EDA and HBCUs:
Cultivating Strategic Engagement for Regional Economic Development
Austin Regional Presentation
November 12, 2020
WEBINAR OVERVIEW

- **Introduction / Webinar Overview** (Brett Schwartz, NADO Research Foundation)
- **EDA Welcome** (Dennis Alvord, U.S. EDA)
- **HBCUs and the EDA Ecosystem**
  - *CEDS and Economic Development Districts* (David Ives, U.S. EDA)
  - *University Centers and Technical Assistance/Capacity Building* (Bernadette Grafton, U.S. EDA)
  - *HBCU Engagement with EDA*
    - Dr. Donald R. Andrews, College of Business, Southern University, Baton Rouge, LA
    - Justina Shaw and Jimmy Henry, Prairie View A&M University, Prairie View, TX
- **Accessing Relevant Federal and Capital Resources**
  - *Economic Development Integration* (Doug Lynott, U.S. EDA)
  - *Business Assistance and Access to Capital* (Joann Hill, MBDA)
- **Conclusion/Participant Q&A**
INTRODUCTION

WELCOME AND OPENING REMARKS

Dennis Alvord
Deputy Assistant Secretary for Economic Development and Chief Operating Officer, U.S. EDA
EDA and HBCUs:

Economic Development Districts and the Comprehensive Economic Development Strategy (CEDS) Process
Economic development starts with good planning

Comprehensive Economic Development Strategies (CEDS) provide a framework for regional economic development capacity building

Institutions of higher education like HBCUs can be key contributors to the planning process

EDA’s updated CEDS Content Guidelines highlight HBCU contributions to economic development (SWOT section, pg. 9)

Find EDA’s CEDS Content Guidelines at https://www.eda.gov/ceds/
1. Map and contact list can be found at NADO’s CEDS Central (https://www.cedscentral.com/edd-and-hbcus.html)

2. To locate an Economic Development District, search EDA’s Resource Directory (www.eda.gov/resources) or contact your EDA regional office (www.eda.gov/contacts)
EDA and HBCUs:
EDA University Center Program
The University Center (UC) Program – EDA's University Center Program is a competitively-based partnership between EDA and academic institutions that makes the varied and vast resources of universities available to the economic development practitioner community. It enables institutions of higher education to establish and operate programs focused on leveraging university assets to build regional capacity for economic development.
PROGRAM HISTORY

- In existence since 1966 – institutional awards with annual funding

- In 2004, the program was modified to be a competitive grant program where institutions of higher education compete for funding for a 3-year period

- In 2012, the period of performance was changed to a 5-year funding cycle with annual review of each UC done to secure approval for funding in the next year
The total University Center Program allocation for FY 2018 (the last competition) was $7.4 million, through the Consolidated Appropriations Act, 2018 (P.L. 115-141).

Annual awards for the UCs selected in past years generally have been in the range of $80,000 to $200,000 each, and 8 to 10 awards generally have been made per participating region.
As of FY 2018, there are 64 active UCs in 45 states and Puerto Rico.
The most visible example of EDA’s ongoing partnership with the HBCU community consists of those schools that have been designated as EDA University Centers. These five EDA University Centers spanning three of EDA’s Regional Offices are listed below with links to each of their individual UC profile pages where you can learn more about each of them.

<table>
<thead>
<tr>
<th>State</th>
<th>University Center</th>
<th>Regional Office</th>
<th>Year 1 of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>Delaware State University</td>
<td>Philadelphia</td>
<td>2016</td>
</tr>
<tr>
<td>Maryland</td>
<td>University of Maryland and Morgan State University Joint Center for Economic Development</td>
<td>Philadelphia</td>
<td>2016</td>
</tr>
<tr>
<td>Florida</td>
<td>Florida A&amp;M University</td>
<td>Atlanta</td>
<td>2017</td>
</tr>
<tr>
<td>North Carolina</td>
<td>Fayetteville State University</td>
<td>Atlanta</td>
<td>2017</td>
</tr>
<tr>
<td>Louisiana</td>
<td>Southern University and A&amp;M College</td>
<td>Austin</td>
<td>2018</td>
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</tbody>
</table>
EDA REGIONS & COMPETITION CYCLE

- **FY 2021**
  - Chicago Regional Office
  - Philadelphia Regional Office

- **FY 2022**
  - Atlanta Regional Office
  - Seattle Regional Office

- **FY 2023**
  - Austin Regional Office
  - Denver Regional Office
Eligible Applicants

- Accredited Institutions of Higher Education
- Community Colleges or Junior Colleges
- Consortium of Accredited Institutions of Higher Education
- University-Affiliated Research Institutions
- Non-Profit Organizations

Matching Requirements

- EDA will fund 50 percent of the total project cost.
- In-kind contributions are allowed.
- Local match must be committed at the time the application is submitted (only first year match amount required).

