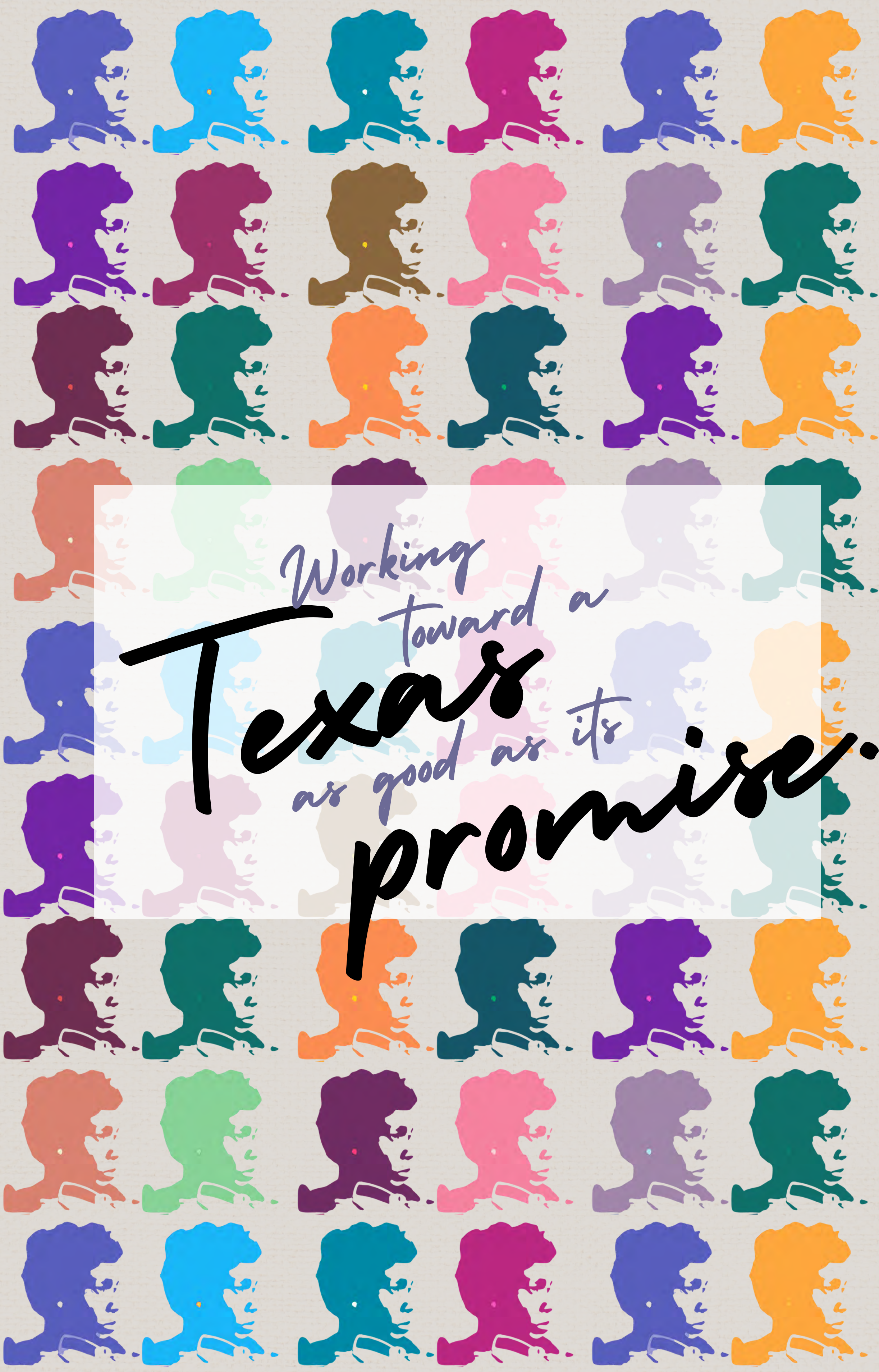


BARBARA JORDAN LEADERSHIP INSTITUTE

# ANNUAL IMPACT REPORT

DECEMBER 2024





Working  
toward a  
**Texas**  
as good as its  
**promise.**

# VOTER ENGAGEMENT

This year was significant for our civic participation initiatives. Our 'Marches to the Polls' events successfully **mobilized 750 student voters** across various campuses, including **300** at Lamar University, **150** at Texas Southern University, **175** at Prairie View A&M University, and **100** at Jarvis Christian University. In addition, we **registered 150 new voters** and made direct contact with **32,854 people**, ensuring personal and meaningful engagement in our efforts to foster a more informed and active community.



