

Black Cultural Center

Impact Insights



The Black Cultural Center (BCC) advances institutional goals of access, retention, completion, inclusion and belonging. The center is a vital resource for Black communities as a learning space for everyone on campus and in Utah.

Regional & Local Footprint

4,400

University Students

2,200

Community Members

146

Community Donors

130

Faculty & Staff

32

Community Partnerships*

3

Flagship Programs

*Including Utah Jazz, PDQ, Utah Black Chamber, Utah System of Higher Education, Utah Division of Multicultural Affairs and additional philanthropic partners listed below with Strategic Fundraising.

Strategic Fundraising

(July 2021 - March 2024)

\$209,740

Philanthropic Dollars Raised

146

Total Donors

The BCC's philanthropic partnerships have included Domo, Inc; BMW Bank of North America; Pepsi; Northwestern Mutual; L3Harris Technologies, Inc.; 1-800 Contacts; and NBA Foundation.

Fall 2023 Student Engagement Composition (N=70)



39%

Black, African American

39% of the total students who engaged with the BCC identified as Black or African American. Most students who engage with the BCC and utilize the center's resources are from diverse backgrounds.



The BCC was the first place I called when considering the U for my son. Being from the east coast, I wanted to make sure that he would have a sense of belonging. We were so impressed by the team, and what the BCC offers in terms of a solid programming and an emphasis on Blackness and retention, that my son's twin sister decided to make the U her #1 pick as well. Go Utes!

Operation SUCCESS

AY21 - AY23

Operation SUCCESS increases belonging and retention through leadership development, research, critical skills and cultural engagement. Started with seed money in 2021, the program is now fully donor supported.

280%

Increase in Partnerships

33%

Cohort Growth
from an original cohort of 6

\$12k

\$24k

100% Fellowship Scholarship Increase
from \$12k to \$24k

Increase in Belonging

AY21 - AY22

Using a 5-point Likert scale, students were administered pre and pos surveys with 100% response rate. Respondents reported an increase in belonging in the following ways:

Academic Belonging

+40%

Cultural Belonging

+40%

Social Belonging

+26%

Program Development

+70%

Alternative Spring Break

AY21 - AY22

The Alternative Spring Break initiative engages students, faculty and staff in justice work through experiential learning while building meaningful connections with communities and non-profit organizations across the western U.S.

2

Experiences

20%

Participation Growth

15

Participants

As a result of participation in the program, students reported **60% increase in Cultural Belonging** and **43% increase in Post-Graduation Preparation**.

Male Success Initiative

Fall 2022 - Spring 2024

The Male Success Initiative is in its second year of three-year seed funding. The initiative increases belonging and retention through cultural development, academic engagement, workforce and internship experience for male students from urban and rural backgrounds.



I really enjoyed all the events ... I also appreciated the workshops ... [they] opened my mind and let me express myself.



I like that this program is building a community for me and long-term friendships and guidance.

+220%

Partnerships & Collaborations

164

Students Attended Barbershop Events

+80%

Retreat Participation