See Notice of Funding Opportunity for eligibility details.
University Center activities can generally be bucketed into the following categories:

- Conducting applied research, providing technical assistance to distressed communities, delivering educational trainings and workshops, supporting business expansion, innovation, and high-growth entrepreneurship
- Prototyping, product development, commercialization, technology transfer
- Business counseling services
- Feasibility studies and analyzing data
PROJECT EXAMPLES

- University of Wisconsin Extension: Data Analysis and Data Hub for Economic Development Organizations – EDDs, RDOs, EDOs and cities

- University of Kansas Center for Research: Addresses economic development needs of rural America.

- Connecticut Manufacturing Simulation Center: Provides technical assistance to small and medium-sized enterprises (SMEs) for computer modeling-based design, development, testing, and validation to help improve their competitiveness in the global economy.

- Bowling Green State University (BGSU) Center for Regional Development and the University of Oregon: Works extensively with the their EDDs on economic resilience strategies and updating their CEDS.

- University of Florida – Collaboratory for Women Innovators: Created a the Empowering Women in Technology Startups (EWITS) program which provides experiential hands-on entrepreneurial training and skills
- Bridging access to University resources
- Aligning University research with industry cluster group needs
- Job creation and retention
- New business formation
- Strengthened relationships within the ecosystem and connectivity with economic development organizations
- Community leaders trained in economic development
- Development of more data-informed strategic planning documents
- Responding to the needs of communities for disaster recovery and resilience planning
- Increased economic impact
- Creation and dissemination of tools and reports requested by the economic development community
- Conducting feasibility studies that help support future capacity-building and infrastructure projects
- Supporting workforce development and skills training needs in the region
Vision To Create the Future
Booker T. Washington – Tuskegee Institute
and Role of HBCUs in Economic Development
America’s history has been one continual upheaval in jobs—first off the farms and into factories, then on to services. The economy’s relentless reorganization raises productivity.
University Engagement Model

Source: Foundations for Strategy and Practice APLU and UEDA
EDA's University Center Economic Development Program makes the resources of universities available to the economic development community.

Institutions of higher education have extensive resources, including specialized research, outreach, technology transfer, and commercialization capabilities, as well as recognized faculty expertise and sophisticated laboratories.

The EDA-supported University Center (UC) program is specifically designed to marshal the resources located within colleges and universities to support regional economic development strategies in regions of chronic and acute economic distress.
Where HBCUs are Located

HBCUs PUNCHING ABOVE THEIR WEIGHT

Across the 21 states and territories where HBCUs are located, in 2016 they...

- Comprised 9% of four-year institutions
- Enrolled 24% of all black undergrads pursuing a bachelor’s degree
- Awarded 26% of all black bachelor’s degrees
- Awarded 32% of STEM bachelor’s degrees earned by black students

*2016 data
SUBR College of Business Structure

- **Mission**
  - To provide a quality business program that prepares students of diverse backgrounds for global career challenges and makes a positive contribution to the public and private sectors through effective instruction, impactful research and innovative community engagement

- **Undergraduate programs in:**
  - Accounting
  - Finance (Economic and Insurance Concentrations)
  - Management (HR, MIS & Supply Chain Concentrations)
  - Marketing (with Professional Sales Concentration)

- **MBA and JD/MBA programs**

- **University Center for Economic & Entrepreneurial Development (EDA)**

- Accredited in 1998 by AACSB – International; the Association to Advance Collegiate Schools of Business.
University Center Goals

- (1) To expand and revitalize economic development in Louisiana
- (2) To provide tangible programs that enhance existing businesses and help create new venture opportunities

Objectives

- To participate and generate (1) Workforce Development, (2) Advancing Entrepreneurship and Innovation, and (3) Applied Research for the economies of economically stressed targeted economic planning districts 2, 6, and 8.
Economic Development Planning
Districts in Louisiana (CEDs Goals)
Case Study: University Center for Economic and Entrepreneurial Development at Southern University Baton Rouge

- Recent research shows that once economic distress sets in rural communities, it is very likely to persist, because the rural communities are least capable of reversing their declines due to a cascading loss of business, jobs, investment, and tax bases.

- Economically distressed rural communities need assistance that enables more people to participate in and benefit from national economic growth.
- Tallulah, Madison Parish, LA, Population: 7,215

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<tr>
<th>Economic Indicators for Louisiana</th>
<th>Louisiana</th>
<th>71282</th>
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<tbody>
<tr>
<td>No High School Degree</td>
<td>17%</td>
<td>27%</td>
</tr>
<tr>
<td>Housing Vacancy Rate</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Adults Not Working</td>
<td>45%</td>
<td>58%</td>
</tr>
<tr>
<td>Poverty Rate</td>
<td>20%</td>
<td>41%</td>
</tr>
<tr>
<td>Median Income Ratio</td>
<td>100%</td>
<td>52%</td>
</tr>
<tr>
<td>Change in Employment</td>
<td>5.5%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Change in Businesses</td>
<td>1.0%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Distress Score</td>
<td>91.0</td>
<td></td>
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</table>
Workforce Training and Development Pathways

