

EDA University Center for Economic Development

Southern University and A&M
College, Baton Rouge, Louisiana

Team Members

- Dr. Donald R. Andrews,
- Dr. Ghirmay S. Ghebreyesus,
- Dr. Sung C. No
- Dr. Aloyce R Kaliba

□ Program Focus

Economically Distressed and Underserved Communities in Louisiana:

- Workforce development
- Small Business and Entrepreneurship
- Applied research

Global Competitiveness:

- Advancing entrepreneurship
- Innovation
- International trade.

- Service Regions:
Region 2 (11 parishes),
Region 8 (12) plus
Concordia



❑ Needs of the Service Regions

Objectives

- Job Creation and Workforce Development
- Advancing Entrepreneurship and Innovation
- Promoting International Trade

Activities

- Technical Training and Assistance
- Applied Research and Economic Analysis
- Information Dissemination

Activities Performed in the Target Regions

☐ Workforce Training and Development

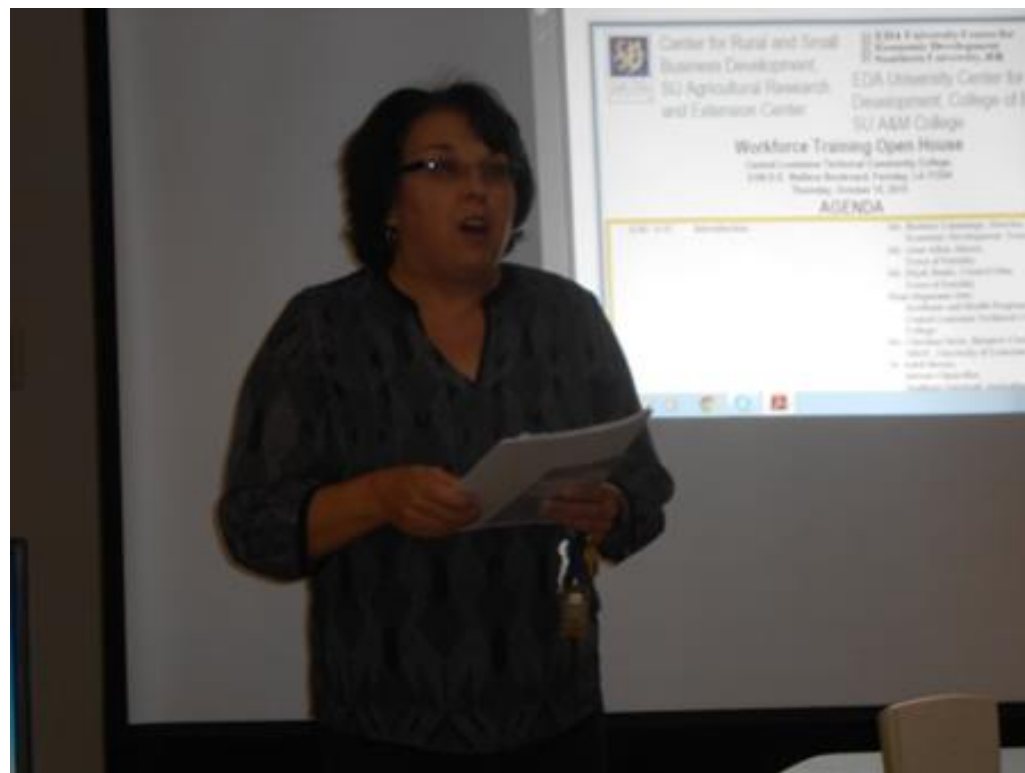
Workforce Training and Development Pathways:

- Collaboration with leadership at the target areas
- Open house on the site
- Training at the local communities
- Closing ceremony at the training facilities
- Review and planning

➤ Collaboration with leadership at the target areas



➤ Open House on the site





Center for Rural and Small
Business Development, SU
Agricultural Research and
Extension Center



EDA University Center for Economic
Development, SU A&M College

Free Workforce & Small Businesses Development



Open House

@ Central Louisiana Technical Community College
2100 EE Wallace Blvd., Ferriday,
Thursday,
October 15, 2015, 6:00 – 8:30 pm

- Program Orientation & Computer Basics: 6:00 -8:30 pm(TR), October 15, 2015
- Microsoft Excel: 6:00 -8:00 pm(TR), October 22 & 29, 2015
- Business Planning: 6:00 -8:00 pm(TR), November 5 & 11, 2015
- Economic Development Seminar: 6:00 -8:00 pm(W), TBD
- QuickBooks: 6:00 -8:00 pm(TR), December 3 & 10, 2015
- Target Markets: 6:00 -8:00 pm(TR), January 28, 2016
- Strategic Planning Seminar: 6:00 -8:00 pm(TR), February 18, 2016
- Project Management: 6:00 -8:00 pm(TR), March 17 & April 7, 2016

To reserve a seat, contact:
Ms. Beatrice Cummings,
Economic Developer,
Town of Ferriday,
(318) 757-3411 ext. 5
townofferriday@bellsouth.net

