

Medgar Evers College, CUNY

School of Business for Special Issue in

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Funding for support of Medgar Evers College School of Business Entrepreneurship initiatives is from the Santander Bank, Carnegie of NY and CUNY Strategic Initiative Investment grants

ABSTRACT

In the last two years, the Medgar Evers College, City University of New York has forged ahead on a journey of progress covering entrepreneurial endeavors of our students, which our editor, Dr. Roberto Acevedo has deemed in the prologue, as “Progress”. Dean Rolle speaks in a video about Medgar Evers ambitious goal to deliver on change in the community and around the world at the first conference in March 2016 on [Social Enterprise and Women Empowerment](#).

We have delivered on our promise to change the status quo:

Delivered two international conferences, which engaged scholars and practitioners to support social enterprise and corporate social responsibility in the academy and industry.

Delivered workshops, seminars, and other professional development to increase sustainable ventures by minorities and women

Produced scholarly research published in journals

Supported the development of aspiring entrepreneurs through a mission-driven lab

Increased global economic, social and cultural awareness of students and faculty through study abroad

Partnered with government, international and academic associations to leverage resources and growth

We summarize this body of work, not by our own words but rather by the words of our co-author who defines how we have effected change in her life and her country.

Keywords: Business; Social Enterprise; Social Entrepreneurship; Global Community; Fin Tech; Social Justice; Economics; Corporate Social Responsibility

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Medgar Evers College, City University of New York (CUNY) School of Business

Introduction

Medgar Evers College is one of the four-year senior colleges in the City University of New York (CUNY) system; it is a Predominantly Black Institution (PBI). The College is located in the Central Brooklyn New York community. The College is named for the slain civil rights leader Medgar Evers with a mission for social justice and socio-economic transformation. [Medgar Evers College History](#).

The College's School of Business is committed to fulfilling its mandate and expanding its scope to incorporate the political and economic objectives of the Central Brooklyn Community. The community continues to be an important force in the life of the college and serves as a bridge to the student-body and faculty in meeting civic responsibilities. Our student body is vibrant, international and made up of ambitious individuals, all determined to discover more about themselves and the business world our students have the mindset, skills and global outlook to challenge the status quo and to have a powerful, positive impact on the way the world does business. Most students who enroll in the School of Business are representative of the surrounding neighborhoods in Central Brooklyn and aware of the continued political, economic, and social progress and challenges that this community faces. Consequently, many curricular and co-curricular activities build civic awareness, responsibility, and activism.

The School of Business has five departments: Accounting, Business Administration, Computer Information Systems, Economics and Finance, and Public Administration. More information on the School of Business can be found on [here](#). However focus in this manuscript will be on the rapid expansion in entrepreneurship. The College's School of Business has a history in

entrepreneurship and local economic development. Under the leadership of President Rudy Crew, Provost Augustine Okereke and Dean JoAnn Rolle, the growth and development of entrepreneurship initiatives throughout the College have expanded. ([Billy, Egbe, Rolle et.al, 2016](#))

In the last two years, the Medgar Evers College, City University of New York has forged ahead on a journey of progress covering entrepreneurial endeavors of our students, which our editor, Dr. Roberto Acevedo has deemed in the prologue, as “Progress”. Dean Rolle speaks in a video about Medgar Evers ambitious goal to deliver on change in the community and around the world at the first conference in March 2016 on [Social Enterprise and Women Empowerment](#).

Under Dean Rolle’s leadership, the School of Business has sought to improve student’s access to entrepreneurial experiential learning through the increase of curricular and co-curricular activities. Dean Rolle has several decades of experience in economic development and entrepreneurship and was the founding Chair of the Department of Entrepreneurship, Economics & Information Technology at Hampton University, Hampton, Virginia and Director of its Center for Entrepreneurship. Hampton University is the first HBCU in the country to produce graduates with a B.S. major in Entrepreneurship. Dean Rolle was also the Principal investigator for a 2013 study funded by the Opportunity Funding Corporation (OFC) to assess the challenges of entrepreneurship study in under-served communities.

The ability to empower economic development in underserved communities has been a strategy and goal of many organizations. Historically Black Colleges and Universities (HBCUs) traditionally have played a significant role in preparing African American students to compete in business in the dynamic and shrinking global economy.