- Collaboration with leadership at the target areas
- Open House on the site
- Delivering Training at the local communities
- Closing Ceremony at the training facilities
- Review and Planning
Collaboration with leadership in the target areas
 Workforce Training Modules

- Contract Procurement
- Project Management
- Microsoft Office
- QuickBooks
- E-Commerce
- Entrepreneurship
- Target Markets, Niches, and Positioning Your Business
- Computer Basics
Workforce Training on Site
Small Business Training in Northeast Louisiana

Sponsored by Madison Parish Chamber of Commerce and the City of Tallulah

Wednesday, March 4, 2015
12:00 p.m.
I-20 “East End” Economic Update
TA Truck Stop - Tallulah, LA

EDA University Center for Economic Development
Southern University, BR

225-771-5943  www.SubrUniversityCenter.org
African American Firms Average Gross Receipts $58,119 vs Non-Minority $552,079

Fact Sheet
U.S. Minority-Owned Firms

January 2016

Growth of U.S. Firms (2007 - 2012)

Industry Sectors of Minority-Owned Firms

Quick Facts

- There are 8 million minority-owned firms in the U.S.—a 38% increase since 2007.
- Combined gross receipts of minority-owned firms increased 35% between 2007 and 2012, but average receipts per firm declined 2% during the same period.
- 11% of minority-owned firms have paid employees, compared to 22% for nonminority firms.

<table>
<thead>
<tr>
<th></th>
<th>Black/African American</th>
<th>American Indian &amp; Alaska Native</th>
<th>Asian</th>
<th>Hispanic</th>
<th>Native Hawaiian &amp; Pacific Islander</th>
<th>All Minority Firms</th>
<th>Non-Minority Firms</th>
<th>Classifiable Firms*</th>
<th>All U.S. Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of firms</td>
<td>2,584,403</td>
<td>277,219</td>
<td>1,917,902</td>
<td>3,305,873</td>
<td>54,749</td>
<td>7,952,386</td>
<td>18,987,918</td>
<td>27,179,380</td>
<td>27,626,360</td>
</tr>
<tr>
<td>Combined gross receipts</td>
<td>$150.2 billion</td>
<td>$38.8 billion</td>
<td>$699.5 billion</td>
<td>$473.6 billion</td>
<td>$8.1 billion</td>
<td>$1.4 trillion</td>
<td>$10.5 trillion</td>
<td>$11.9 trillion</td>
<td>$33.5 trillion</td>
</tr>
<tr>
<td>Average gross receipts</td>
<td>$58,119</td>
<td>$142,306</td>
<td>$364,717</td>
<td>$143,271</td>
<td>$148,614</td>
<td>$173,552</td>
<td>$552,079</td>
<td>$440,190</td>
<td>$1,213,944</td>
</tr>
<tr>
<td>Number of firms with employees</td>
<td>109,137</td>
<td>26,179</td>
<td>481,026</td>
<td>287,501</td>
<td>4,706</td>
<td>908,800</td>
<td>4,156,683</td>
<td>5,136,203</td>
<td>5,424,458</td>
</tr>
<tr>
<td>Combined receipts of firms with employees</td>
<td>$103.5 billion</td>
<td>$31.7 billion</td>
<td>$627.5 billion</td>
<td>$380.0 billion</td>
<td>$6.5 billion</td>
<td>$1.2 trillion</td>
<td>$9.7 trillion</td>
<td>$11.0 trillion</td>
<td>$32.5 trillion</td>
</tr>
<tr>
<td>Average receipts of firms with employees</td>
<td>$947,905</td>
<td>$1,209,143</td>
<td>$1,304,571</td>
<td>$1,321,717</td>
<td>$1,374,831</td>
<td>$1,227,983</td>
<td>$2,337,043</td>
<td>$2,134,765</td>
<td>$5,990,509</td>
</tr>
<tr>
<td>Number of paid employees</td>
<td>975,052</td>
<td>208,178</td>
<td>3,572,577</td>
<td>2,329,553</td>
<td>39,001</td>
<td>7,165,151</td>
<td>48,255,649</td>
<td>56,058,563</td>
<td>115,249,007</td>
</tr>
</tbody>
</table>


*Classifiable firms are those for which gender, ethnicity, race, and veteran status has been determined. Classifiable firms do not include business subsidiaries, employee stock ownership plans, cooperatives or clubs, estates, trusts, tribally owned firms, nonprofit organizations, and businesses with no individual owning 10 percent or more of the rights, claims, interests, or stock. **Other includes repair and maintenance; personal and laundry services; religious and civic organizations; and private households.
University Center Outcomes: Entrepreneurial

- The Center generated a religious leader from a rural community who bootstrapped resources to build a community center: The Village.
ADVANCING ENTREPRENEURSHIP AND INNOVATION CONFERENCE

EDA UNIVERSITY CENTER FOR ECONOMIC DEVELOPMENT

“ADVANCING ENTREPRENEURSHIP AND INNOVATION CONFERENCE”

June 19-21, 2014
Southern University and A&M College | Baton Rouge, LA

www.subruniversitycenter.org
The EDA University Center at Southern University will hold its 2014 conference this summer on the campus of Southern University and A&M College.

