



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**

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*

UPDATED: CEDS CONTENT GUIDELINES

US Economic Development Administration - 020420

Comprehensive Economic Development Strategy (CEDS) Content Guidelines: *Recommendations for Creating an Impactful CEDS*

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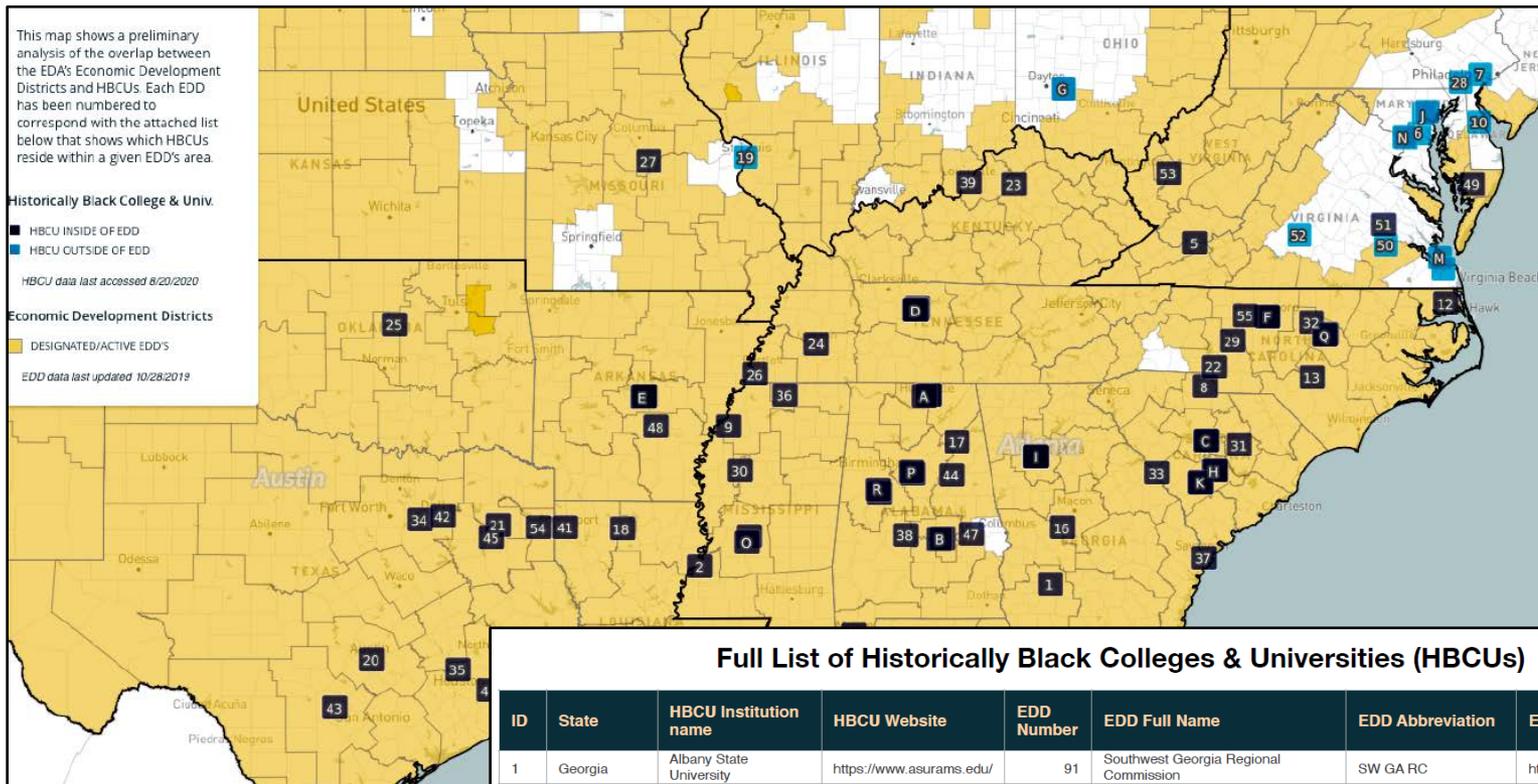
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- Economic development starts with good planning
- Comprehensive Economic Development Strategies (CEDS) provide a framework for regional economic development capacity building
- Institutions of higher education like HBCUs can be key contributors to 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/>

RECENTLY RELEASED: HBCU/EDD OVERLAY MAP

HBCU/EDD Overlay Map and Contact List (September 2020)



1. Map and contact list can be found at NADO's CEDS Central (<https://www.cedscentral.com/edds-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*

PROGRAM OVERVIEW

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



PROGRAM FUNDING

- ❖ 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.

EDA UNIVERSITY CENTERS

- ❖ As of FY 2018, there are 64 active UCs in 45 states and Puerto Rico.

UNIVERSITY CENTERS



HBCU/UC OVERLAP

- ❖ 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.

State	University Center	Regional Office	Year 1 of Funding
Delaware	Delaware State University	Philadelphia	2016
Maryland	University of Maryland and Morgan State University Joint Center for Economic Development	Philadelphia	2016
Florida	Florida A&M University	Atlanta	2017
North Carolina	Fayetteville State University	Atlanta	2017
Louisiana	Southern University and A&M College	Austin	2018

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

- 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 their EDDs on economic resilience strategies and updating their CEDS.
- University of Florida – Collaboratory for Women Innovators: Created 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



SOUTHERN UNIVERSITY AND A&M COLLEGE
COLLEGE OF BUSINESS
EDA University Center

DONALD R. ANDREWS, PH.D., DEAN

Vision To Create the Future

Booker T. Washington – Tuskegee Institute
and Role of HBCUs in Economic
Development