➤ Delivering Training at the local communities



➤ Closing ceremony at the training facilities



➤ Review and Planning



Economic Climate

Skilled Workforce
Infrastructure
Quality Education
Research & Development



Tallulah Mayor Paxton Branch



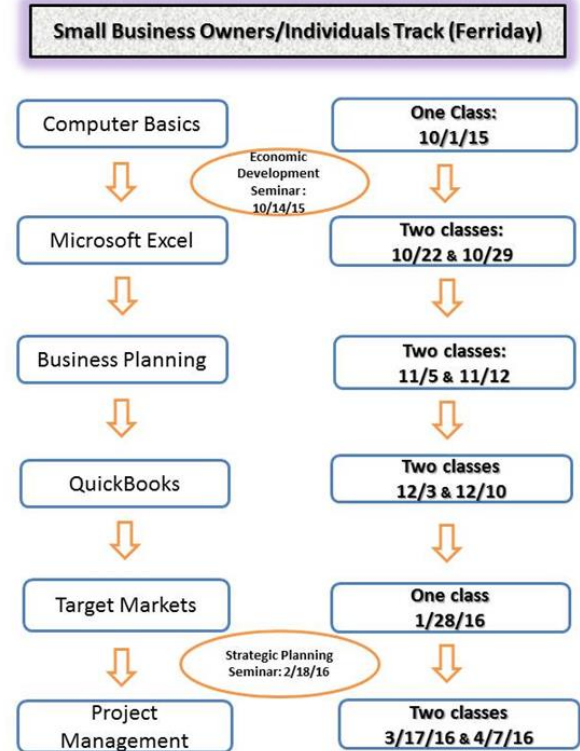
Delhi Mayor Jessie Washington



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



11/16/2015

SUBR EDAUC & SUAGCENTER

1

❑ Workforce Training Modules

- Contract Procurement
- Project Management
- Microsoft Office
- QuickBooks
- E-Commerce
- Entrepreneurship
- Target Markets, Niches, and Positioning Your Business
- Computer Basics

❑ Workforce Training Outcomes

- Monroe (2013-2014): 87 hours, 109 participations
- Tallulah: (2014-2015): 97 participations
- Baton Rouge (2015-2016): 202 participations
- Kentwood (2015-2016): 57 participations
- Ferriday (2015-2016): 64 participations
- White Castle (2015-2016): 25 participations

❑ “Disaster Recovery Training”

Baton Rouge,
Thursday, October
8, 2016, 8:00 AM -
1:00 PM:150
participations

FREE Join us for
**“Disaster Recovery Forum for Small Business Owners,
 Homeowners, and Renters”**
 Saturday, October 8, 2016, 8:00 AM – 1:00 PM
 College of Business,
 Southern University A&M College
 313 T.T. Allain Hall
 Baton Rouge, LA

Presentations

8:00 - 8:45 a.m. - Networking
 8:45 - 9:00 a.m. - Introductions
 9:00 - 10:00 a.m. - SBA Disaster Recovery Loans for Small Businesses and Homeowners; FEMA Assistance, and Shelter at Home, Mr. Kent Smith, Director, LSBDC at Southern University; Chancellor John K. Pierre, SULC; Attorney Laura Tuggle, SLLS Executive Director
 10:00 -10:50 a.m. - Title Issues and Successions, Clinical Prof. Dorothy Jackson and Adjunct Prof. Susan Nelson, SULC
 10:50 – 11:00 a.m. Coffee Break
 11:00 a.m. - 12:00 p.m. - Raising or Razing Your Property, Council Woman, Chauna Banks; Council Woman, Tara Wicker; Mr. Eric Porter, Building Contractor; Mr. Marlon Lemond, Floodplain Administrator
 EBR Parish Subdivision Engineering Office
 12:00 - 1:00 p.m. - Tax Planning, Bankruptcy Planning and Risk Management and Insurance (Personal and Business lines) Planning, Chancellor John K. Pierre, SULC, Professor Sherman Pittman, College of Business, SUBR

Partners



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

**AMERICA'S
SBDC
LOUISIANA**



**Gulf States
Insurance Alliance**

□ “Creating Neighborhood Developers” Feb. – April, 2017

Weekly Course Sessions

- Understanding the Impact of Business Cycles and Financial Market Condition on the Availability of Funds for the Real Estate Industry Project Management
- Emerging Developers – Acquisition
- Emerging Developers - Provisional Capacity
- Funding
- Development and Construction
- Licenses – Permits – Certifications
- Project Management

□ “Creating Neighborhood Developers” Over 140 Attendees





“CREATING NEIGHBORHOOD DEVELOPERS” KICKOFF
Revitalizing Communities through Emerging Developers through Quality Training





Saturday, February 11, 2017
 8:30AM – 1:30 PM
 313 Global Conference Room
 College of Business, Southern University

The EDA University Center for Economic Development at Southern University, Connet LLC, and collaborating partners presents Creating Neighborhood Developers (CND) training workshop. The EDA University Center for Economic Development urges all individuals who are interested in becoming a developer, neighborhood entrepreneur, contractors, community leaders, Realtors, to take advantage of this opportunity.