This year’s theme is: “Advancing Entrepreneurship and Innovation.” Join us for a time of networking and learning that brings together state and local officials, business executives, entrepreneurs, small business owners, financial institutions and economic development professionals.

Discover the latest news, tips, and trends in entrepreneurship, sustainable wealth and job creation, and how you can make a positive impact in your community.

Scan the code to REGISTER AND GET CONNECTED!

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**Conference Details**

- **Date:** June 19-21, 2014
- **Location:** Southern University and A&M College- BR Campus
- **Who should attend?** Small business owners, small business and economic development professionals, public policy makers, academicians, private sector organizations, financial institutions, civic leaders, and entrepreneurs

**How To Register:** visit [www.subruniversitycenter.org](http://www.subruniversitycenter.org) | Contact Us: 225.771.5640

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**2014 Distinguished Conference Speakers & Presenters:**

- **John Butler**
  - Director of the Herb Kelleher Center for Entrepreneurship at The University of Texas @ Austin

- **Don Cravins, Jr.**
  - Chief of Staff to Sen. Landrieu and Former Staff Director
  - Chief Counsel of the U.S. Senate Committee on Small Business and Entrepreneurship

- **Ralph Christy**
  - J. Thomas Clark Professor of Entrepreneurship at Cornell. Professor of Marketing Management and Economic Development

- **George Hobor**
  - Senior Research Fellow, Data Center at New Orleans. Economist and author on Urban Economic Transformation

- **Quentin Messer, Jr.**
  - Assistant Secretary Louisiana Economic Development

- **Ronnie Edwards**
  - Councilwoman, District 5, (LA.)

- **Kenneth Robinson**
  - Community Development Specialist and Associate Professor at Clemson University
Great Flood 2016 in Baton Rouge
When Disaster Strikes: Where Do You Go?
How Do You Recover and Rebuild?
Building Community Resiliency

- **Economic** – Economy Stabilized, with Enhanced Sustainability and Resiliency to Future Risk
- **Housing** – Citizens of Louisiana who were Displaced from their Primary Residence are Returned to Permanent, Sanitary, and Accessible Housing
- **Infrastructure Systems** – Infrastructure Systems Restored and made More Resilient to Future Risk
- **Mitigation (Watershed)** – Implement Flood Mitigation Measures to Manage Floods to Reduce Future Impacts

*Source: Economic Development Administration*
Conference Theme

- Advancing Economic and Entrepreneurial Development in Disaster Recovery: The Role of Talent, Innovation and Place in Building Community Resiliency
  
  July 15-17, 2017
"CREATING SUSTAINABLE NEIGHBORHOOD DEVELOPERS PROGRAM: MENTORSHIP PROGRAM"

Curriculum Learning Goal:
This program is designed to introduce the Center’s Creating Neighborhood Developers mentorship program to develop renovation or new construction expertise.

Monroe Public Safety Center,
1810 Martin Luther King Jr. Drive, Monroe, Louisiana
September 14 – December 14, 2019,
9:00 AM – 1:00 PM
All Saturdays

EDA University Center for Economic Development, Southern University, BR
Louisiana Rural Economic Development Summit Theme

Improving Life in Rural Louisiana while Building the Next Generation Entrepreneurial Ecosystems and Creating Strategic Partnerships

July 7-9, 2019
Louisiana Rural Economic Development Summit

July 7-9, 2019
Paragon Casino Resort • Marksville, LA
Improving life in rural Louisiana while building the next generation entrepreneurial ecosystem by connecting and creating strategic partnerships.

TOPICS INCLUDE:
Financial Services • Healthcare • Agriculture
Entrepreneurship • 5G Expansion & Broadband
Small Business Opportunities • Workforce Development
Business Relationships & Opportunities with Tribal Govts.
Community Development

SUNDAY, JULY 7
6PM-8PM Chairman’s Reception (Tunica-Biloxi Reservation)

MONDAY, JULY 8
7:30AM-8:30AM Registration
8:30AM-9:30AM Welcome Breakfast
8:30AM-4:30PM Summit*
4:45PM-5:45PM Networking Reception
6PM-8PM Dinner

TUESDAY, JULY 9
8AM-9AM Breakfast
with special guest speaker
Governor John Bel Edwards