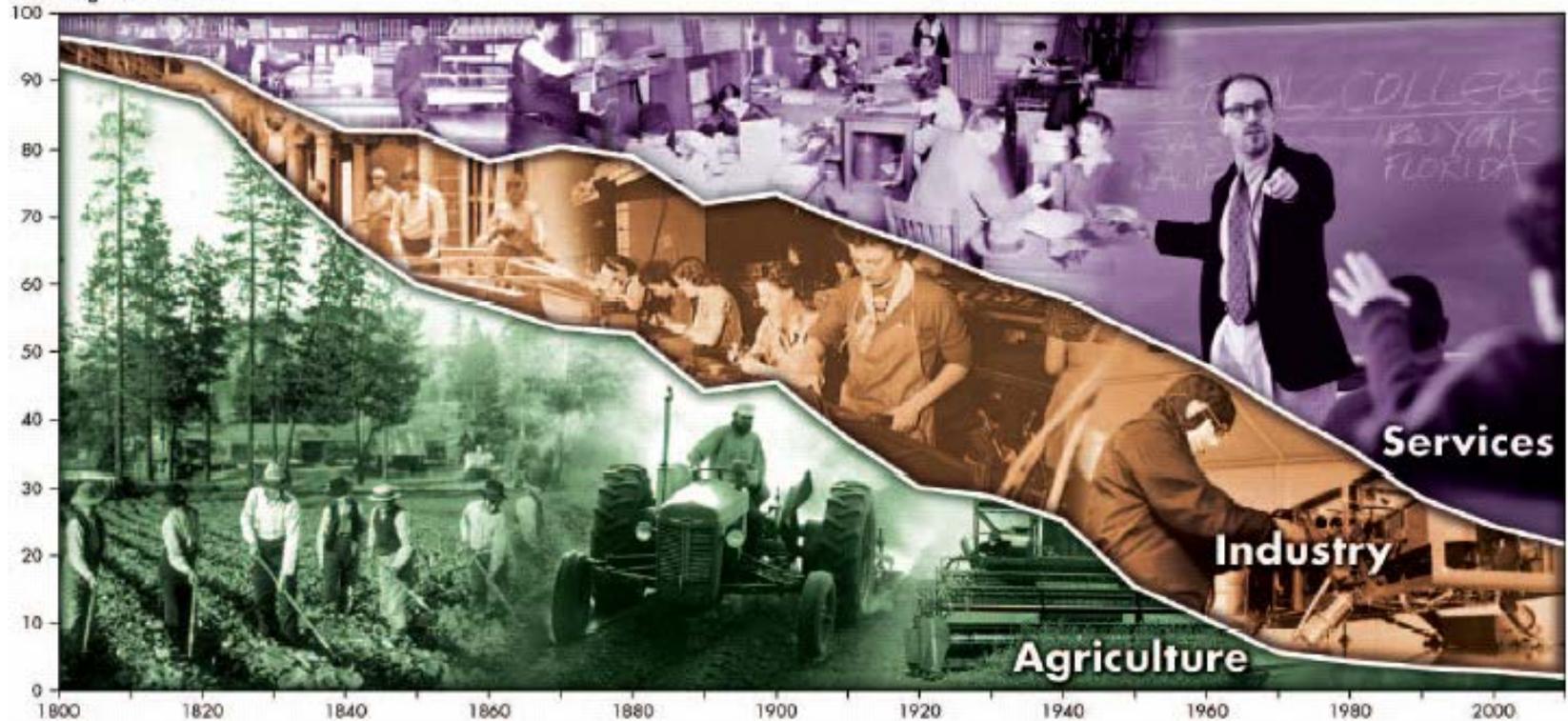


Economic Transformation

Source: Federal Reserve Bank Dallas Annual Report 2003

How America Works

Percentage of workforce



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



UNIVERSITY CENTER ECONOMIC DEVELOPMENT PROGRAM: BRINGING RESEARCH TO WORK

- ▶ 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.



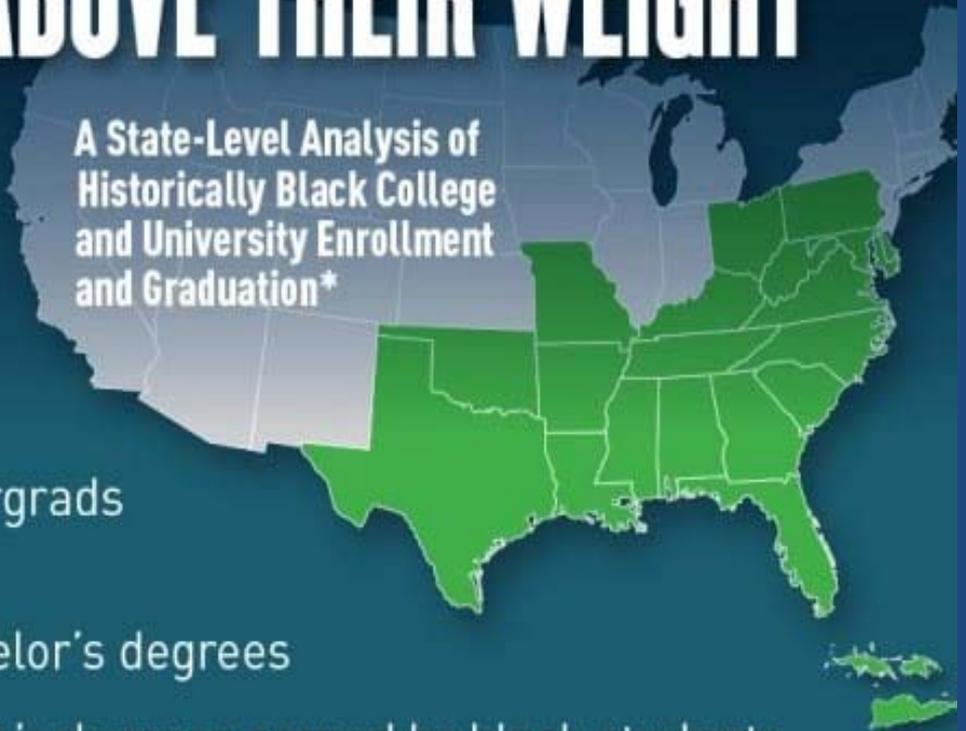
Where HBCUs are Located

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

A State-Level Analysis of Historically Black College and University Enrollment and Graduation*