In the last few decades both the study of intrapreneurship, the skill sets to operate a business within a business and entrepreneurship the skill sets to own and operate a business have gain increased importance in most U.S. and international business schools. While the study of entrepreneurship has gained momentum globally it’s growth has been slower at HBCUs . . .

The findings of the study were that while progress has been made in the development of entrepreneurship curricular and co-curricular activities, HBCUs remain at a deficit in tracking and producing sustainable ventures that generate increased economic development in the communities they serve. The study makes further recommendations to increase entrepreneurship capacity building as a strategy to increase economic development in minority communities¹. ([Rolle, Billy, Pittman 2015](#))

At Medgar Evers College School of Business in addition to the goal of entrepreneurship and experiential learning there is an emphasis on producing and tracking sustainable ventures. In an

¹ Rolle, J. D., Billy, I., Pittman, J., “A case study of Entrepreneurship Capacity Building in underserved communities.” Business & Technology Journal Volume 2 No 1. 2015

effort to house College-wide entrepreneurship initiatives, President Crew and Provost Okereke approved a 1000 square feet space in the Carroll Street facility fall 2015. The new home of our Entrepreneurship & Experiential Learning (EEL) lab is a community-based vehicle to expose students, faculty, staff and other stakeholders to the benefits of entrepreneurship and experiential learning. Applied more broadly, the model of experiential learning deepens collaboration between industry experts, entrepreneurs, and community stakeholders. Working together, we hope to exchange insights and specialized knowledge of the dynamic and changing global business environment. Classroom education is augmented by real world experiences of the community, industry experts and entrepreneurs. Experiential learning use, we believe, yields increased skill sets for participants and allows them to leverage newfound skills into greater employment and entrepreneurial opportunities.

The School of Business collaborates on projects that benefit the local and global community. For example, experiential learning initiatives in financial services are linked to a new BS in Financial Economics co-curricular activities. Much of the progress made by the School and the EEL is cited in our 2016 [Summer Newsletter](#)

Our approach to increasing retention and graduation rates is to enhance student engagement. To increase engagement, we increase both experiential learning and entrepreneurship education as both help create pipelines to real world and applied learning.

The CUNY 2012-2016 Master Plan called for an increase in career preparation through increased investment in developing work experiences, certificates, and industry partnerships that build students skills and ensure professional currency. The EEL lab serves as a one-stop shop, a physical and virtual hub of an innovative learning community, where students and seasoned entrepreneurs engage, motivate and inspire across disciplines. There are faculty, students, and staff and community collaborations to increase articulation agreements between academic programs, as well as co-curricular cooperation and scholarship globally. Phase 1 of our plan is for the Carroll Street Center to engage in curricular and co-curricular activities with [Start-Up New York](#) entrepreneurs located at the Brooklyn Navy Yard in New York. The emphasis on experiential learning, we believe, will yield stronger skill sets and improve retention, graduation, and employment of students. Since the opening of the EEL, we have engaged in active programming including workshops, seminars, and professional development for aspiring entrepreneurs; a schedule of the 2015-16 activities is listed in the Appendix. We participated in regional and state [wide business plan competitions](#). One of our many success stories is Medgar Evers College's first win of a CUNY SmartPitch competition. Ms. Ashley Warmington participated in our Fullbridge training programs in 2015 and 2016 becoming the first woman to win, in the 16-year history, of the CUNY [wide SmartPitch competition](#).

Phase two of the plan is to increase student and community exposure to innovation and international entrepreneurs through [development](#), sponsorship, and [participation](#) in international conferences, the most recent and successful conference focused on [Corporate Social Responsibility](#); the full agenda is provided [here](#). In addition to the conferences we developed an aggressive study abroad schedule, which in nine months students, faculty and staff travelled to [Kenya](#), Jamaica, [Dominican Republic](#), China, London, Paris, Japan and Thailand to study innovation, culture, and entrepreneurship. In addition to the travel we participated with seven

other CUNY Schools in the launch of the New York City Economic Development Council's International Innovators Initiative [IN2NYC](#) program. To launch the Medgar Evers version of the program, we partnered with [StartUp Africa](#), [Global Social Enterprise Institute](#), and the [Social Business School](#). Additional photos, videos and other documents related to recent activities of the School can be found on our [Facebook page](#).