- Panel Discussion - The Process of Creating and Developing Neighborhoods
 - The Legacies of Obtaining Blighted Property
 - The Need for Affordable Housing
- Community Development: Funding - Grants - Other Funding Resources For Affordable Housing and Neighborhood Commercial Development
 - Construction Process
 - Disaster Recovery Restoration

Raising and Razing Homes, Substantial Damage Letters and Maximizing Flood Insurance Benefits

REGISTRATION INFORMATION

This seminar is open to the general public; however, advanced registration is required due to limited class size. To register for this workshop, you may call the College of Business, Southern University (225) 771-5640 or www.southernuniversitycenter.org





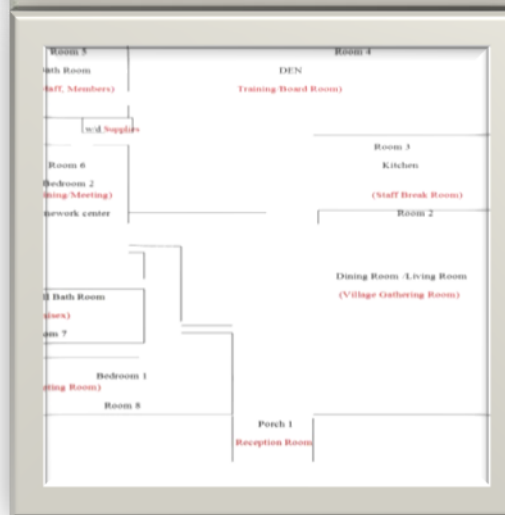
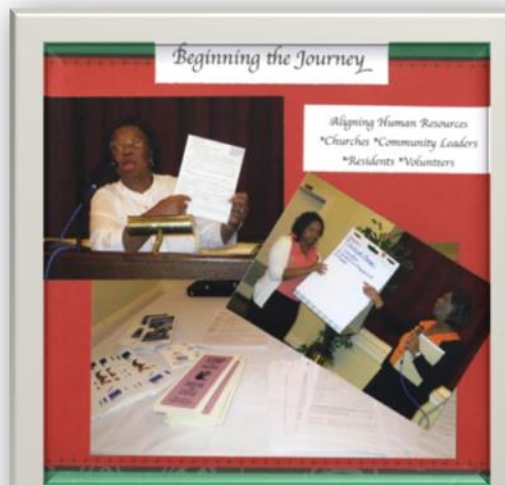




❑ EDAUC Outcomes: Entrepreneurship

“The Village in Pointe Coupee Parish”

The Center facilitates a rural community church leader to build a community center.



□ EDAUC Outcomes: Entrepreneurship

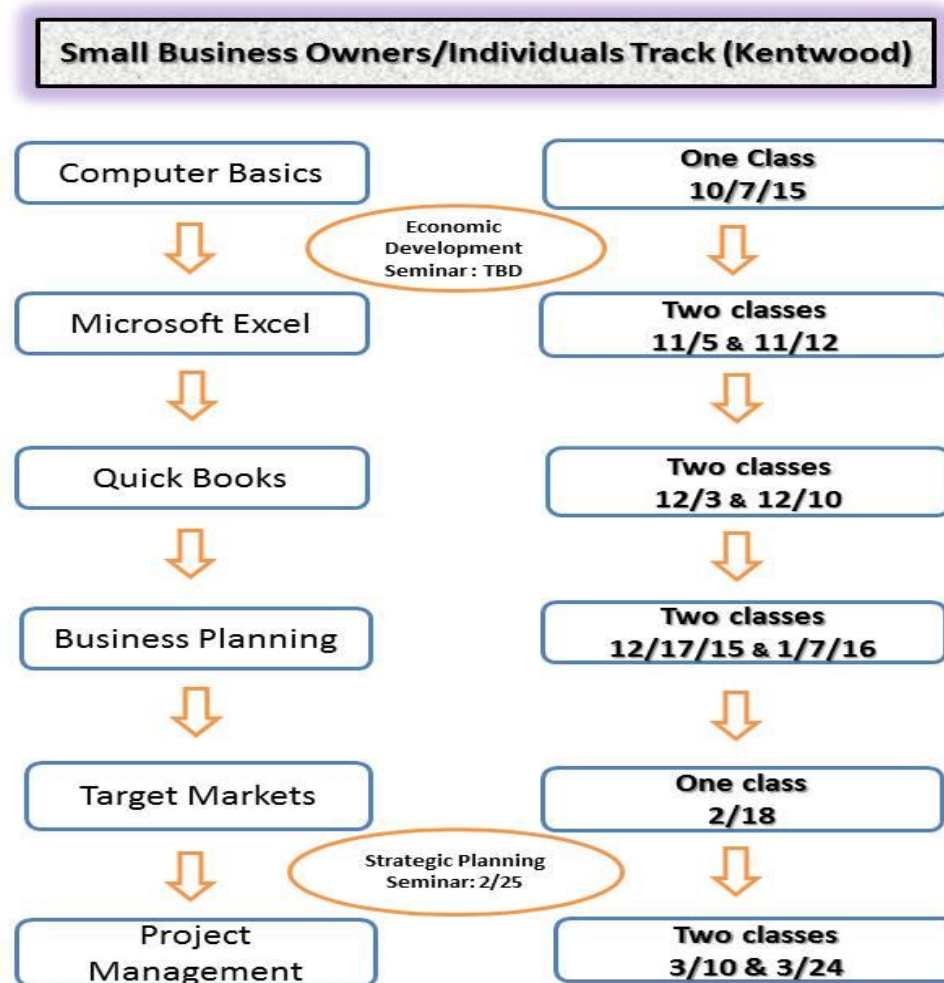
- The training program helped shape such projects as:
 - Ouachita Parish Police Jury: Grocery Store - Hwy 165 South
 - Ferriday Shopping Center: Town of Ferriday
 - Winnsboro Town: Community Arena
 - Lafourche Parish Government: Housing Development