*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.**
-

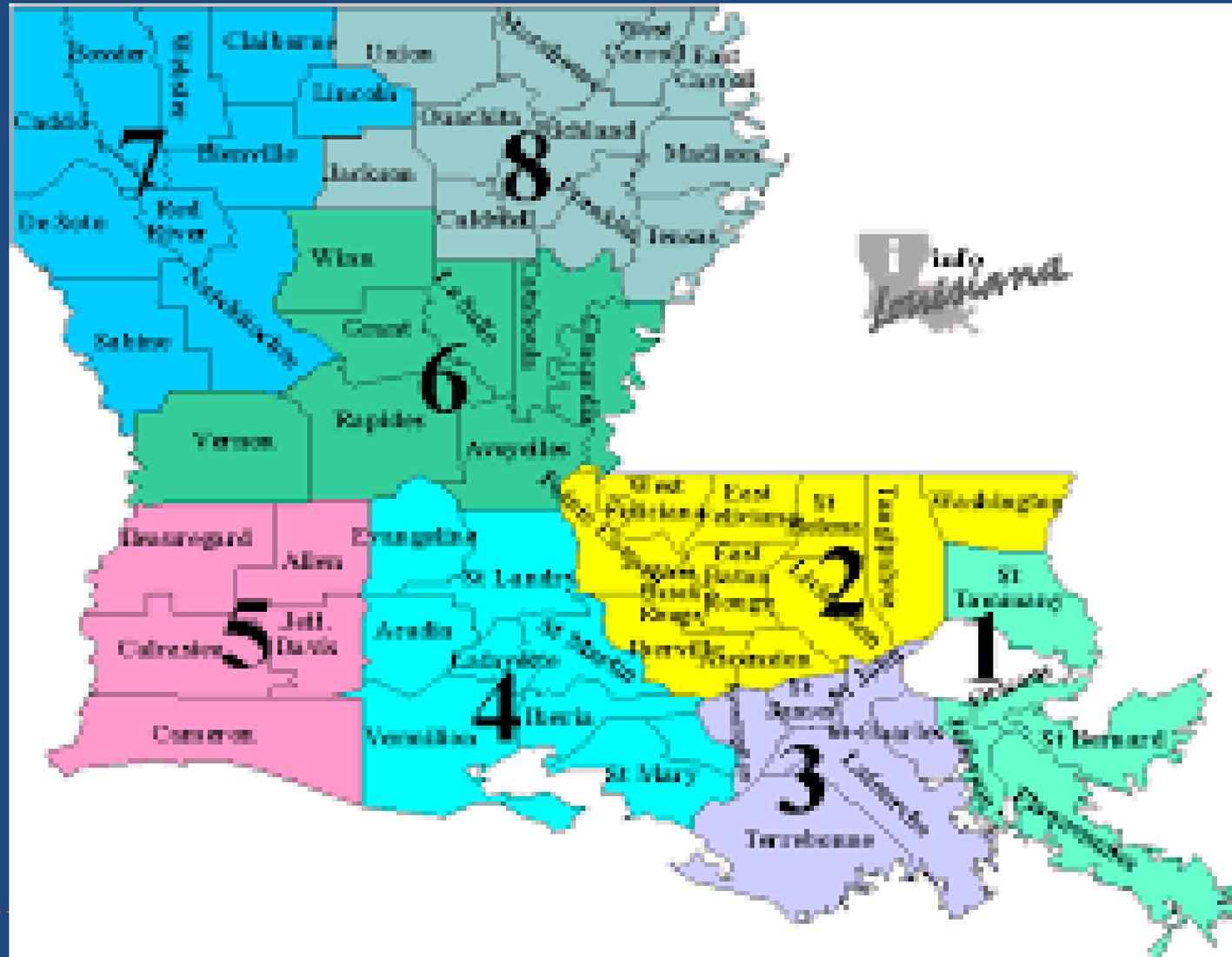


□ University Center Goals

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

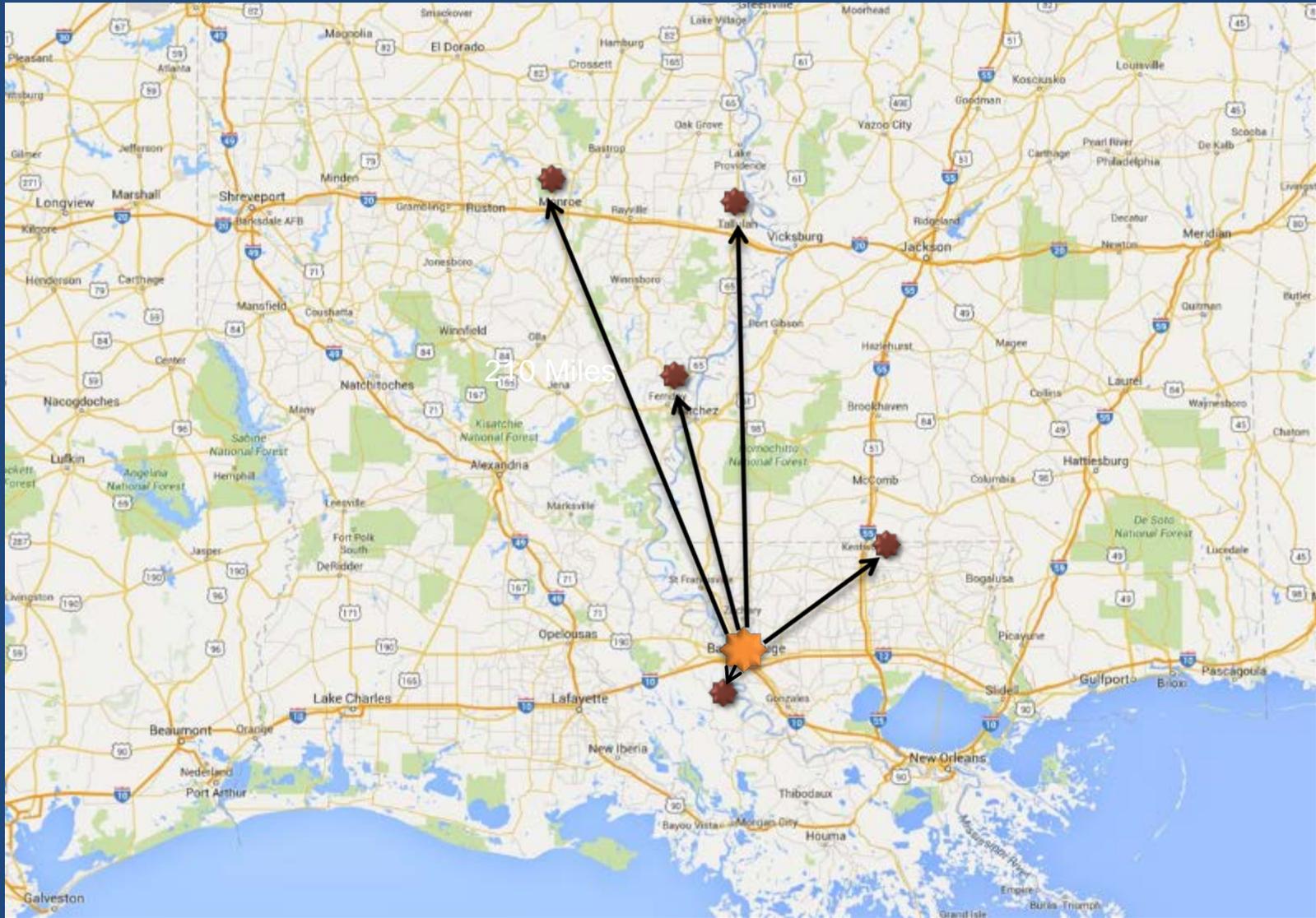
- Objectives
- To participate and generate (1) Workforce Development, (2) Advancing Entrepreneurship and Innovation, and (3) Applied Research for the economies of economically stressed targeted economic planning districts 2, 6, and 8.