32K

## ADVOCACY

In 2024, our advocacy initiatives extended to raising awareness about uterine fibroids during Uterine Fibroid Awareness Month. Our self-care forums, designed to educate and support women affected by fibroids, successfully gathered **300 attendees** across various locations. At these forums, we collected and **donated 8,500 period products** to entities such as Jack Yates High School, West Dallas Multipurpose Community Center Pantry, and Crowley High School. Additionally, we contributed **40 cases of water** in the Houston Area, further supporting the community. These efforts are part of our broader commitment to health education and community support, reflecting our mission to empower and uplift through informed advocacy and tangible aid.



300

## 24' BY THE NUMBERS

Making an impact that *Counts*



58K

## OUTREACH

Throughout 2024, we launched extensive outreach campaigns, sending **37,967 text messages** to mobilize voters and educate the public on important voting information. Beyond these direct messages, our activities engaged with **58,631 individuals** throughout the year, creating a widespread impact. Our digital presence saw substantial growth this year, with our total followers across all platforms reaching **11,158**. This growth in our digital community has significantly expanded our reach and influence, allowing us to disseminate valuable information and rally support for various causes more effectively than ever before.



180

## LEADERSHIP

In 2024, we reached a total of **180 people**, including **100 lawyers** trained to keep elections fair and **80 students** involved across new campus chapters at **six universities**: Texas Southern University, Lamar University, Prairie View A&M, Jarvis Christian University, and Stephen F. Austin State University, and Thurgood Marshall School of Law. These chapters help us teach young people in local schools about voting rights and civic duty. We also welcomed **10 new fellows**, enhancing our efforts to inspire and train future leaders.



# A LEGACY OF IMPACT

To support our expanding operations, we welcomed new staff members **Christian Guillory as Field and Fellowship Director**, **Ryon Lee as Greater Houston Area Director**, and **Jackie Simien as Development Director**.



## CHRISTIAN GUILLORY, Field and Fellowship Director

Christian Guillory is an adept professional with a background in accounting and business administration. He earned both his Master of Science in Professional Accountancy and Bachelor of Business Administration from Lamar University. Currently, he is the Field Director at the Barbara Jordan Leadership Institute, where he is known for his strong communication skills, leadership, and project management abilities. Christian is skilled in driving results and fostering collaboration across diverse teams. Outside of his professional life, he enjoys volunteering, watching sports, and supporting his alma mater.



## RYON LEE, Greater Houston Area Director

Ryon Dior Lee's profound impact stems from a rich background in community service, leadership, and advocacy. Initially influenced by a family tradition of education and service, Ryon has extended her influence beyond academic achievements to significant roles in public service. As a former Miss Juneteenth, she has actively championed community empowerment initiatives, pairing her public presence with meaningful advocacy. Her professional journey includes leading roles such as the President of the Graduate Student Association at Texas Southern University and pivotal internships with legislative bodies and local judges.



## JACKIE SIMIEN, Development Director

Jackie Simien's 25-year media career is highlighted by her interactions with prominent figures including President George W. Bush and Beyoncé. With a Mass Communications degree from Louisiana State University and her start in local news, Jackie quickly rose to prominence in Southeast Texas as a trusted news anchor. Her transition from media to public relations saw her making significant contributions to educational and non-profit sectors, enhancing community engagement and support for at-risk youth. Her commitment to civic service is underscored by her involvement in organizations like The Links, Incorporated and Jack and Jill of America.



*Empowering Change:*

**OUR PLEDGE TO EQUITY AND JUSTICE**

BJLI's mission and vision are to increase the diversity of leadership by training, mentoring, supporting and empowering Black communities.

Through the diversity of leadership, BJLI seek to build fair, compassionate, healthy, prosperous and safe communities.

**@IAMBJLI**