Phase three of the plan is to establish a continuum of entrepreneurship learning by developing an incubator at or near the Brooklyn Navy Yard. Students will work with businesses in our Start-UP New York and IN2NYC programs in FinTech, Financial, Marketing, Accounting and other functional areas of business so as to provide experiential learning that compliments their academic curriculum.

Current academic programs such as the new B.S. in Financial Economics will be supported with training and certifications, creating differentiation and increased employment or entrepreneurship options for our students. For example, students and community stakeholders interested in careers in the financial sector could receive Series 7 or other financial certifications. We are collaborating with partners to increase the employability and marketability of our students, as well as help to develop them as entrepreneurs. We also collaborate with applied software vendors to provide our student's tech, financial and other industry sectors employment opportunities. In the future we will also explore opportunities for our students to prepare for real estate certification exams, certification in real estate management software such as Argus Software, Certified Financial Analyst and others.

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- Departmental Faculty**

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- Information about the School of Business faculty can be found on the [School's website](#).

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- Brief Bios of selected faculty in the Department of Public Administration follow:

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- Dr. Byron Price – A noted authority on a wide range of criminal justice, police tactics and general reform of the criminal justice system. Dr. Price also has written and lectured extensively on these matters. Dr. Price received his Ph.D. in Public Policy & Administration from Mississippi State University, his MPA and BS from Texas Southern University and his MBA from Oklahoma City University.

- Dr. John Flateau – A graduate of New York University, and Baruch College, with a Ph.D. from the CUNY Graduate Center, Dr. Flateau is a nationally recognized political scientist with extensive public service experience having worked in senior positions in the New York State Legislature and as Chief of Staff for New York City Mayor David N. Dinkins. He has particular expertise regarding local and national politics, electoral issues and the operations of local, state and federal governmental agencies and has worked and written on a range of issues related to criminal justice and law enforcement.

- Professor Gregorio Mayers – Professor Mayers is an alumnus of Medgar Evers College and CUNY School of Law. Professor Mayers, who is a native of Panama and has

significant expertise regarding economic development in the Caribbean and Latin America, worked as a Senior Policy Advisor to New York City Mayor Michael Bloomberg where he had a wide range of responsibilities. As the head of the Law Pathways Program of the Department of Public Administration at Medgar Evers College he has worked extensively with the New York Police Department and other law enforcement and security sector agencies.

- Professor Wallace Ford – Professor Ford is a graduate of Dartmouth College and Harvard Law School. While at Harvard Law School he authored a Prisoners Rights Manual that was used by the Office of Congressman Charles Rangel. As President of the Harlem Lawyers Association and now, as Chairman of the Department of Public Administration at Medgar Evers College, he has lectured on numerous issues related to law enforcement and criminal justice. He has worked in senior positions for two New York State governors (Mario Cuomo and Hugh Carey) and New York City Mayor David N. Dinkins. As a frequent television and radio commentator and as the author of the Point of View blog, which is now read in over 60 countries, Professor Ford has commented regularly on criminal justice and law enforcement issues.

Current and Future Activities

Partnerships:

The EEL lab is designed to inspire and leverage local, regional and global talent to develop business ideas that can increase scale and provide sustainable economic growth in the future. The EEL Lab works with organizations that facilitate innovation by promoting access to international entrepreneurs who expand onto university campuses. The plan is to attract at least five international entrepreneurs who would share space with students, alumni, and community stakeholders. Given their specific expertise and credentials, international entrepreneurs may interface with students and faculty as adjunct faculty, guest lecturers, mentors, or possibly employers.

The EEL lab has as a foundation, a network of public/private partnerships. Partners would include, Start-Up New York Brooklyn entrepreneurs, Brooklyn Navy Yard, the Caribbean American Chamber of Commerce and Industry (CACCI), and a host of Minority and Women Owned Businesses (MWBEs).