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

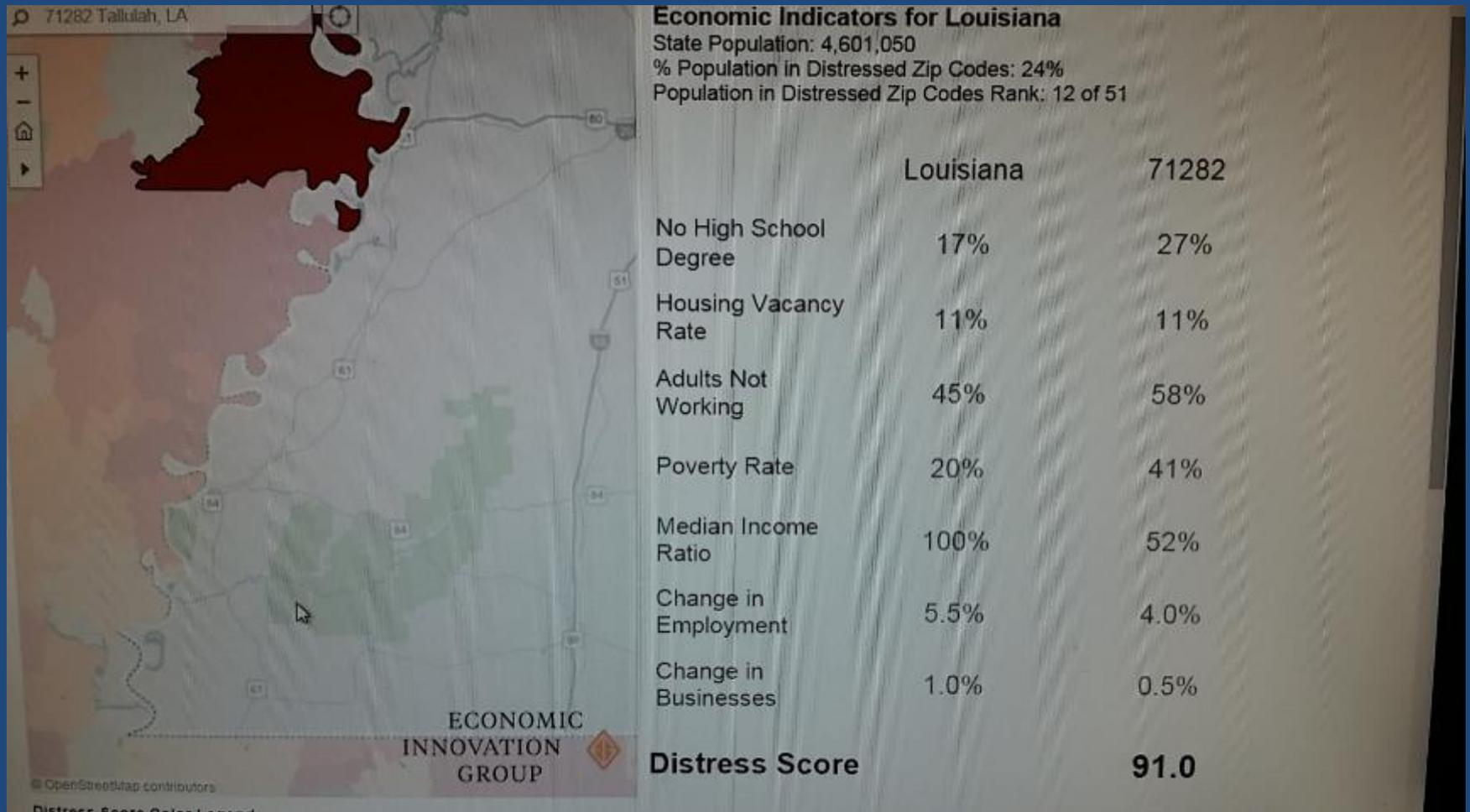


**EDA University Center for
Economic Development
Southern University, BR**

225-771-5943

www.SubUniversityCenter.org

➤ Tallulah, Madison Parish, LA, Population: 7,215



□ 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



**EDA University Center for
Economic Development
Southern University, BR**

225-771-5943

www.SubrUniversityCenter.org

□ 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

The diagram shows 'Economic Climate' at the center, influenced by 'Skilled Workforce', 'Quality Education', 'Infrastructure', and 'Research & Development'. Below it are photos of Tallulah Mayor Paxton Branch, Delhi Mayor Jessie Washington, and Rayville Mayor Harry Lewis.

Sponsored by
Madison Parish
Chamber of Commerce
 And the
CITY OF TALLULAH

SAVE THE DATE
Wednesday, March 4, 2015
12:00 p.m.
I-20 "East End" Economic Update
TA Truck Stop - Tallulah, LA

Small Business Owners/Individuals Track (Ferriday)

Computer Basics	One Class: 10/1/15
↓	↓
Microsoft Excel	Two classes: 10/22 & 10/29
↓	↓
Business Planning	Two classes: 11/5 & 11/12
↓	↓
QuickBooks	Two classes 12/3 & 12/10
↓	↓
Target Markets	One class 1/28/16
↓	↓
Project Management	Two classes 3/17/16 & 4/7/16

Note: Economic Development Seminar: 10/14/15 and Strategic Planning Seminar: 2/18/16 are circled in the original image.

11/16/2015 SUBR EDAUC & SUAGCENTER 1

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.

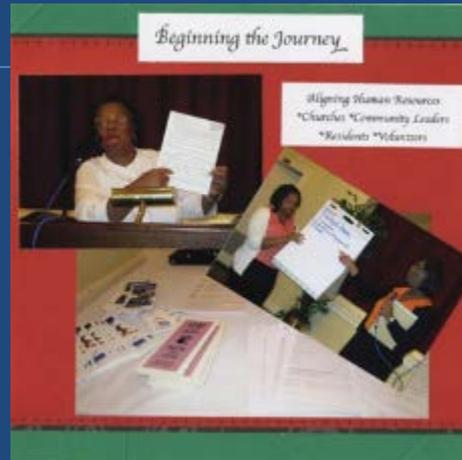
	Black/African American	American Indian & Alaska Native	Asian	Hispanic	Native Hawaiian & Pacific Islander	All Minority Firms	Non-Minority Firms	Classifiable Firms*	All U.S. Firms
Number of firms	2,584,403	272,919	1,917,902	3,305,873	54,749	7,952,386	18,987,918	27,179,380	27,626,360
Combined gross receipts	\$150.2 billion	\$38.8 billion	\$699.5 billion	\$473.6 billion	\$8.1 billion	\$1.4 trillion	\$10.5 trillion	\$11.9 trillion	\$33.5 trillion
Average gross receipts	\$58,119	\$142,306	\$364,717	\$143,271	\$148,614	\$173,552	\$552,079	\$440,190	\$1,213,944
Number of firms with employees	109,137	26,179	481,026	287,501	4,706	908,800	4,156,683	5,136,203	5,424,458
Combined receipts of firms with employees	\$103.5 billion	\$31.7 billion	\$627.5 billion	\$380.0 billion	\$6.5 billion	\$1.2 trillion	\$9.7 trillion	\$11.0 trillion	\$32.5 trillion
Average receipts of firms with employees	\$947,905	\$1,209,143	\$1,304,571	\$1,321,717	\$1,374,831	\$1,227,983	\$2,337,043	\$2,134,765	\$5,990,509
Number of paid employees	975,052	208,178	3,572,577	2,329,553	39,001	7,165,151	48,255,649	56,058,563	115,249,007

Source: U.S. Department of Commerce, 2007 and 2012 Survey of Business Owners; and American Community Survey 2012 population estimates.

*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

June 19-21, 2014 REGISTER TODAY

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.**"^{UTL}_{ISEP/SEP} 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!**



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 | **Contact Us:** 225.771.5640

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



Quentin Messer, Jr.