8AM-4PM Summit*

*Luncheon 11:45AM-1PM Monday & Tuesday

Highlighted Speakers:
Dr. John Sibley Butler  Management Professor
University of Texas at Austin
Dr. Ralph D. Christy  Professor of Emerging Markets
Cornell University
Annette Abbott  VP of Business Development
We the People Consulting
Greg Clinton  School of Law Director
North Carolina Central University
Randall Domingue  Assistant Secretary
LA Workforce Commission
Leslie Durham  Governor’s Designee
Delta Regional Authority
Tony Gobert  Horticulture Department
Culver’s Technical College
Jason Green  SkrillSmart
Ron Henderson  Deputy Commissioner
LA Dept of Insurance Office of Consumer Advocacy
Steven Horsford  U.S. Representative
Nevada 4th Congressional District
Harold Langford  Professor of Business Administration
LSU Alexandria
Jo Ann Lawrence  LA District Deputy Director
U.S. Small Business Association
Dr. Louis Mancuso  Managing Partner
The Q Marketing Group, PLLC
Clair Marceaux  Harbor and Terminal District Director
Camaron Parish Port
Marshall Pierite  Chairman
Tunica-Biloxi Tribe of Louisiana
Bill Rodier  Executive Director
St. Landry Economic Development
Rod Teamer  Director, Diversity Programs & Bus. Dev.
Blue Cross and Blue Shield of Louisiana
Dr. Bhaskar Toodi  LA Department of Health
Heather Urena  Kisatchie Delta Regional Planning & Development District
Bailey Walker  Director of Tribal Relations, Tribal Diagnoses, LLC
President, American Indian Chamber of Commerce of OK

Register online at www.sulc.edu/LaRuE
Registration Fee: $100; College Students FREE
Municipality Scholarships Available
Accommodations:
Special rate available at Paragon Casino Resort Hotel by calling 800-946-1946 and mentioning code ED52A3G.

For more information, please call 318-597-8981.

Sponsored By:
Community & Economic Development

Jimmy Henry
Talia Washington
Eisha Jones
Megan Guerrero
Nate Peterson
Justina Shaw
Rozenia Toney
Andrea Everett
Collaboration with EDA and HGAC during the grant writing phase

Economic Development Administration – Austin, TX Regional Office
- Maintained relationship Economic Development Staff and Specialist
- Grant expectation meetings (phone and in-person)
- HGAC point of contact

Houston-Galveston Area Council
- Technical Assistance
- Recommendations
- Data gathering
- Grant review sessions
- Q & A sessions

13 - County Council of Governments & Eco. Develop. District
134 - Cities
7 - Million People
3 - Million Jobs
#TeamCED

Offers:

01. Entrepreneurship, Business Training and Technical Assistance

02. Businesses in Development Program

03. Homeownership and Rehabilitation Assistance

04. Auxiliary Community Outreach
A Pilot Program of the Community & Economic Development Unit

HURRY! APPLY TODAY. DON'T LET SOMEONE ELSE TAKE YOUR Seat!

apply online at www.TheRuralWorkforceAcademy.org or by phone at 936-261-5165
A Look at How The Rural Workforce Academy is Changing the Lives of Rural Texas Residents

A Pilot Program of the Community & Economic Development Unit
Three Year Grant

The award started on October 1, 2019 and ends September 30, 2022.

Our last trade skill class ends on June 25, 2021.

Our first class started on September 14, 2020.

Some Class #s to Capture

We have 11 scheduled in-person trade skill certification classes

1 Electrical Technician (Waller Only) 11-week program

5 Shielded Metal Arc Welding [SMAW] 7-week program

3 Nurse Aide (Waller Only) 5-week program

2 National Center for Construction Education and Research [NCCER] Core Construction 6-week program
A Pilot Program of the Community & Economic Development Unit

A total of **187 seats** are available in these classes.

We have interviewed **280 people** and enrolled **222 people** for these seats.

We have received **1,380 completed applications**.
The Student Experience

Road Map

01 Apply

02 Enroll

03 Pass Certification Test

04 Complete required certification learning hours

05 Receive Certificate of Completion

06 Attend required 8 hour employment skills training class

07 Work with Workforce Solutions to create resume and prepare for future interviews

08 Gain assistance in securing employment

09 Explore one-on-one coaching sessions for 1 year. Quarterly check-ins to gain soft skill support in navigating life/employment challenges and successes. Attend in-person or online soft skill group training sessions, as needed.
Measuring Impact

Using Qualtrics and other data collection tools, we are/will work with different student cohorts to identify possible barriers and measure the life and employment impact of the program.

A Pilot Program of the Community & Economic Development Unit

Current Cohort A Reportings
12 Electrical Technician and 20 Welding Students

Class start date 9/14/20

Current Employment Status

- Employed Less Than 6 Months: 2
- Employed More Than 6 Months: 9
- Unemployed Less Than 6 Months: 8
- Unemployed More Than 6 Months: 4
A Pilot Program of the Community & Economic Development Unit

Purpose for Enrolling in Training Program

9 Help me get a job
2 Desire to gain certification in trade
6 Help me get a better job than the one I have
7 Job/career advancement

Highest Level of Completed Education

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Less Than High School</td>
<td>05</td>
</tr>
<tr>
<td>Diploma/GED</td>
<td>13</td>
</tr>
<tr>
<td>Two-Year College</td>
<td>01</td>
</tr>
<tr>
<td>Four-Year College</td>
<td>02</td>
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Desire to gain certification in trade
Help me get a better job than the one I have
Job/career advancement
Help me get a job
Desire to gain certification in trade
Help me get a better job than the one I have
Join The Experience

Open House
Stop by on Wednesday, October 28, 2020 for a social distancing Open House. This is a self-guided opportunity for you to see our classrooms in action.