By collaborating, partners leverage experience, best practices, and resources to achieve greater results. They also improve academic outcomes by increasing experiential learning of students, the number of MWBEs, and employment of the underserved in communities served by Medgar Evers College. In addition to formal collaborations, the Lab plans to continue to engage in activities with members of CACCI, the Downtown Brooklyn Neighborhood Alliance and other community-based organizations (CBO).

Programs:

President Rudolph Crew requested that as an institution Medgar participate in the 2014-15 SmartPitch competition. While preparing for the competition, we found that students from all three Schools – Liberal Arts, Business and Science & Technology – were interested in acquiring entrepreneurship skills. Many of the students attending the information session were not business majors; they were students who were committed to their field of study but wanted additional business skills that were not accessible in their curriculum. The operation of the lab will allow students from across MEC to participate in entrepreneurship and other experiential learning co-curricular activities without regard to program of study

We think it reasonable to assume that the lifestyle, mindset, and opportunities of the entrepreneur can be captivating to students. Entrepreneurship can be a hook that prompts students to take a new interest in school and help them see that academic achievement really does open doors to a productive life. Students might be more inclined to remain focused on success if such values as self-discipline, responsibility and the willingness to see obstacles as opportunities were the standards for their actions each day of their lives.

The B.S. in Financial Economics was the first new CUNY approved academic program for Medgar in a decade. We plan to support the new program with co-curricular activities to include financial services certifications, on-line professional development, participation in the Federal Reserve Challenge and liaisons with industry experts. The School of Business Industry Advisory Council (IAC) will also support the lab. The lab also hosts an Entrepreneur in Residence initiative to augment faculty and staff support for entrepreneurial training. The methods of delivery of services and content may include “entrepreneurial and functional business area Simulations” as well as “video series and webinars” developed by subject matter experts that provide participants self-paced support and re-enforcement of taught concepts. The video series and webinars expand the capacity and reach of the EEL to participants virtually beyond the campus geographic boundaries.

Many of our students are interested in global operations and social entrepreneurship. Consequently, we are collaborating with other government organizations, as well as academic institutions such as Kenyatta University.

The faculty also plans to develop a minor in Entrepreneurship. The proposed minor was presented to the Curriculum Committee in the spring. After changes, the new minor is expected to be approved internally this fall with further approvals in spring 2016 and implementation by fall 2016. The lab will support co-curricular activities for the minor including developing teams to compete in SmartPitch, NY State and Regional pitch, and the Thurgood Marshall Business Plan competition for HBCUs.

The Fullbridge Corporation will continue to provide its unique brand of entrepreneurial training and support for students interested in competing in local, regional, and national competitions.

Dean Rolle, [Dr. Iris Billy](#) as the Director of EEL, and a team of faculty, advisors, and consultants continue to develop new strategies to sustain start-up ventures in an effort to increase the number of successful businesses owned by minorities and women.²

Industry Advisory Board

A distinguished panel of scholars and practitioners supports the School of Business and the EEL lab. The Chair of the IAC is Dr. Eric Harter, a serial entrepreneur and accomplished educator.

(1) Dr. Leeroy Bronner
Associate Professor Computer Information Systems
Morgan State University

(2) Patricia Rock
Former Vice President, Regional Manager
CSR / Santander Bank Foundation

(3) Robin Verges
Senior Vice President
Rubenstein Associates, Inc.

(4) Dr. Eric Burger
Research Professor
Computer Science
Georgetown University, Washington, DC

(5) Dr. Eda Hastick
Professor
Social and Behavioral Science Department
Medgar Evers College

(6) Dr. Eric S. Harter
President & Chief Executive Office
Vesta Technology Solutions

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Rolle, Billy, Pittman, " A Case Study of Entrepreneurship Capacity Building in Underserved Communities, Journal of Business & Technology, Volume 2 2015.