-Assistant Secretary Louisiana Economic Development



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



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?



NEW EVACUATIONS, 13 KILLED IN FLOODING

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

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

TUESDAY, JULY 9

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

8AM-4PM Summit**

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 EDSA23G.

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

Highlighted Speakers:

Dr. John Sibley Butler Management Professor
University of Texas at Austin

Dr. Ralph D. Christy Professor of Emerging Markets
Cornell University

Annetta 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
Gwinnett Technical College

Jason Green SkillSmart

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, LLC

Clair Marceaux Harbor and Terminal District Director
Cameron 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
Natchitoches Delta Regional Planning & Development District

Bailey Walker
Director of Tribal Relations *Tribal Diagnostics, LLC*
President *American Indian Chamber of Commerce of OK*

Sponsored By:



**SOUTHERN
UNIVERSITY**
LAW CENTER

Paragon
CASINO | RESORT

THE PIERITE GROUP

**EDA University Center for
Economic Development**
Southern University, RR

Donald R. Andrews
donald_andrews@subr.edu
225.921.3890





Community & Economic Development



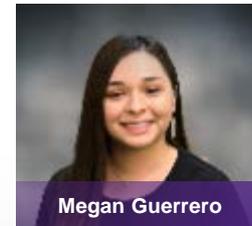
Jimmy Henry



Talia Washington



Eisha Jones



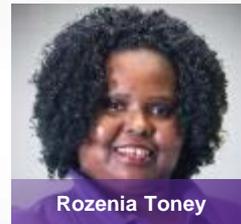
Megan Guerrero



Nate Peterson



Justina Shaw

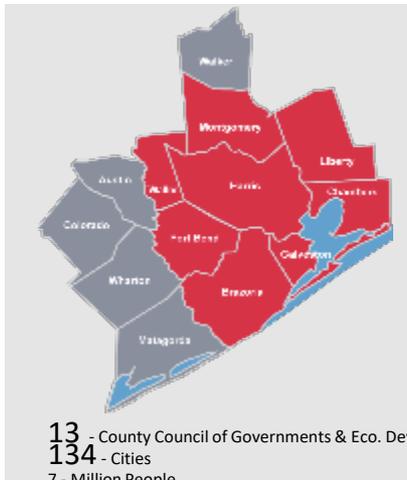


Rozenia Toney

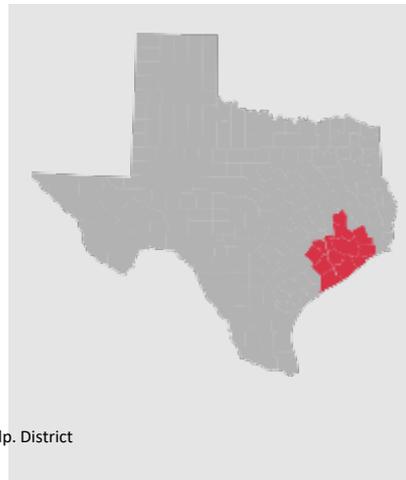


Andrea Everett

Collaboration with EDA and HGAC during the grant writing phase



7 - Million People
3 - Million Jobs



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

#TeamCED Offers:

01

Entrepreneurship,
Business Training
and Technical
Assistance

02

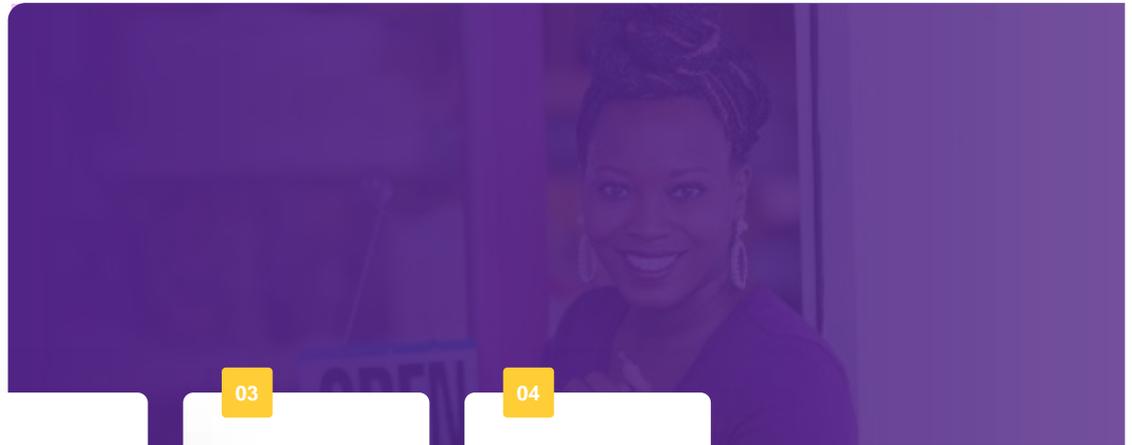
Businesses in
Development
Program

03

Homeownership
and Rehabilitation
Assistance

04

Auxiliary
Community
Outreach





The Rural Workforce Academy

at Prairie View A&M University

TAKE YOURSELF A NEW START!



The Rural Workforce Academy
at Prairie View A&M University

**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 Pilot Program of the Community & Economic Development Unit

A Look at How *The Rural Workforce Academy* is Changing the Lives of Rural Texas Residents

By Stephanie Hill

With a major goal of providing quality workforce training to rural Texas residents, the Community & Economic Development Unit (CEDU) at Prairie View A&M University has launched The Rural Workforce Academy. This initiative is designed to provide rural Texas residents with the skills and training needed to succeed in the workforce. The academy is a partnership between CEDU and the Texas A&M System, with funding provided by the Texas A&M Foundation. The academy is currently accepting applications for its first cohort of students. For more information, visit www.ruralworkforceacademy.com.

The academy is designed to provide rural Texas residents with the skills and training needed to succeed in the workforce. The academy is a partnership between CEDU and the Texas A&M System, with funding provided by the Texas A&M Foundation. The academy is currently accepting applications for its first cohort of students. For more information, visit www.ruralworkforceacademy.com.

Being able to grow a skill set that people can utilize towards working and being productive is going to create a high demand in the rural country as well as surrounding counties," Steve Mann said. "For our students to have this type of life-changing training is a reality made possible."

"The program will be a valuable asset to the rural workforce. It will provide the skills and training needed to succeed in the workforce. The academy is a partnership between CEDU and the Texas A&M System, with funding provided by the Texas A&M Foundation. The academy is currently accepting applications for its first cohort of students. For more information, visit www.ruralworkforceacademy.com."

"The program is designed to provide rural Texas residents with the skills and training needed to succeed in the workforce. The academy is a partnership between CEDU and the Texas A&M System, with funding provided by the Texas A&M Foundation. The academy is currently accepting applications for its first cohort of students. For more information, visit www.ruralworkforceacademy.com."

Training sessions will take place in Liberty County in the late fall. The academy is currently accepting applications for its first cohort of students. For more information, visit www.ruralworkforceacademy.com."

