



*FedEx-HBCU Student Ambassador Program representatives standing outside the New York Stock Exchange (NYSE).*

## Creating opportunities with HBCUs

FedEx believes our communities and our business are stronger when everyone has equal access to opportunity. Our unwavering commitment to HBCUs began more than 20 years ago. It is a long-standing relationship that we are proud of as it continues to evolve over the years. As part of our enterprise-wide diversity, equity, and inclusion efforts, in 2021 we launched a new multi-year strategy in collaboration with Historically Black Colleges and Universities (HBCUs) to help break down barriers to career opportunity for Black students.

We began with a new five year, \$5 million pledge to a group of HBCUs, many of which FedEx has been supporting for over a decade. In collaboration with HBCU presidents, we funded programs to prepare students for the workforce and provide financial assistance to students facing economic hardship due to the COVID-19 pandemic.

To bring awareness and additional support to the incredible programming at HBCUs nationwide, we are lending our global brand platform and marketing assets to tell their stories. We are also working with teams from multiple operating companies to help students learn about careers at FedEx. Our strategy has three components: Engage, where we raise awareness about the academic and career promise of HBCUs; Empower + Educate, where we work with HBCUs to provide educational experiences that lead to career preparedness; and Connect, where we connect students to internships, mentorships, and career opportunities at FedEx and beyond.

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## Engage: raising awareness about the academic and career promise of HBCUs

### Creating opportunities to listen and learn

FedEx helped convene a Listen and Learn Roundtable focused on the intersectionality of sports and social justice. Participants included Denny Hamlin, driver of the #11 Toyota Camry sponsored by FedEx, fellow NASCAR driver Bubba Wallace, Jackson State University Athletic Director Ashley Robinson, Tennessee State Head Basketball Coach Penny Collins, and ESPN SportsCenter anchor Elle Duncan. The participants discussed the importance of pairing awareness with inclusivity, and how Black athletes and ally voices can use their platforms to speak out against racial injustice and inspire change.

As one way to help elevate the profile of HBCUs, FedEx created a new paint scheme for the #11 Toyota Camry driven by Denny Hamlin at Daytona in 2021. HBCU presidents were also invited to attend the race.



Above: Listen & Learn Roundtable with two of racing's best, Denny Hamlin and Bubba Wallace, along with Ashley Robinson of Jackson State University and Penny Collins of Tennessee State University.

Right: A unique creative wrap on the No. 11 FedEx Toyota Camry in support of HBCU education.



“[I’m] overwhelmed with gratitude. You know FedEx, they have a long history of supporting HBCUs, especially mine, LeMoyne-Owen College, so this weekend’s NASCAR race will provide national exposure and a spotlight on HBCUs.”

– Dr. Vernell Bennett-Fairs,  
president of Lemoyne-Owen College

“I hope this act of generosity will spark other companies to consider donating and partnering with HBCUs.”

– Tennessee State University  
student Ammria Carter



*HBCU Presidents' Roundtable hosted by FedEx. L-R: Chris Winton, Corporate Vice President, Human Resources, FedEx Corporation; Dr. Jerryl Briggs, Sr., President of MVSU; Dr. Vernell A. Bennett-Fairs, President of LeMoyné-Owen College; Dr. Glenda Glover, President of TSU; Thomas Hudson, President of JSU; Shannon A. Brown, Senior Vice President of Eastern Division U.S. Operations and Chief Diversity Officer, FedEx Express*

## **Reflect. Listen. Act.:** **A conversation with HBCU presidents**

FedEx hosted a Conversation with HBCU Presidents at our World Headquarters in Memphis, Tennessee that brought together four HBCU presidents to reflect on social unrest, the global pandemic, and mental health and its impact on their institutions and students. Presidents of Tennessee State University (TSU), Jackson State University (JSU), Mississippi Valley State University (MVSU), and LeMoyné-Owen College (LOC) shared how they have been adapting to changing student needs and creating spaces for students to ask for help, create or join activist movements, and map career pathways. Chris Winton, Corporate Vice President of Human Resources, FedEx Corporate, moderated the discussion.

“The mental health issue is something that is not talked about enough,” MVSU President Jerryl Briggs said. “[The pandemic] had a tremendous impact on their mental health, and I think all of us saw that in our students.”

“Last summer [2020] was a visual reminder of where we are as a society,” said JSU President Thomas Hudson. Our students were greatly affected by it, and you add in the pandemic, it was really important for our students to be a part of the movement that took place.”