(7) Dave Dowrich
Chief Financial Officer
AIG Global Commercial Insurance
Chief Financial Officer
Asia Pacific Region

(8) Mr. Harry Staley,
Chief Operations Officer
Anna Foods

(9) Mr. Terrence Biggs II,
Medgar School of Business alumni
Leadership consultant

(10) Dr. Roger Kaufman,
Professor Emeritus Florida State University

EEL Research

(Northeastern Regional Council)

(ACBSP Region _1_)

Response to Call for Presentations

“Preparing Students for Career Success”

Best of the Regions Competition

**Title: Preparing Students for Entrepreneurship Careers was accepted for presentation
October 14-15 in NYC.**

Presentation Description for Program Guide (up to 40 words):

Statistics show now more than ever, business schools must demonstrate ways in which they are evolving to meet the needs of students to prepare them for our current competitive global economy. Students are prepared for corporate careers, however unemployment remains high among graduates.

Description: This is the a full description of what is being proposed for the session, including a written description of the presentation, the topic’s importance to attendees, use of handouts, and format of presentation. Please limit to no more than 200 words.

[Introduction and Problem Statement]

Many minorities have challenges in getting employment globally. Entrepreneurship has been said to be an important factor for economic development and in addition, the SME sector has become the key driver for economic growth. Medgar Evers College (MEC-CUNY), a recognized institution for entrepreneurship launched partnerships with industry and Universities locally and abroad to exchange ideas and learn from each of these countries. In addition, MEC organized international conferences on Corporate Social Responsibility and Social Entrepreneurship empowerment where academia and industry players participated in interactive workshops. To ensure that students enhance their entrepreneurial skills, MEC has specialized, customized focused training of student businesses and sponsored student entrepreneurship study abroad to China, Jamaica, Nairobi, among other countries. One such partner institution, Kenyatta University (KU), has also enhanced entrepreneurship through the launch of an incubator that operates 100 small businesses, entrepreneurship modules across the college curriculum as well as supporting faculty research on entrepreneurship. In this partnership, Medgar Evers College students and Kenyatta University students were both surveyed with the same instrument? During the presentation we will share an analysis of the data, significant findings on motivators and challenges for students, and environmental factors that may contribute to pursuing entrepreneurial careers.

Submittal of the actual presentation is welcomed but not required.

Main Contact:

Name: Dr. JoAnn Rolle

Title: Dean School of Business

Institution: Medgar Evers College (CUNY)

Address: 1650 Bedford Avenue City: Brooklyn State/Zip: NY 11225

Phone: 718-270-5110

Email: jrolle@mec.cuny.edu

Are there any co-presenters?

Dr. Jacqueline Kisato, Lecturer Kenyatta University

Dr. Iris Billy, Director Entrepreneurship & Experiential Learning Lab, Medgar Evers College

Dr. Roberto Acevedo, Director de investigación y Desarrollo Vicerrectoría de Desarrollo.
Universidad Mayor

If yes, please provide name, title and affiliation.

Dr. Jacqueline Kisato. Faculty and Mentor at Chandaria Business Innovation and Incubation Centre (C-BIIC). Kenyatta University. Address: P.O Box 43844-00100, Nairobi, Kenya.

Dr. Iris Billy. Director Entrepreneurship and Experimental Learning Lab, Medgar Evers College CUNY (1650 Bedford Avenue Brooklyn NY 11225)

Dr. Roberto Acevedo. Head of Research and Development. Universidad Mayor. Address: San Pio X. N° 2422. Providencia. Santiago. Chile. Postal Code: 7510041

Are there other reasons why you believe your presentation should be accepted (no more than 100 words)?

This paper is a collaboration of three business schools on three continents, US, Africa, and Latin America. The issue of unemployment and underemployment of minority and women is a sustaining global challenge, for which we must create new and innovative solutions to assist our graduates. Entrepreneurship is the economic engine of many countries and cultures; we must find methods and processes to increase the success rate of new start-ups across the globe. We attempt to achieve results by researching and analyzing the data related to the demographic that we serve in our various institutions.

Additional Research

EEL Research teams have also submitted for publication and presentation on “Increasing Social Media for Women & Minority firms.” A manuscript was submitted to an international organization in April 2016 and accepted for poster presentation. Another manuscript was recently submitted on the same topic to International Journal of Education and Social Science, Vol. 3 No. 9. Both manuscripts were co-authored by faculty and students in the EEL lab.