01 Barn - Welding
   9:00 a.m. - 4:00 p.m.

02 Barn - Electrical
   4:00 p.m. - 9:00 p.m.

03 Sem A - Nurse Aides
   9:00 a.m. - 1:00 p.m.
   and 5:00 p.m. - 9:00 p.m.

Warning: Please follow all instructions in the welding shop. You can impair your vision.
Thank You to Our Program Partners

- U.S. Department of Commerce’s Economic Development Administration (EDA)
- EDA-2018-Disaster appropriations
- Prairie View A&M University for making this pilot program possible.

Special Acknowledgement to Our Certification Partners

- Workforce Solutions (Job Readiness Training)
- Professional Career Training Institute (Welding and Electrical)
- Optimum Nurse Aide Skills Training (Nurse Aide)
Thank You

Any questions or observations?

Justina Shaw
Program Specialist - The Rural Workforce Academy

jmshaw@pvamu.edu  936-261-5165
EDA and HBCUs: Economic Development Integration (EDI)
ECONOMIC DEVELOPMENT INTEGRATION

Coordinated Investments in Support of Diverse Regional Economies

- Increase Access & Capacity
- Align Investments for Comprehensive Project Support
- Convene Partners and Funders
- Identify Consensus Priorities
EDI CENTRAL OBJECTIVES

- Increased Access
- Reduced Administrative Burdens
- Enhanced Collaboration

Economic Development Integration
Capacity Building Continuum:
Strategic Planning, Cross-Sector Collaboration, Project Design and Implementation

- Low Capacity
- Referrals and TA
- Emerging Capacities
- FIRE, Disaster Recovery Workshop
- Established Capacities
- REDS
1. WHAT is a FIRE?
2. WHERE and WHY to convene a FIRE
3. WHO participates in and benefits from a FIRE
<table>
<thead>
<tr>
<th>CONVENE...</th>
<th>DISCUSS...</th>
<th>ESTABLISH...</th>
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<tr>
<td><strong>Public</strong></td>
<td><strong>Available Resources</strong></td>
<td><strong>Relationships</strong></td>
</tr>
<tr>
<td>• Federal Government</td>
<td>• Program Grants and Loans</td>
<td>• Inter-Governmental</td>
</tr>
<tr>
<td>• State and Local Government</td>
<td>• Technical Assistance</td>
<td>• Cross-Sector</td>
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<tr>
<td>• Tribal Entities</td>
<td>• Catalytic Capital</td>
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REGIONAL ECONOMIC DIVERSIFICATION SUMMIT (REDS) PROCESS

Primary REDS Purpose

Successfully Catalyze the Implementation of Multiple, Related Economic and Community Development Projects

Central REDS Objectives

1. Enhanced Collaboration
2. Reduced Administrative Burden and Increased Access
3. Optimal Resource Alignment
4. Establishment of Project Action Plans and Outcome Evaluation Metrics
CRITICAL KEYS TO A SUCCESSFUL REDS PROCESS

Setting Expectations – Process Participants and Stakeholders

Question:
• Is a REDS Summit a federal government event?

Answer:
• NO!

Local and Regional Strategic Priorities =
Local and Regional Event and Process

I. REDS is a PROCESS, Not a Single, One-Shot Event
II. Summit Participation
III. Project Implementation Action Team Membership
PORT TOWNSEND, WA REDS

- **Supporting Community Priorities:** Attendees recommended that the City develop 7th Street to support a robust employment district and planned Makers & Artisan District.

- **Leveraging Critical Resources:** The group recommended that the City explore all the funding sources identified in Table 5-3.2 – Funding Options and partner with the associated agencies.

Source: City of Port Townsend REDS Meeting Summary, August 28, 2018

WEIRTON, WV REDS

“Weirton City Manager Joe DiBartolomeo said there were multiple potential projects in the city as a result of discussion during the REDS, held Oct. 29-30.”

Source: The Intelligencer: Wheeling News-Register, Nov 15, 2018

“EDA, and the REDS, put a face and a name on the federal government… USEDA showed the residents of Weirton that government is truly working for us.”

Source: Weirton Daily Times, November 16, 2018
John Day OR, REDS: June 2019

“The event introduced elements of our comprehensive economic development strategy, which builds on the city’s 2017 Strategy for Growth by identifying opportunities for economic expansion and population growth,”

- City Manager Nick Green

(Source: Blue Mountain Eagle, June 18, 2019)

- **Inter-Governmental Collaboration:** EDA, USDA RD, FEMA, Federal Highway Administration, US Forest Service, Federal Reserve Bank of San Francisco as well as state and local agencies participated.

- **Results:** Successful applications for USDA Rural Reconnect, and other federal, state and private investment to support the city’s Innovation Gateway infrastructure modernization project.
WINNING THE FUTURE NOW!