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## Empower and educate: working with HBCUs to provide educational experiences that lead to career preparedness

### FedEx-HBCU Student Ambassador Program

The Student Ambassador Program provides empowerment, engagement, and education for students, and access to resources that will help them prepare to enter the workforce after college.

Through the program, students from eight HBCUs participate in virtual and hybrid meetings and gain exposure to FedEx leadership, team members, and unique learning experiences. FedEx intends to introduce a new cohort each year, to align with the five-year commitment to HBCUs announced in 2021. Student participants have career interests in areas that align with our business including e-commerce, sustainability, tech, logistics, marketing communications, sales, data analytics, and operations.



*FedEx and HBCU presidents ringing the bell at the New York Stock Exchange on February 1, 2022.*

### Announcing the FedEx-HBCU Student Ambassador Program at New York Stock Exchange

On February 1, 2022, the first day of Black History Month, HBCU presidents, students and FedEx leadership rang the closing bell at the New York Stock Exchange (NYSE) to announce the Student Ambassador Program.

“These are the unbelievable gifts that go far beyond any dollar amount. These are opportunities to open eyes and change people’s perspectives, not just about themselves, but about what is possible for them next. We appreciate FedEx and we appreciate them investing in our students.” – Michael Sorrell, President, Paul Quinn College

“I’m so pleased to be a part of this program because of what it means to the students. FedEx has a direct commitment to diversity and inclusion and a direct commitment to HBCUs. They are doing things to uplift the students and make sure they are getting ready for their careers. It’s this commitment that has caused them to bring us to New York on this first day of Black History Month so students see careers in action. It makes knowledge more meaningful when you see it in action.” – Glenda Glover, President, Tennessee State University

“We get a chance to learn how a Fortune 500 company works and prepare ourselves to be in this type of field. I’m really, really excited and looking forward to what this great program has to offer.” – Shaun Wimberly Jr., Student, Tennessee State University

“Being in this opportunity with FedEx is going to allow me to gain the knowledge and the network and learn different skills I will need later in my career.” – Brianna Alston, Student, Fayetteville State University



*HBCU presidents at the New York Stock Exchange on February 1, 2022.*



HBCU Career Insights students at Richmond Raceway with FedEx pitcrew.

## Connect: providing a bridge to career opportunities at FedEx and beyond

### Expanding professional networks and opportunities for HBCU students

Through our sports sponsorship portfolio, we are helping students from our partner HBCU schools to grow their professional networks and experience. The FedEx-HBCU Career Insights Program connects HBCU students who have an interest and passion for sports with professionals in the sporting industry. The program launched in spring 2022.

On Sunday, April 3, Denny Hamlin took the checkered flag in the Toyota Owners 400 at Richmond Raceway. It was his first win of the 2022 NASCAR Cup Series and featured a “HBCU” decal on the rear bumper.

The FedEx Ground Career Expose College Pathways is another initiative to provide students from selected HBCUs the opportunity to speak directly with company leaders and learn about different career paths available at FedEx Ground. Program topics include transitioning from college to FedEx Ground careers; “A day in the life” in Safety, Engineering, Finance, Human Resources, Logistics/Supply Chain, and Operations; resume writing; and interview tips.



HBCU Career Insights Program students celebrating Denny Hamlin's win at Richmond Raceway in the Toyota Owners 400 on April 3, 2022.



HBCU Career Insights Program engineering students looking under the hood of the No. 11 FedEx Toyota Camry TRD.

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### Hands-on learning and career development

FedEx Logistics established a satellite office on the Mississippi Valley State University (MVSU) campus to provide students with part-time jobs and the potential for full time employment upon graduation. FedEx Logistics and Supply Chain are also hiring students from LeMoyne-Owen College for part-time employment, while providing full-time benefits and tuition reimbursement.

“We are thrilled FedEx Logistics has chosen MVSU for its HBCU campus satellite office program. Our students’ response to joining the FedEx Logistics team during their matriculation at MVSU has been tremendous.” – Dr. Jerryl Briggs, Sr., president of MVSU.

The FedEx Freight Boardroom Experience introduces Black, Hispanic, and other students of color to career possibilities at FedEx through a simulated boardroom meeting. The program is part of our company’s recruitment efforts to diversify internship and entry-level talent. Students discuss topics such as personal branding, the value of mentors and sponsors, and the value of culture in the workplace.



*FedEx Logistics Academy students.*