Summary

In the introduction we set out an ambitious goal to make a difference through leveraging entrepreneurship for economic development in the communities we serve. Evidence that we are achieving goal is taken from a letter of thanks from our colleague and co-author Professor Kisato, lecturer at Kenyatta University:

Dear Dean Rolle,

I am very honored to have been invited to attend the Medgar Evers conference on exploring Corporate Social Responsibility with the Global community dated June 14th-17th, 2016.

Allow me to explain the chain of events after that. A few weeks after my arrival to my country, I got an invitation for an interview on pitching for startups in one of our leading Dailies, the daily Nation.: link <http://www.nation.co.ke/lifestyle/myNetwork/Pitching-for-funding-how-to-seal-the-deal/3141096-3294456-xkrfl3z/index.html>.

This was the moment I was grateful to have attended the Medgar Evers Conference. I remembered the industry players discussing startups and seeking funds: Michael Short talked on this extensively and I presented my ideas boldly, because I learned a lot in that conference.

This article led to another interesting turn of events. Some gentleman who owns an SME (300 employees) was so captivated by the article, that he invited me to discuss with his top management how to transform his company to a global company. Please note I have never been invited by any company before to discuss this. This meeting required a clear understanding of Corporate Social Responsibility and the triple bottom line strategy, which incidentally was the theme at the Medgar Evers Conference.

As I explained to the top management in this company these concepts, with gratitude tears in my eyes, I could see Prof Roger explaining the concept of doing good and making money not being mutually exclusive; I could see the industry players talking about planet, people and profit as the new corporate social responsibility paradigm and Dean Rolle enthusiastically engaging academia and industry to explore areas of synergy.

Dean Rolle, I was so knowledgeable and introduced a dialogue that is not commonplace in my country. That conference could be the fountain of knowledge to industry-academia synergy for me. My mantra is to translate academia to enterprise and your conference gave me my first lease to this.

In Swahili, we say: Asante sana (Thank you very much). The conference has made me a passionate corporate social responsibility advocate and I am grateful that I attended the conference.

Kind regards,

Appendix

School of Business – Conferences, Seminars, Workshops, Study Abroad, Internships and press releases

SCHOOL OF BUSINESS – CONFERENCES, SEMINARS, WORKSHOPS, STUDY ABROAD, INTERNSHIPS

September 2015 Launch of the Entrepreneurship & Experiential Learning Lab (EEL)

December 1st, 2015 “Inspirations in Innovation” Concepts in Rapid coding development for mobile apps, MEC Start Up New York partners talk on mobile app development, Open Space Technology – China case study and New York Economic Development Corporation Programs for entrepreneurs and economic development.

December 7th, 2015 to join us in Founders for the Global Lecture series with Carla Harris, Senior VP at Morgan Stanley.

December 9th Michael Moore Film Where Next To Invade?

Asian American Business Development Corporation collaboration for student mentorship and internships

December 16th, 2016 Women in Business & Entrepreneurship Summit

January 2016

Start of Social Media Certification and Competition HootSuite Media Inc.

January 8th, 2016 Mock Pitch Competition EEL Lab

January 11th – 15th, 2016 Fullbridge Bootcamp

January 21st, 2016 Fullbridge Bootcamp Graduation and Shark Tank Competition

January 26th – 29th, 2016 StartUp Africa Women Summit Nairobi Kenya

Memorandum of Understanding Yakshna Solutions, Inc. MySetAside for government contract

Collaboration with Vicki Weiner Women's Enterprise Action Loan Fund (WEALF) loans received for 2 students \$5000.00 and mentorship provided for students

Collaboration with paid internships, employment and training with Starliner Café & Market Projects

Wrote UNCF grant with Fullbridge Inc.

Form EEL Club with Student Life

February 2016

Black History Event Jason Black Documentary “7AM”

February 14th, 2016 Funding and Financing seminar at the EEL Lab 1150 Carroll Street C405A Collegiate Entrepreneurship Organization Membership

February 29th, 2016 collaboration Growth Fortune Internship Program

March, 2016

Empowerment of Women /Social Enterprise Conference March 9th 10th, 2016

Start of CUNY Smart Pitch competition

Collaboration with Jay Allan, Crown Heights Florist

Contractors hired (Christine Rico and Rebecca Wicker to assist students with Pitching competitions)

Collaboration with NY Caribnews for Social media interns

March 21st, 2016 Collaboration with Nostrand Avenue Merchants Association Small Business Workshop with Etsy

March 28th, 2016 Small Business Workshop Bklyn Chamber.