U.S. Department of Commerce | Minority Business Development Agency

“EDA and HBCUs: Cultivating Strategic Engagement for Regional Economic Development” (Austin, Texas)
U.S. MINORITY BUSINESS GROWTH

There are nearly

**11 MILLION**

minority-owned businesses in the United States

- Employing more than **8 million** people
- Generating more than **$1.8 trillion** in revenue annually

**Minority Business Enterprises:**

- Expand the U.S. economy
- Strengthen local communities
- Support greater job creation
ABOUT MBDA

OUR VISION
Economic prosperity for all American business enterprises.

OUR MISSION
MBDA is the only federal agency solely dedicated to the growth and global competitiveness of minority business enterprises.

OUR PASSION
To compete globally, minority business enterprises must be on a journey of continuous transformation.
Our core business is advising minority-owned firms through business transformation.
OUR IMPACT

Access to Capital
MBDA connects entrepreneurs to private lenders, including banks, mutual funds, and investors. With the Agency’s support, minority-owned businesses gained access to more than $1.6 billion in capital in FY19.

Access to Contracts
MBDA produces and promotes information for and about MBEs. In FY19, MBDA helped minority-owned businesses secure $3.1 billion in contracts.

Access to Markets
MBDA positions minority-owned businesses to perform in high growth industries, emerging markets and global supply chains. The Agency helped MBEs facilitate more than $300 million in export transactions during FY19.
CARES ACT OF FY 2020

• MBDA will support the minority business community with the deployment of federal funding under sections 1107 and 1108 of the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

• Congress has authorized $10 million in supplemental funding for education, training, and advising small and minority business enterprises in their recovery from the effects of the COVID-19 crisis.

• Grants were distributed to 30 existing MBDA Business Centers and national minority chambers of commerce for an award period of June 1, 2020 through May 31, 2021.

“The Trump Administration is committed to helping minority businesses access the resources they need to rebound from unexpected challenges and allow distressed communities to thrive through private investment and federal support.”
- Secretary Wilbur Ross
OUR INVESTMENTS

National Network of MBDA Business Centers, Specialty Centers, and Projects

BUSINESS CENTERS

Arizona
Phoenix MBDA Business Center
California
Pasadena MBDA Business Center
San Jose MBDA Business Center
Colorado
Denver MBDA Business Center
District of Columbia
Washington DC MBDA Business Center
Florida
Miami MBDA Business Center
Orlando MBDA Business Center
Georgia
Atlanta MBDA Business Center
Hawaii
Honolulu MBDA Business Center
Illinois
Chicago MBDA Business Center
Maryland
Baltimore MBDA Business Center
Michigan
Detroit MBDA Business Center
Minnesota
Minneapolis MBDA Business Center
Missouri
St. Louis MBDA Business Center
New Mexico
Albuquerque MBDA Business Center
New York
Manhattan MBDA Business Center
South Bronx MBDA Business Center
Nevada
Las Vegas MBDA Business Center
Pennsylvania
Philadelphia MBDA Business Center
Puerto Rico
Puerto Rico MBDA Business Center
South Carolina
Columbia MBDA Business Center
Tennessee
Memphis MBDA Business Center
Texas
Dallas MBDA Business Center
El Paso MBDA Business Center
Houston MBDA Business Center
San Antonio MBDA Business Center
Washington
Tacoma MBDA Business Center

SPECIALTY CENTERS

ADVANCED MANUFACTURING CENTERS

Georgia
Atlanta MBDA Advanced Manufacturing Center
Maryland
Baltimore MBDA Advanced Manufacturing Center
Michigan
Detroit MBDA Advanced Manufacturing Center
Texas
San Antonio MBDA Advanced Manufacturing Center

EXPORT CENTERS

California
Sacramento MBDA Export Center
Florida
Miami MBDA Export Center
Illinois
Chicago MBDA Export Center
South Carolina
Columbia MBDA Export Center

FEDERAL PROCUREMENT CENTER

District of Columbia
MBDA Federal Procurement Center

PROJECTS

American Indian Alaska Native/Native Hawaiian (AIANHH)
Alaska: Spruce Root, Inc.
Arizona:
- National Center for American Indian Enterprise Development
- Arizona Hispanic Chamber of Commerce
California:
- Asian, Inc
- Rural Community Assistance Corporation
Montana:
- Native American Development Corporation
- Salish Kootenai College
New Mexico:
- Southwest Business Development Consultants, LLC
- Regents of New Mexico State University
Oklahoma: Rural Enterprises of Oklahoma, Inc.
Oregon: ONABEN
Washington: TAALA Fund

Entrepreneurship Education for Formerly Incarcerated Persons

Alabama: The Dannon Project
California: Defy Ventures
Maryland: Morgan State University
South Carolina: DESA, Inc.