❑ EDAUC Outcomes: Entrepreneurship

- The training program produced several entrepreneurs at Tallulah, Madison Parish. Among them are a community developer and a bakery shop owner.



❑ A Sample of Sequential Training Flow Chart (Cont.)



Applied Research & Economic Analysis

➤ Completed Research: 2014 -15

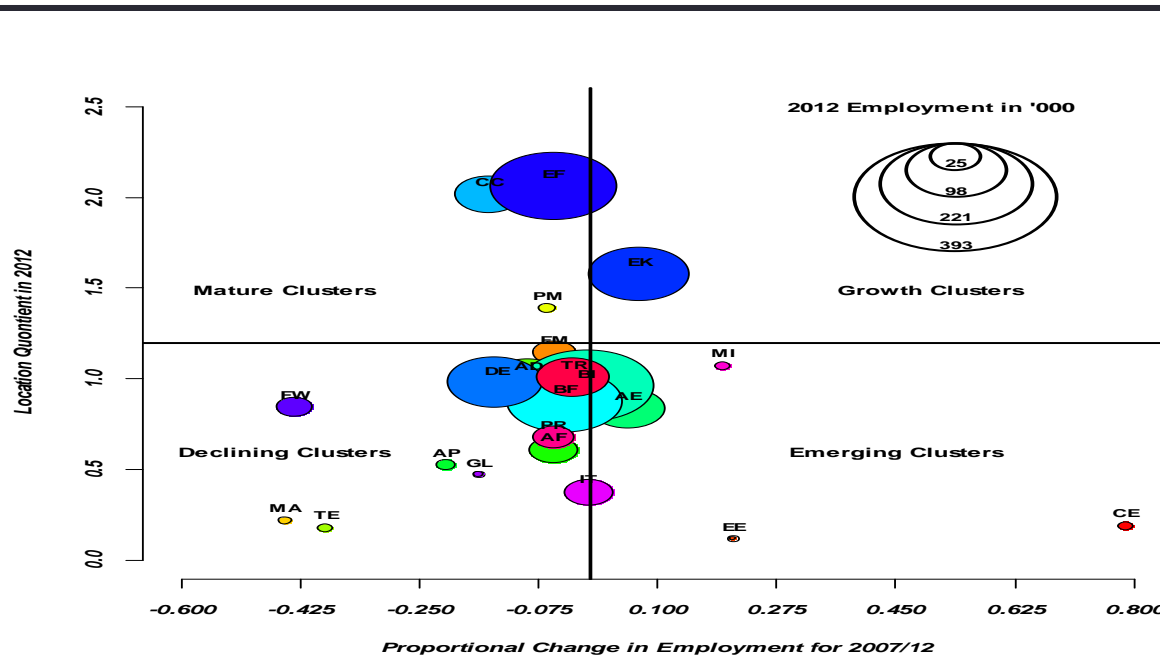
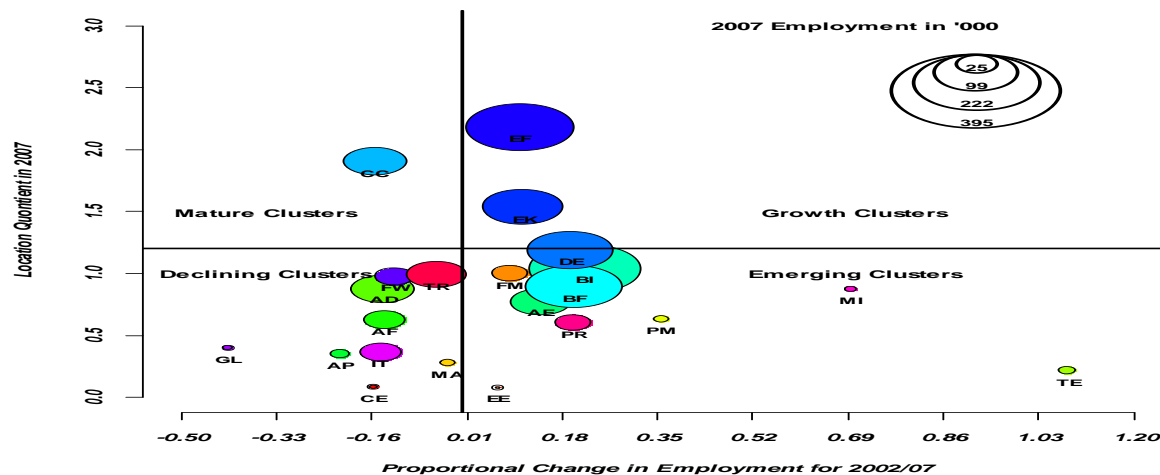
Industry Cluster Analyses of Capital and North Delta Planning District

