

ICLA



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The COVID-19 pandemic put everything on pause and tested our will and determination in the world of retail. As things came to a halt worldwide, we were all faced with the adversity of what's next? What can we do to generate revenue? How can we continue to garner the support of our fan base? And the list goes on and on. The numerous Zoom calls, webinars, and emails helped keep us slightly grounded and in touch with our peers. Nevertheless, the ambiguity of it all was unsettling for Jackson State®.

Mississippi was ranked in the top-5 retail markets heavily impacted by the COVID-19 pandemic. Fall '20 athletics seasons were canceled, except for a few basketball match-ups. In Spring '21, we played a shortened football season, with reduced capacity and a whirlwind schedule for all other athletics teams. Despite the adversity, Jackson State® won championships in men's and women's

basketball, volleyball, and tennis, with baseball also having a remarkable season. These championships and the return of

in-person commencements and residential students contributed to an increase in sales over the previous fiscal year.

COVID-19 and Spring '21 presented their fair share of challenges for Jackson State University®. Supply chain woes, labor shortages, and burnouts were second nature. However, with the rich heritage and steadfast support of our campus community, not only did we persevere, we exceeded expectations. Now add a promising performance in both athletics and academics; our students, faculty, staff, alumni, and fans are all delighted with the branding, merchandise, and marketability of our dear ole' college home. Never underestimate the heart and strength of a Tiger!

Thank you ICLA, CLC and NACDA for your continued support and efforts to ensure the inclusiveness of all colleges and universities and the brand recognition efforts.

HBCU Inclusion & CLC Inclusive Initiatives Update

CLC has been diligent in showcasing its commitment to diversity, equity, and inclusion. Last fiscal year, CLC successfully advocated for Jackson State® merchandise in Dick's Sporting Goods, Belk and Hibbett Sports. The brand,

Champion, was our top apparel license, with its top retailers being Follett, Belk, Fanatics and Hibbett Sports.

In September, our participation in College Colors Day and the debut of Jackson State's football team in custom menswear through the partnership of G-III's HBCU Program with Michael Strahan highlighted our trademark licensing efforts.

On Friday, Oct. 22, 2021, the Hillflint x Bleacher Report Collection successfully launched. The partnership and Chris Paul's commitment to HBCUs generated much buzz and even forged a partnership with Follett to carry the collection in our JSU™ Campus Store.

With the increase in brand recognition of Jackson State University® comes an influx of counterfeit infringement. We will continue our efforts to inform fans on how to distinguish licensed products from unlicensed merchandise with the aid of the Look for the Label Campaign.

We salute our talented and rising small business owners/vendors: Legacy History Pride, Public Figures, Reed Enterprises, Signature Brand HTX, and Tones of Melanin for their continuous support in promoting brand awareness. Here, we represent more than the typical college or university.

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