For more information about the academy, visit www.ruralworkforceacademy.com or call 281-376-6666.



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

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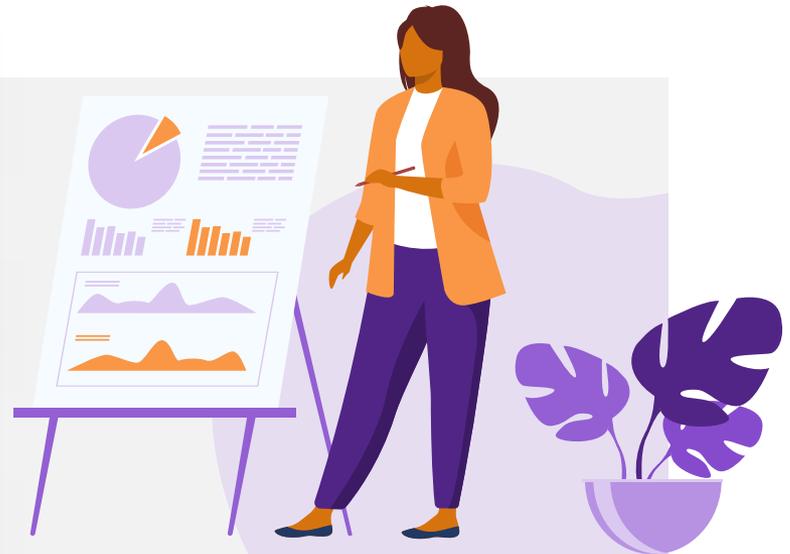
A total of **187 seats** are available in these classes

222

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

1,380

We have received **1,380 completed** applications





A Pilot Program of the Community & Economic Development Unit

The Student Experience Road Map

- 01 Apply
- 02 Enroll
- 03 Pass Certification Test
- 04 Complete require 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.





A Pilot Program of the Community & Economic Development Unit

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

Current Cohort A Reportings

12 Electrical Technician and 20 Welding Students

Class start date 9/14/20

Current Employment Status

2 Employed
Less Than 6
Months

9 Employed
More Than 6
Months

8 Unemployed
Less Than 6
Months

4 Unemployed
More Than 6
Months





A Pilot Program of the Community & Economic Development Unit

Highest Level of Completed Education

5 Less Than High School

13 Diploma/GED

1 Two-Year College

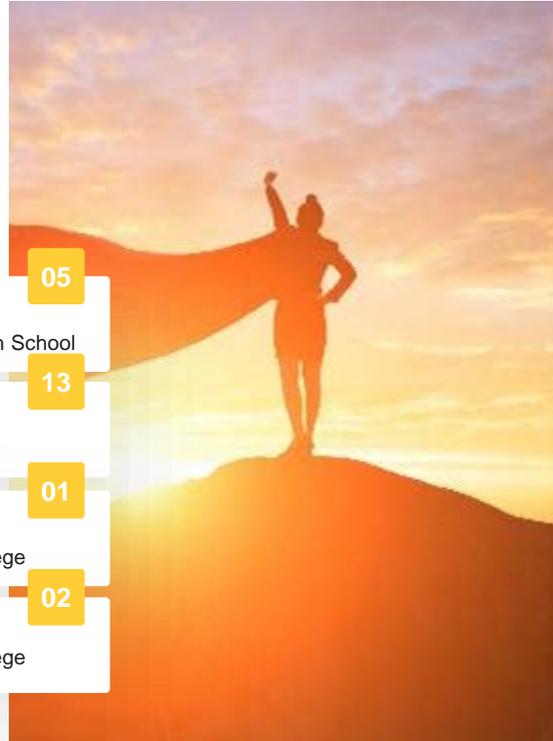
2 Four-Year College

05

13

01

02



Purpose for Enrolling in Training Program

9 Help me get a job

2 Desire to gain certification in trade

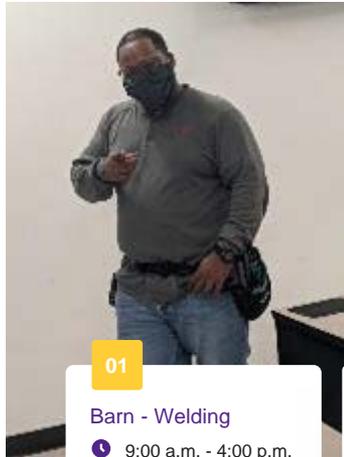
6 Help me get a better job than the one I have

7 Job/career advancement



A Pilot Program of the Community & Economic Development Unit

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.



A Pilot Program of the Community & Economic Development Unit

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)



A Pilot Program of the Community & Economic Development Unit

Thank You

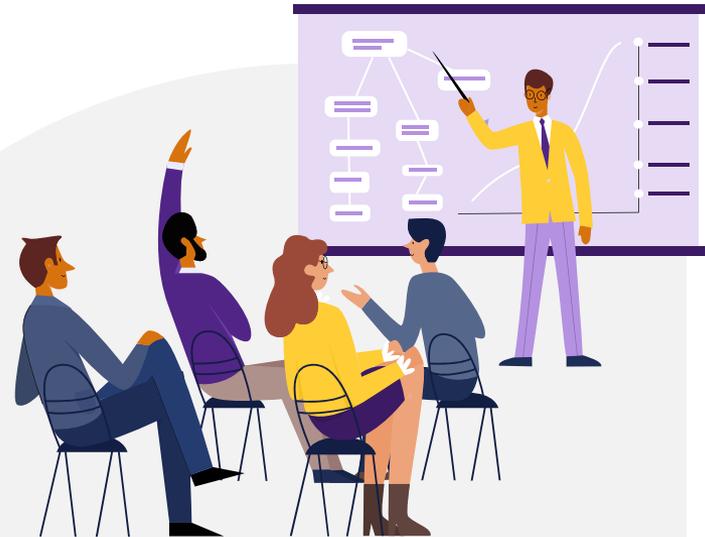
Any questions or observations?