Inner City Innovation Hub

Georgia: Georgia Tech Research Corporation
California: William Marsh Ric University

MDA Enterprising Women of Color Business Center

District of Columbia: MP Services, LLC and Washington Area Community Investment Fund, Inc.
Georgia: Operation Hope
Hawaii: Young Women’s Christian Association of Oahu
Louisiana: Women’s Business Enterprise Council South

Minority Growth Equity Funds Initiative: The Billion Dollar Fund

District of Columbia: National Association of Investment Companies (NAIC)
UPCOMING GRANT COMPETITIONS

- MBDA ANTICIPATES COMPETING A NEW GRANT COMPETITION BEGINNING THE FALL OF 2020

- STAY ON THE LOOK OUT BY VISITING WWW.MBDA.GOV

- GRANTS WILL ALSO BE ANNOUNCED VIA A FEDERAL REGISTER NOTICE
THE BILLION DOLLAR FUND

• In 2019, MBDA awarded National Association of Investment Companies (NAIC), the largest network of diverse-owned private equity firms and hedge funds, a $1.4 million grant.

• The grant will be used to support the Minority Growth Equity Funds Initiative and will facilitate the aggregation and deployment of approximately $1 billion in growth capital into minority-owned businesses.

• The key goals of the Initiative are to:
  • Quantify the demand for and current supply of capital focused on MWBEs
  • Leverage the extensive expertise and broad network of NAIC to attract and invest growth capital in innovative businesses owned by minority entrepreneurs
  • Drive substantial job and wealth creation and to make a significant economic impact in historically underserved communities across the Nation.
ENTERPRISING WOMEN OF COLOR INITIATIVE

Women of Color represent 39% of the total female population in the United States, they account for 89% of the net new women-owned businesses.

- Launched in 2019, the Enterprising Women of Color (EWOC) Initiative promotes the growth and competitiveness of women-owned minority business enterprises in domestic and global markets.
- EWOC strives to create pathways to economic empowerment for women of color to:
  - **Grow** their network
  - **Expand** their client base
  - **Connect** to entrepreneurialecosystems
- EWOC has collaborated with several Fortune 500 companies, industry executives and successful entrepreneurs to produce interactive programming, tools and resources to promote growth.
  - In 2020, more than 10K attendees have registered for EWOC sponsored programming.
MBDA & AMAZON PARTNERSHIP
BUILDING A STUDENT-TO-WORKFORCE PIPELINE
BUILDING A STUDENT-TO-WORKFORCE PIPELINE

With AWS Academy
GROWING DEMAND FOR CLOUD SKILLS

- According to LinkedIn data, cloud computing was the number one hard skill companies needed most in 2019.*

- A survey from 451 Research shows that 90% of IT decision-makers report cloud skills shortages.**

*Source: https://learning.linkedin.com/blog/top-skills/the-skills-companies-need-most-in-2019--and-how-to-learn-them

**Source: https://www.virtustream.com/lp/451-research-cloud-transformation
AWS ACADEMY

Curriculum developed and maintained by AWS

Post-secondary program integration

Courses aligned to AWS Certification

Employment readiness
RIGOROUS AWS-AUTHORED CURRICULUM

- AWS Academy students take courses that give them the opportunity to develop a range of skills and expertise.

Foundational cloud concepts
Architecting
Developing
Operations
Data analytics
SOME AWS ACADEMY MEMBER INSTITUTIONS
Delivering cloud computing courses across the globe
GET INVOLVED

To learn more visit: https://aws.amazon.com/training/awsacademy/

Amazon Contact for AWS:
Angel Duncan
Manager, Global Growth & Equity Initiatives
Amazon Web Services Academy
E-mail: angdunca@amazon.com
C: +1.904.629.8338 | Text is Best
MINORITY BUSINESS & TECHNOLOGY INITIATIVE
An Amazon Business and MBDA Collaboration

- The Minority Business and Technology Initiative, in collaboration with Amazon Business, was created to **accelerate the inclusion** of minority owned businesses in Ecommerce and to **improve the use of digital technology** for domestic and global sales.

- The Tech initiative implements pioneering approaches that support minority business owners and entrepreneurs in the following ways:
  - **Enable** MBEs to increase their online presence by leveraging Amazon Business as a solution to reach more buyers and sell globally through ecommerce.
  - **Access** to success coaches for products listed on Amazon Business.
  - **Connect** MBEs with business buyers in the B2B marketplace.

- The launch events, a **5-week webinar series** in partnership with the national network of MBDA Business Centers, attracted more than 2,000 attendees.
OUR PLAN: WINNING THE FUTURE, NOW!

The world is experiencing history’s highest rate of change and innovation that will disrupt every industry.

MBDA initiatives focus on helping MBEs grow today, while preparing them to meet the industry needs of tomorrow.

Our solutions:

- **MBDA DIGITAL**
  Comprehensive e-commerce and virtual business platforms

- **MBDA GLOBAL**
  Expanded export services and partnerships for Global B2Bs in Africa, Asia, Latin America, and the Caribbean.

- **MBDA THINK TANK**
  Distribute data and policy analysis, create investment opportunities, and cultivate partnerships for initiatives that help change the MBE narrative.
Minority Business Development Agency

www.mbda.gov

(202) 482-2332

1401 Constitution Avenue, NW • Washington, DC 20230

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QUESTIONS?