Objectives: Identify economic movers and emerging industries for policy support

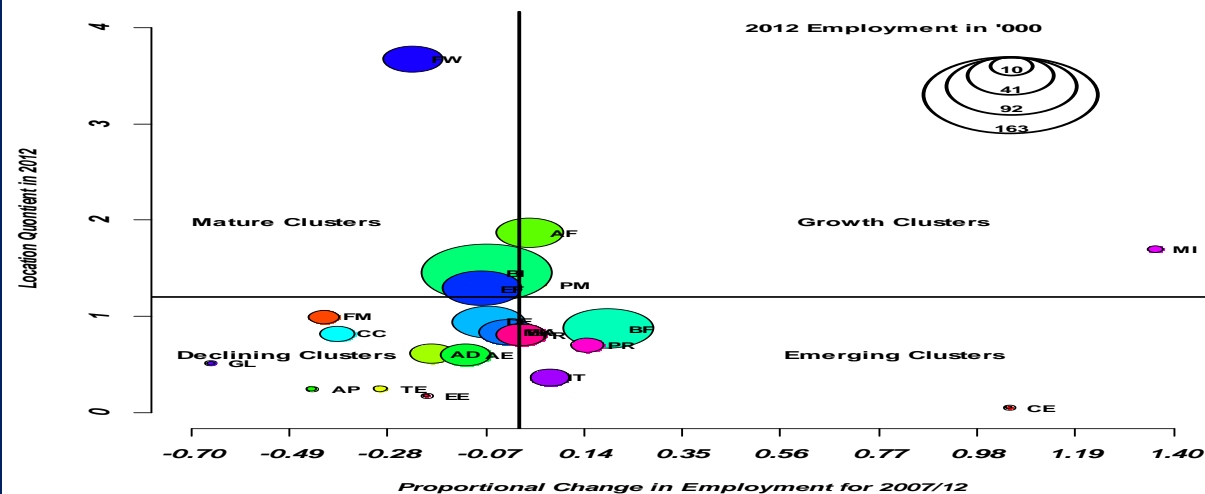
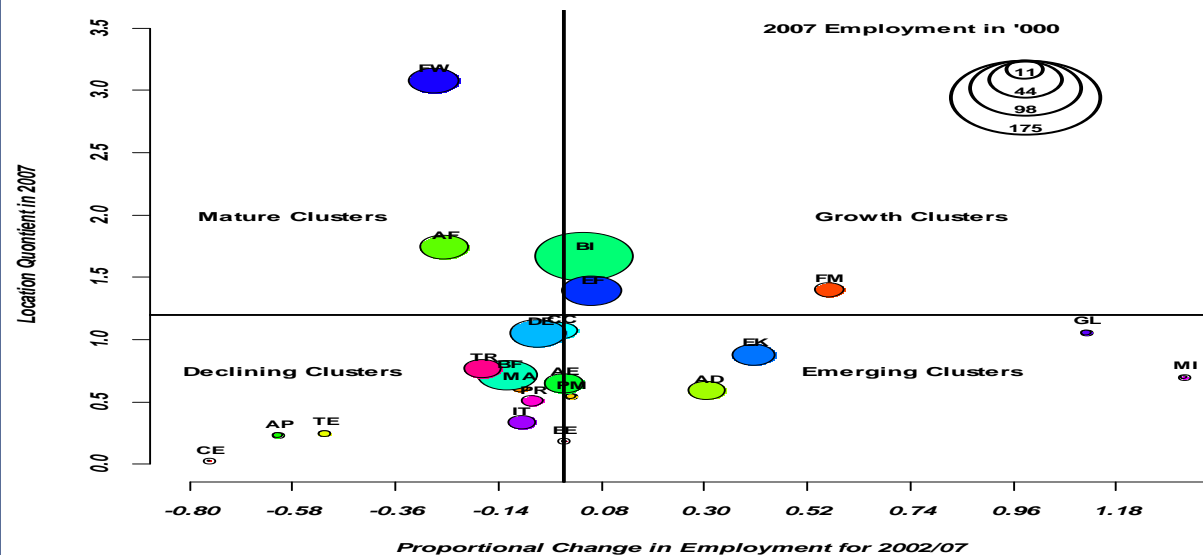
Three technical reports produced and available at the Center's website and Research Gate:

- Industry cluster analysis for capital region and North Delta Regional Planning & Development District,
- Economic Profile of Concordia, East Carrol, Madison, and Tensas Parishes in Northeastern Louisiana, and
- Cotton Export potential for the Northeastern Region after Panama Canal expansion.