Justina Shaw

Program Specialist - The Rural Workforce Academy

 jmshaw@pvamu.edu

 936-261-5165



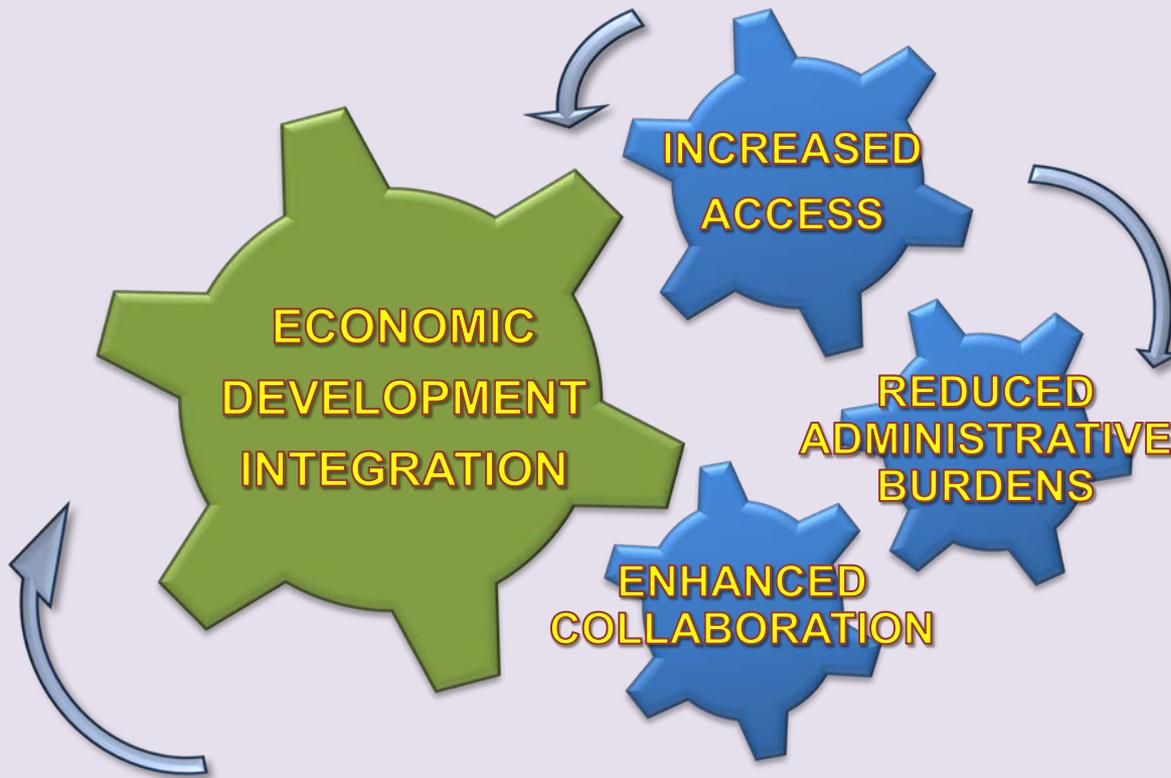


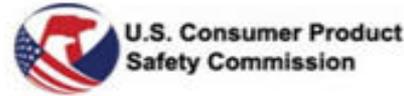
EDA and HBCUs:
*Economic Development
Integration (EDI)*

ECONOMIC DEVELOPMENT INTEGRATION



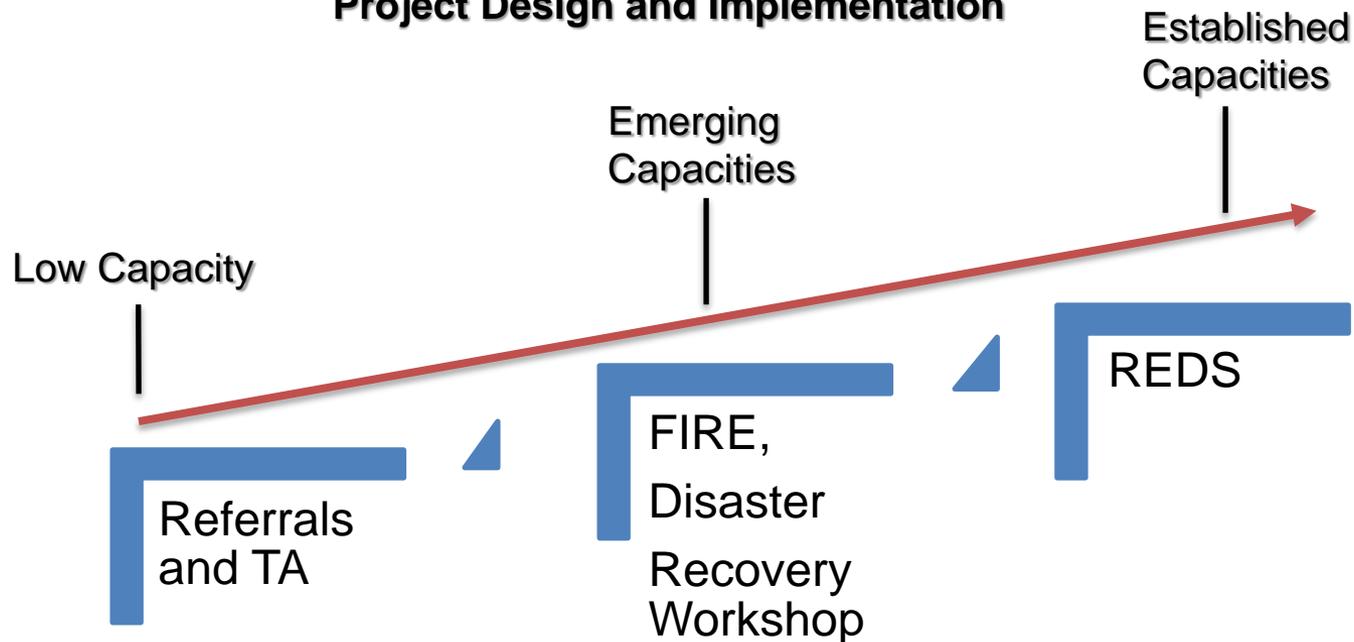
EDI CENTRAL OBJECTIVES







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



- 
- 1. WHAT is a FIRE?**
 - 2. WHERE and WHY to convene a FIRE**
 - 3. WHO participates in and benefits from a FIRE**

CONVENE...

Public

- Federal Government
- State and Local Government
- Tribal Entities
- Higher Education

Private

- Business Owners
- Banks
- Investors

Nonprofit / Philanthropic

- Foundations
- Human Service Providers

DISCUSS...

Available Resources

- Program Grants and Loans
- Technical Assistance
- Catalytic Capital
- Best Practices

Current Initiatives

- Existing Partnerships
- Local Programs and/or Projects

Potential Opportunities

- Preliminary Strategic Planning
- Asset and/or Cluster Mapping
- Opportunity Zones

ESTABLISH...

Relationships

- Inter-Governmental
- Cross-Sector

Points of Contact

- Name
- Title
- Affiliation
- Telephone
- Email
- Organizational Resources

A Basis for Trust and Cooperation

The Foundation for Ongoing Collaboration



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*

REDS – CROSS AGENCY SUPPORT FOR IMPLEMENTATION



Government and Business Officials Gather for REDS in Weirton WV

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... USED A showed the residents of Weirton that government is truly working for us.”

Source: Weirton Daily Times, November 16, 2018

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



Port Townsend REDS tackles infrastructure strategy for Economic Development

REDS – CROSS AGENCY SUPPORT FOR IMPLEMENTATION

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.



Regional Economic Diversification Summit (REDS) in John Day, OR, June 2019



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**.



