunities available</td>
<td>Exposure: • Continental breakfast or&lt;br&gt;• Beverage and snack breaks&lt;br&gt;• 6 opportunities available</td>
</tr>
</tbody>
</table>
## Swag/Item Sponsors

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DOLLAR AMOUNT</th>
<th>CONSIDERATION FOR SPONSORSHIP</th>
</tr>
</thead>
</table>
| **CONFERENCE TOTE BAG** | $12,000 for single sponsor or $6,000 ea. for two sponsors | • Your Logo taken home to 900+ campuses on 3000+ bags  
• Banner ad on mobile app with link to sponsors content  
• 4 social media shout-outs  
• Listing as sponsor on web site with link to your web site |
| **MINIATURE FAN POWERED BY SMART PHONE** | $5,000 | • Your logo featured on each item  
• Banner ad on mobile app with link to sponsors content  
• 4 social media shout-outs  
• Listing as sponsor on NCORE web site and mobile app, with link to your web site |

New Orleans, Louisiana • May 29-June 2, 2018

NCORE is a production of the Southwest Center for Human Relations Studies at the University of Oklahoma.  
3200 Marshall Ave., Norman OK 73019 • 405-325-3694 • ncore.ou.edu • ncore@ou.edu