

Southern University at Shreveport



U. S. Department of Housing and
Urban Development
Community Outreach Partnership
Centers (COPC) Grant



Community Economic Development Initiatives

- Business Incubation Program
- Business and Entrepreneurial Skills Training
- Construction and Hazardous Material Training
- Economic Development Forum
- Youth Entrepreneurial Training (BizCamp)
- Service Learning
- Capacity Building of Community Based Organizations

Micro-enterprise Business Incubator

- Began operation January 2004
- Move to permanent site January 2005
- Provide office space and technical assistance which includes assistance in management, marketing, financial management, clerical support, etc.
- Provide technical support and resource to business owners outside of the incubator.



SUSLA Small, Women, and Minority Owned Business Incubator



Ribbon Cutting Ceremonies

Current Tenants of Incubator

- Professional Research and Referrals
- Training Academy for Dental Assistants
- Westaff



Training Academy for Dental Assistants



Small Business Training



- Co-sponsored with LSUS Small Business Development, City of Shreveport, Shreveport Chamber of Commerce, Bossier Chamber of Commerce
- Classes offered once a year with up to 50 participants per session
- Offers instruction to give small business owners the skills necessary for the operation of their business
- Class include legal issues, marketing, cash flow projections, record keeping, management, risk management, and tax
- Participants are also guided in business plan development

BEST CLASS IN ACTION



Susan Beal discuss market research techniques



Fifty students participate per session



Randy Doss of A-1 Charter share marketing strategies.



Madeline Henderson of Henderson Construction talks about doing business with government.



Future Business Support Initiatives

- Small Business Improvement Grant
- Micro-enterprise Training
- Relief services for small business affected by Hurricanes Katrina and Rita
- Minority business training and support



Construction And Hazardous Material Training

- Enroll 10-15 low income participants
- Training in employability and life skills
- First aid certification
- Hazardous materials certification
- Basic construction and electrical training
- On the job experience
- Job placement assistance

Construction cont'd



Class at Work



First Aid/CPR Training



LJarvis Agnes, Top Student Award



Graduating Class



Southern University at Shreveport's Economic Development Forum

- Strengthen our relationship with state and local stakeholders
- Foster new relationships with business and industry
- Highlight University's academic and workforce development programs
- Engage in dialogue on how University can better meet needs for the future economic growth
- Provide workshops to enlighten attendees of latest economic trends



Workshop Topics

- Role of Higher Education in Economic Development
- E-Commerce in a Global Economy
- Small Business Assistance and Business Incubation
- Marketing Your Products and Services
- Importance of Credit and Understanding Your Credit Report
- Entertainment and Tourism
- Financing Your Business

Scenes from the Forum



Forum Luncheon



Dr. Williams Slaughter,
Keynote Speaker



Attendees sit in on Business Assistance
Workshop



Tourism and Entertainment Workshop



Youth Entrepreneurial Training

- Collaboration between Southern University at Shreveport, Inner City Entrepreneur Institute, and Caddo Parish School Board
- Introduces the world of business and entrepreneurship to low-income, at-risk young people
- Includes youth ages 13-17
- Teach basic business skills
- Prepare business plans
- Participate in BizCamp Market Place
- Take exciting and educational field trips

The BizCamp Experience



BizCamp students sharpen their computer skills



Students are taught how to write business plans



BizCamp students visit the SUSLA Business Incubator

BizCamp Marketplace



Young ladies displays their merchandise



Young men try to maximize their profits



Lt. Governor Mitch Landrieu visits students' business

Thank You!!!



Jaguar Country