CARES Act

Coronavirus Aid,
Relief, Economic
and Security Act

“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
- Texas**
San Antonio MBDA Export Center

FEDERAL PROCUREMENT CENTER

- District of Columbia**
MBDA Federal Procurement Center

PROJECTS

American Indian Alaska Native/Native Hawaiian (AIANNH)

- Alaska:** Spruce Root, Inc.
- Arizona:**
 - National Center for American Indian Enterprise Development
 - Arizona Hispanic Chamber of Commerce

- California:**
 - Asian, Inc
 - Rural Community Assistance Corporation

Michigan: Sault Ste. Marie Tribe of Chippewa Indians

- 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

MBDA 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)

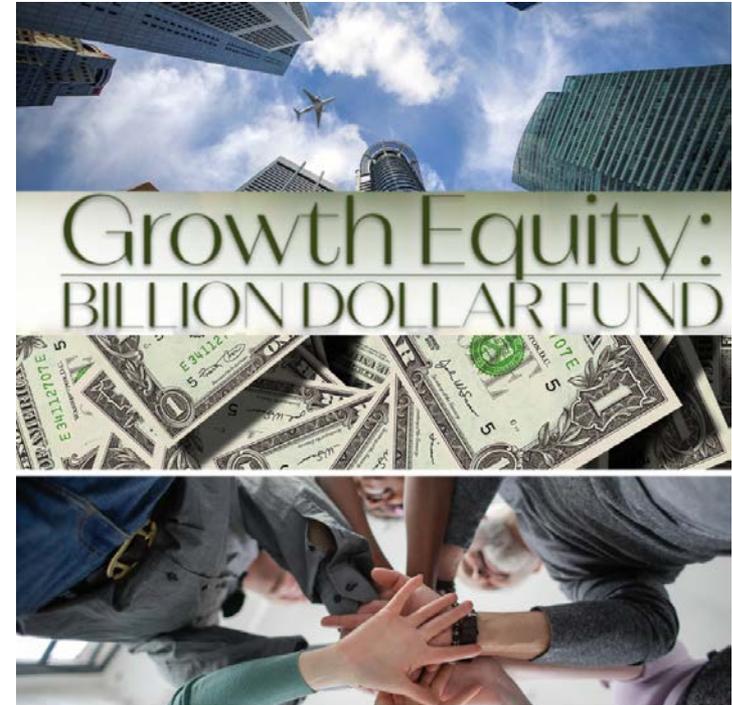
UPCOMING GRANT COMPETITIONS

- 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

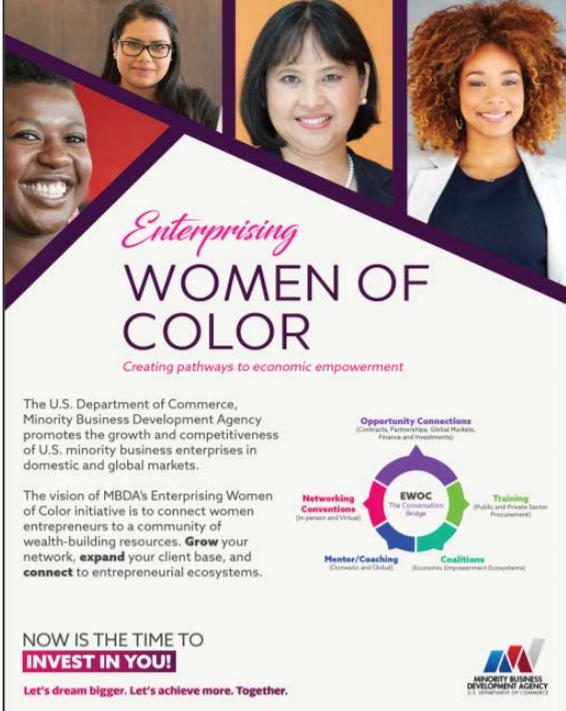
- In 2019, MBDA awarded National Association of Investment Companies (NAIC), the largest network of diverse-owned private equity firms and hedge funds, a **\$1.4 million grant**.
- The grant will be used to support the **Minority Growth Equity Funds Initiative** and will facilitate the aggregation and 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 entrepreneurial ecosystems
- 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.



The graphic features four portraits of diverse women of color at the top. Below them, the title "Enterprising WOMEN OF COLOR" is displayed in a mix of purple and pink fonts, with the tagline "Creating pathways to economic empowerment" in pink. The text describes the initiative's goals and the support provided by the U.S. Department of Commerce, Minority Business Development Agency. A central circular diagram shows "EWOC The Community Bridge" at the center, surrounded by four pillars: "Networking Conventions (In-person and Virtual)", "Opportunity Connections (Commerce, Partnerships, Global Markets, Finance and Investments)", "Training (Public and Private Sector Procurement)", and "Mentor/Coaching (Domestic and Global) Conditions (Economic, Environmental Ecosystems)". At the bottom, it says "NOW IS THE TIME TO INVEST IN YOU!" and "Let's dream bigger. Let's achieve more. Together." with the MBDA logo.

Enterprising
**WOMEN OF
COLOR**
Creating pathways to economic empowerment

The U.S. Department of Commerce, Minority Business Development Agency promotes the growth and competitiveness of U.S. minority business enterprises in domestic and global markets.

The vision of MBDA's Enterprising Women of Color initiative is to connect women entrepreneurs to a community of wealth-building resources. **Grow** your network, **expand** your client base, and **connect** to entrepreneurial ecosystems.

Networking Conventions (In-person and Virtual)

Opportunity Connections (Commerce, Partnerships, Global Markets, Finance and Investments)

EWOC The Community Bridge

Training (Public and Private Sector Procurement)

Mentor/Coaching (Domestic and Global)

Conditions (Economic, Environmental Ecosystems)

NOW IS THE TIME TO INVEST IN YOU!

Let's dream bigger. Let's achieve more. Together.

MINORITY BUSINESS DEVELOPMENT AGENCY

**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**

e



**Post-secondary
program integration**

1
a



**Courses aligned to
AWS Certification**



**Employment
readiness**

RIGOROUS AWS-AUTHORED CURRICULUM

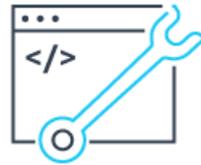
- AWS Academy students take courses that give them the opportunity to develop a range of skills and expertise.



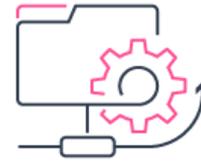
**Foundational
cloud concepts**



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

THANK YOU!

ADDITIONAL INFORMATION

TOPIC	HOME PAGE
EDA Regional Contact Information	www.eda.gov/contact
Economic Development Districts	www.eda.gov/edd
CEDS Guidelines	www.eda.gov/ceds
State Resources	www.eda.gov/resources
EDD – HBCU Map	www.cedscentral.com/edds-and-hbcus.html
EDA University Center Program	https://www.eda.gov/programs/university-centers/
EDI Regional Office Contacts	https://www.eda.gov/edi/contact/
EDI Home Page	www.eda.gov/edi
REDS Home Page	www.eda.gov/edi/reds/
MBDA Regional Business Centers	www.mbda.gov/index.php/mbda-programs/business-centers

QUESTIONS?