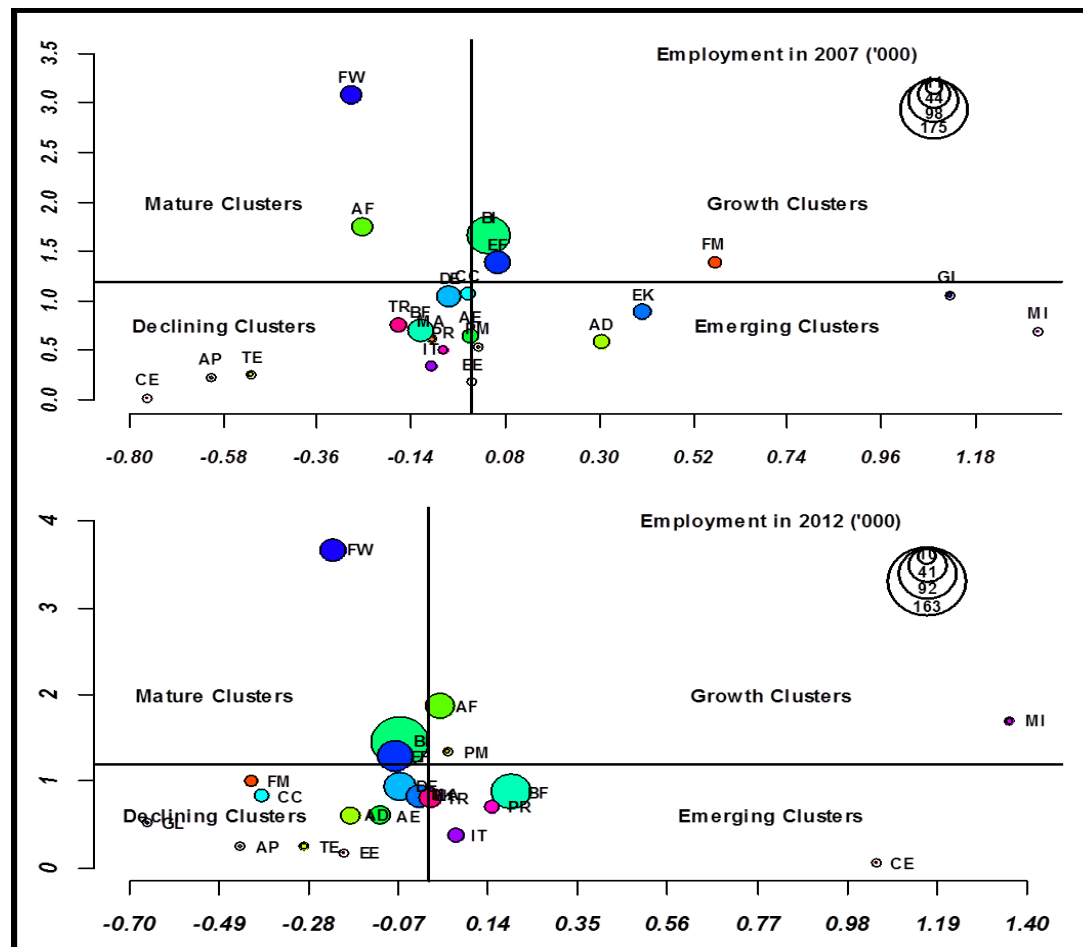
□ Industry Cluster Analysis for Baton Rouge Capital Region