March 24th, 2016 start of New York Business Plan Competition Regional Finals EEL Lab

April, 2016

**3rd annual International Competition for Entrepreneurs (ICE) in Montego Bay, Jamaica
April 6-10, 2016.**

April 17th, - April 26th, 2016 China Study Abroad with Prosper Bernard

April 24th, 2016 Entrepreneur in Residence started work EEL Lab

**Collaboration with the African American Credit Union Coalition has a paid internship
program**

April 28th – April 30th, 2016 NYS Business Plan Finals competition in Albany, NY.

May 2016

Collaboration Social Work faculty viewing 6 PM May 5, 2016 Trapped in the Trade

May 4th – May 8th, 2016 Jamaica Study Abroad

May 11th, 2016 New Recruits Drive

**May 1th 2016 Collaboration with IRS, SBA, Chamber of Commerce, NYS Dept. of
Taxation and Community Leaders for the City Wide Small Business Forum.**

Created SoB newsletter

May 20th, 2016 CUNY SmartPitch Finals

May 31st – June 2nd, 2016 train the trainer Fullbridge

June 2016

**June 3rd, 2016 School of Business Financial Literacy Seminar: Personal Financial Credit
Carroll Street Building C405A**

June 9th – 12th TIC America Santo Domingo Study Abroad

June 14 - 17, 2016 Corporate Social Responsibility Conference

July 2016

Fullbridge Bootcamp Training & Pitch Competition July 11-15th, 2016

July 20th, 2016 Pitch Competition Provost Conference Room

August

August 1-5

EEL Evening Fullbridge Entrepreneurship Bootcamp; July 18th- August 5th

August 15-16

IAC Conference Paris France August 15-16th, 2016 Presented paper on Exploring Corporate Social Responsibility with the Global Community

August

School of Business Newsletter Aug-Oct issue

September 4

Submitted paper Women and Social media (Paper was previously submitted and accepted as a poster February 2016 in Paris France

September 10

MEC students join the UN Young Professionals at the NYU Wagner Building, in discussing topics ranging from global extremism, the refugee crisis, and other urgent world issues. The event is located at 295 Lafayette St., New York City NY

September 14th and 17th

EEL Macro Industry Analysis and Business Innovation Workshop;

September 16-18th

ACBSP Deans Symposium

September 24th

Dr. Iris Billy Keynotes StartUp Africa Entrepreneurship Conference at George Mason University in Fairfax, Virginia. MEC Junior Arlette Alexis will be on a panel and other MEC students will participate in the annual pitch competition

September 28th

SBA Small Business Workshop;

October 14-15

ABSCP Paper/Presentation titled, “Preparing Students for Entrepreneurship Careers.” There are four authors including myself from three different institutions and three continents:

The lead researcher and author of our manuscript is Dr. Jacqueline Kisato, Faculty and Mentor at Chandaria Business Innovation and Incubation Centre (C-BIIC). Kenyatta University, Nairobi, Kenya

Dr. JoAnn Rolle Dean School of Business Medgar Evers College (CUNY)

Dr. Iris Billy. Director Entrepreneurship and Experimental Learning Lab, Medgar Evers College (CUNY)

Dr. Roberto Acevedo. Head of Research and Development. Universidad Mayor. Santiago. Chile.

Press release on 2016 conferences

MARCH 2016

Social Enterprise & Women's Empowerment

This past year at Medgar Evers College, the School of Business piloted many informative and inspirational speaking events, with opportunities for networking, collaboration and insight. On March 10th MEC hosted the first annual Social Enterprise and Women's Empowerment Conference, emphasizing the vitality of gender equality in aiding economic growth and sustainability. The conference held many renowned speakers from around the world, as well as some familiar faces from the Brooklyn area. The conference was co-hosted by ENS Global (Escuela de Negocios Sociales), an MBA program based in Constitucion, Chile. Dr. Bernardo Javalquinto, the founder of ENS Global, served as one of the conference's keynote speakers. Dr. Javalquinto gave insight into the benefits of sustainability that women's equality and empowerment provides for social enterprises, cities and communities.

Following the students' trip to Kenya, members of StartUp Africa came to Brooklyn to join us in the conference. John Paul Karijo, Linda Kamau, Sam Gichuru, Erastus Mong'are and Dr. Mary Ragui discussed the details of their ongoing expansion project for Kenyatta University. Under this project, the university has developed numerous new buildings, and plans to expand outside of Kenya to other African countries. It would be favorable to mention that this ongoing project, which developed dozens of new university buildings within a span of 10 years, is being led by a woman. Dr. Ragui's presentation provided clear evidence of the socioeconomic benefits that female leadership has on society on a global scale.

We heard a few speakers who are involved in youth mentorship programs, aiding and inspiring young adults to become active in their communities. Eddie Garcia discussed his organization, Sustainable Youth Communities, and the importance on supporting social enterprises among a younger demographic. Dr. Josephine Kulea, founder of the Samburu Girls Foundation, was given the Award for Gender Equality. Her efforts of improving the lives of young girls in Samburu have been recognized across the world, and we were very fortunate to have her attend the conference and speak on her successes.

Other keynote speakers included NY City Councilwoman Laurie Cumbo, NY State Assemblywoman Annette Robinson, and Ombudsman of the Organization of American States, Sherry Tross, all who provided us with their inspirational stories of perseverance, determination and success. Each of these women was once where our students are today; and they worked tirelessly despite the many challenges they faced in life. These influential women reminded the students that they have the ability to make things happen, it's all up to them to take action. At the

end of her story, Assemblywoman Cumbo stated, “All we need you to do is realize your potential, your dreams and your passion, and know that you can do it.”

The Social Enterprise & Women’s Empowerment Conference was an immense success, highlighting the value of gender equality, sustainability and global partnerships in today’s world. We hope that the event inspired MEC students of any gender to pursue their dreams and contribute to their communities.

JUNE 2016

Corporate Social Responsibility

A summit on Corporate Social Responsibility was convened by global partners and collaborators in Brooklyn, New York on June 14-17th to engage in dialogue on how to develop action oriented strategies to address social business, justice and leadership challenges. Participants were from Chile, Jamaica, Kenya, and several states in the US. The importance of a strengthened platform for CSR which responds coherently and effectively to current and future challenges and efficiently bridges gaps in the implementation of the CSR agenda was discussed into totality in our June 14-17th, 2016 summit. It was decided that the institutional framework for CSR should integrate the three dimensions of CSR in balanced manner and enhance implementation by, inter-alia, strengthening coherence, coordination, and collaboration of efforts and reviewing progress in implementing CSR. The framework used was inclusive, transparent and effective and that it found common solutions related to global challenges to CSR. With this backdrop, the Exploring Corporate Social Responsibility with the Global Community Summit drew scholars and practitioners from Chile, Kenya Jamaica and the US with the following objectives:

- . Effective governance at the local, subnational, national, regional and global levels representing the voices and interests of all is critical for advancing CSR. This Global Summit on CSR:
- Promoted the balanced integration of the three dimensions (people, globalization and collaborations of CSR;
- Give an action- and result-oriented approach paying due regard to all relevant cross-cutting issues with the aim of contributing to the implementation of CSR;

- Underscored the importance of inter linkages among key issues and challenges and the need for a systematic approach to them at all relevant levels;
- Enhanced coherence, efficiency and transparency, while reinforcing coordination and cooperation;
- Promoted full and effective participation of all participants in decision making processes and showcasing their CSR Agenda.
- Engage high-level participants, provided guidance and identify specific actions to promote effective implementation of CSR,
- Encouraged voluntary sharing of experiences and lessons learned;
- Promoted the policy interface through inclusive, evidence-based and transparent assessments, as well as access to reliable, relevant and timely data in areas related to the three dimensions of CSR, building on existing mechanisms, as appropriate; in this regard, strengthen participation of all countries in international CSR processes and capacity-building especially for developing countries, including in conducting their own monitoring and assessments
- Promoted transparency and broad public participation and partnerships to implement CSR.

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