□ Industry Cluster Analysis for northeast Louisiana



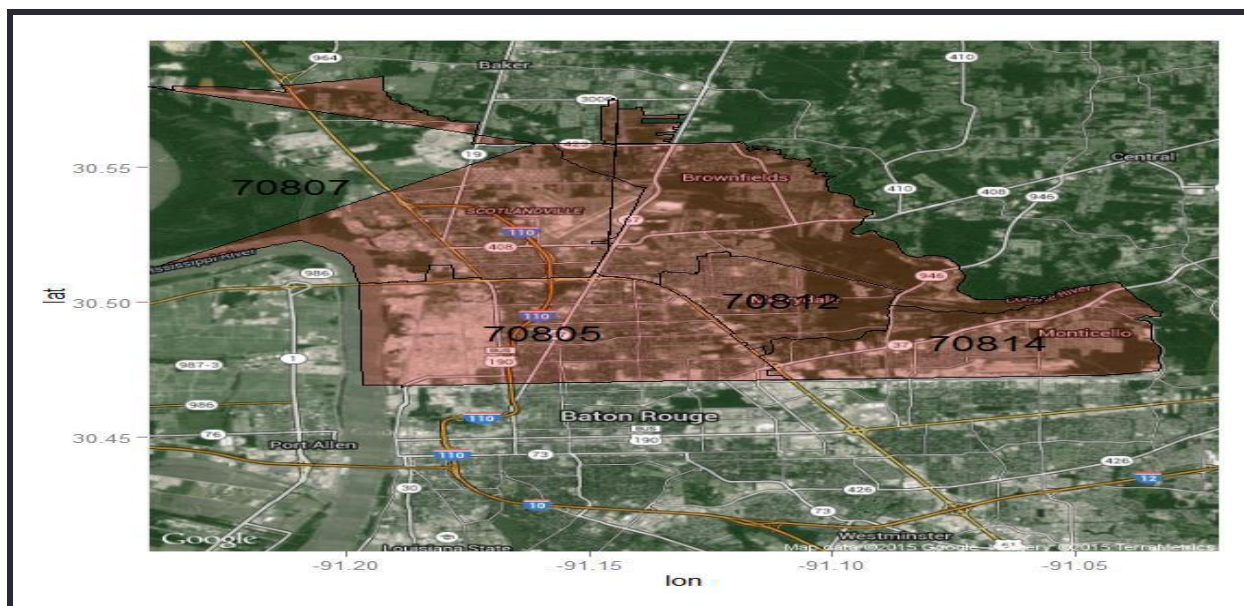
Industry Cluster Analysis of Madison Parish



➤ Completed
Research:
2015-2016

**“Earl K. Long Hospital Closure: Community Inputs
on Potential Uses of the Property and Economic
Profiles of Residents Living within the Vicinity of the
Property”**

Objective: To summarize community responses and regional socio-economic profiles



☐ Infographics of Community Responses from North Baton Rouge Residents Louisiana

What is Missing in Northeastern Baton Rouge ?



WordCloud Plot: Dr Kalba

What do you NOT wish to see built on the former Earl K Long Hospital Site?



WordCloud Plot: Dr Kalba

What would you like to see built on the former Earl K Long Hospital Site?



WordCloud Plot: Dr Kalba

➤ Completed
Research:
2015-2016

**“Meeting Tourist Expectations and Customer
Satisfactions by Hotels and Restaurants in Greater
Baton Rouge and Monroe Metropolitan Areas”**

Objectives:

- Providing a baseline data on service quality offered by accommodation and restaurants.
- Empirically describes how consumers perceive service quality and whether they are satisfied with services offered by accommodation and food service sectors in the two regions.

Results on text analysis for Baton Rouge Area



➤ Completed
Research:
2015-2016

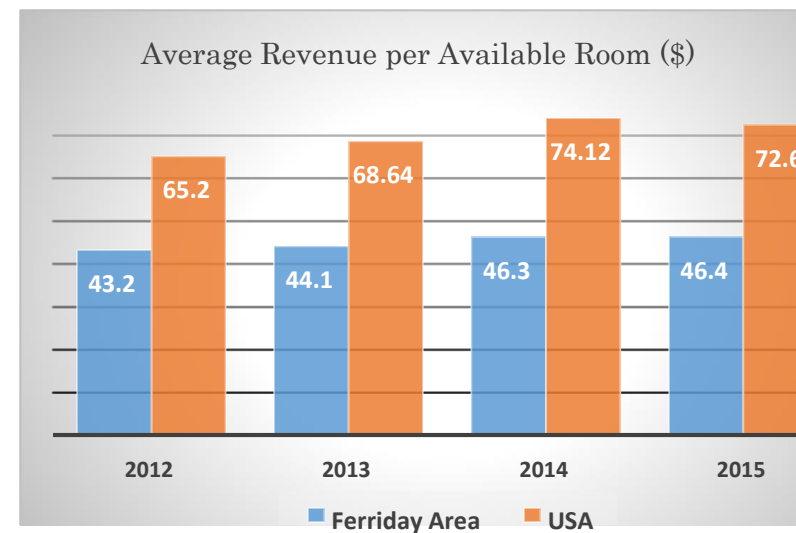
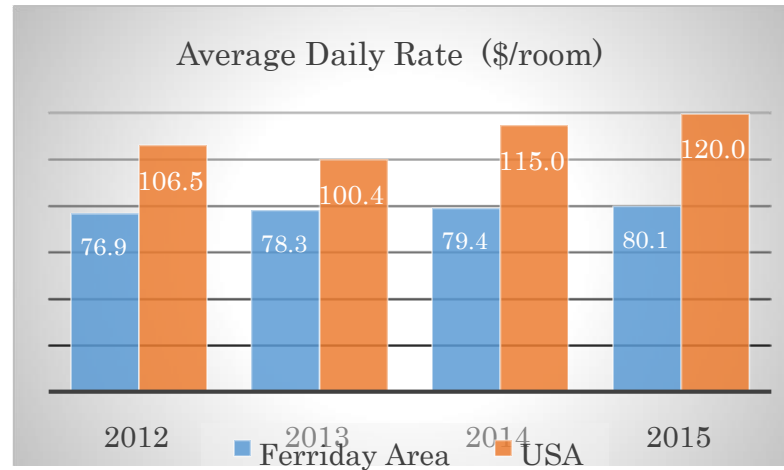
**“Hotel Feasibility Study for Ferriday Town,
Concordia Parish, Northeastern Louisiana”**

Objective:

Conduct economic feasibility analysis to identify variables that impact profitability of new hotel developments or turnaround projects such as location of the proposed hotel, the local hotel market, potential demand, and rate of occupancy

□ Main Results from the Hotel feasibility study

The estimated revenues and costs and trading performance of the proposed hotel assume a position at the lower and middle end of the hotel market that needs investment in a range of \$3,500,000 and \$6,500,000.



☐ Other Research Completed

- **Pricing-to-Market and Exchange Rate Pass-through in U.S. Broiler Export Markets: Revisit**
- **Fostering Entrepreneurial Activities in High Poverty Struggling Communities**

□ Applied Research & Economic Analysis: Ongoing Research Topics

- **“Impact of Schools Human Resource Quality and Learning Physical Environment on Performance”**
- **“Small Business Need Assessment in Louisiana”**
- **“Baton Rouge North Economic Base Analysis”**
- **“Revitalizing the Economy of the North-East Louisiana through Reshoring and Export Promotion after Panama Canal Expansion”**
- **“Estimating Short and Long-Time Impact of 2016 Southern-Eastern Louisiana Flood on Household Income Using Multilayer Neural Network, Support Vector Machines, and Input-Output Models”**

Information Dissemination and Outreach Activities

- ❑ EDAUC
Annual
Regional
Conferences:
2014-2016



**ADVANCING
ENTREPRENEURSHIP
AND INNOVATION**

2014 EDA UNIVERSITY CENTER FOR ECONOMIC
DEVELOPMENT CONFERENCE
June 19-21, 2014
Southern University and A&M College | Baton Rouge, LA

REGISTER TODAY
www.subruniversitycenter.org

Logos for Southern University and A&M College, and the EDA University Center for Economic Development Southern University, BR are visible in the top right corner of the poster.

❑ EDAUC Annual Regional Conferences: 2014-2016



Other Center Outreach Activities:

- ❑ Study Abroad:
U.S. China
100,000 Strong
Initiative.
- National effort that
emphasizes the
importance of the
China-U.S. relationship
- Movement to bring
100,000 students to
study in China



College of Business 2014

- ❑ Student Business Plan Competition in Collaboration with Nexus Louisiana



The graphic features a sequence of four images of a man in a suit, showing a progression from a question mark on his forehead to a lightbulb, then a gear, and finally a smile. Below this, the title "Bayou Classic BizTech Challenge 2016" is displayed in large, colorful letters. To the right, a large blue circle contains the text "THE COMPETITION". Below this, a dark blue circle lists "CASH PRIZES" with "e: \$6,000" and "4,000". To the right of that, an orange circle says "REP YOUR SCHOOL AND BLA OFF YOUR RESUME!" and "Prototype some business te and win cash, credibl and bragging rights." Below the orange circle, a green circle states "REGISTRATION ENDS OCTOBER 20TH". At the bottom right, another orange circle is labeled "REQUIREMENTS". The Nexus LA logo is at the bottom center, with the tagline "ACCELERATING THE BUSINESS OF INNOVATION".

Bayou Classic BizTech Challenge 2016

THE COMPETITION

CASH PRIZES
e: \$6,000
4,000
ou Classic and teams will ze!

REP YOUR SCHOOL AND BLA OFF YOUR RESUME!
Prototype some business te and win cash, credibl and bragging rights.

REGISTRATION ENDS OCTOBER 20TH

REQUIREMENTS

NEXUS_{LA}
ACCELERATING THE BUSINESS OF INNOVATION



Historically Black Colleges and Universities (HBCU)
Entrepreneurial Ecosystem Initiative

**Delta Regional Authority
HBCU Entrepreneurial
Ecosystem Initiative**, Six
Historically Black Colleges
and Universities in the
Delta region have been
selected to advance
entrepreneurship among
their students and grow the
region's entrepreneurial
ecosystem through the
inaugural



Challenges

- Initial Program Implementation was difficult in that it took time to develop partnerships with local organizations and community leaders.
- Many opportunities cannot be addressed due to funding limitations.

Future Plans

- Continue to work with local organizations and community leaders to build specialized training and educational programs such as creating neighborhood developers through distance learning portals (i.e., Adobe Connect).
- Work closer with students to develop innovative entrepreneurial opportunities such as Bayou Classic BizTech Challenge.