



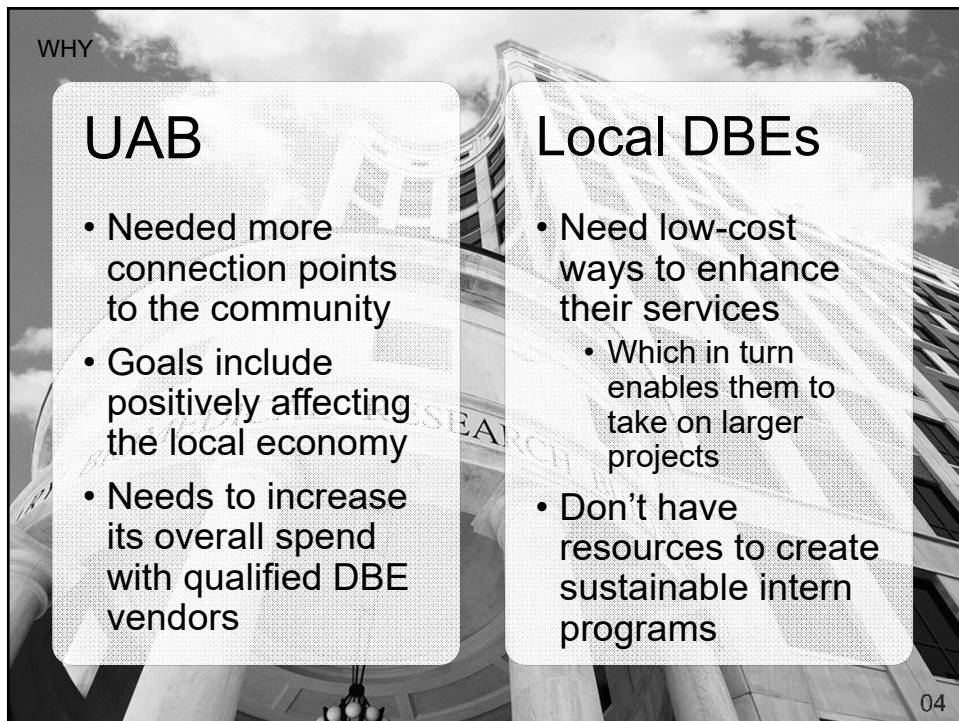


AGENDA

TODAY'S AGENDA

- Why we built our program
- Important lessons we learned along the way
- Benefits we've seen in our University and our community
- How you can use our program as a template
- Resources we can provide

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HOW



IT TAKES A VILLAGE

Our program is a true partnership between our Facilities Division, academic units on campus and our local DBEs.



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HOW

Stakeholders

- Key stakeholders in starting our program:
 - SFO, UAB Facilities Division
 - Dean, UAB Collat School of Business
 - Local small business owners
- Educational institutions should be leading the charge with community engagement and growing the local economy.
- By facilitating the connection between academia and the local business community, our university is leading that charge.

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HOW

Important processes

- UAB Collat School of Business
 - Dean Eric Jack, Ph.D., was so on board with this opportunity, he helped cement the program as essential by requiring internships from all students.
 - While not every Business student comes through the ASBA program, the requirement did create a pipeline of sustainability for the program.
- ASBA Business Bootcamp
 - We found it important to coach our businesses with a bootcamp that both asks what the business owners need from the internship program and gives tools on how to implement a successful internship structure.
- Metrics
 - End-of-semester surveys capture data from both students and businesses on how to make the program more successful

HOW

Important processes

- Matching
 - We match students with businesses based on major, interest, and other factors
 - This has created a customized program, which encourages strong relationships
 - Students have provided positive feedback that they feel they have been given more opportunities to learn and grow in their positions
 - Businesses have said they feel they have been paired with extremely qualified students, who can take on more responsibility

ASBA Video

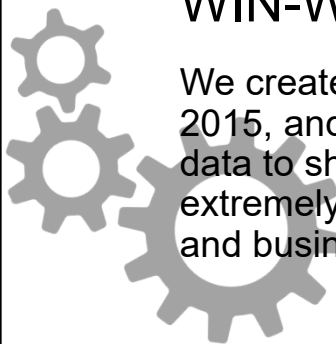
<https://youtu.be/wPWbdqB-YFU>

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BENEFITS

WIN-WIN SITUATION



We created our program in January 2015, and have seven semesters of data to show the program has been extremely successful for students and businesses.



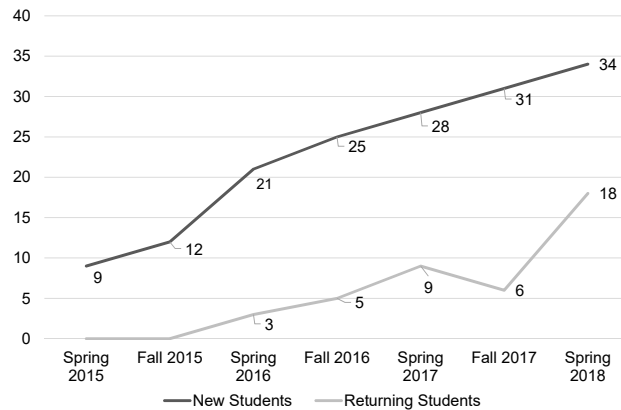
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BENEFITS

SINCE 2015

Total students served: 159

Number of students (minus returning): 118



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BENEFITS

Number of Student Opportunities from 2015-2018

- 69 Total Diverse/Local, Small Business Participants
 - Accounting & Finance, Insurance, General Contractors, Engineering, Professional Services, Janitorial Services, Promotional Services, Environmental Services, Information Technology, Dental Clinics, Optometry, Public Relations, Staffing Agencies, Creative Writing Services, Real Estate, Assisted Living Facilities, Skin and Wellness Centers.
- 160 Total Student Internship Opportunities (does not include repeat participants)
- 25 International Student Participants
- 45 First Generation Student Participants

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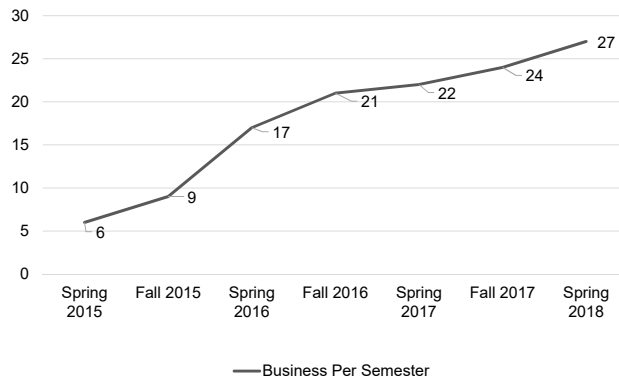
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BENEFITS

SINCE 2015

Total DBE's served since program launch: 126

Number of DBE's (minus returning businesses): 69



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BENEFITS

Economic Development Benefits

Leverage public-private partnerships that will:

1. Create jobs for students
2. Retain students in the State
3. Cultivate successful diverse firms in the communities that we serve
4. Position diverse firms to perform in high growth industries, emerging markets and with group purchasing organizations (GPOs)

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BENEFITS

Workforce Development

- 21 out of 34 Students were offered Full Time Employment (FTE)
- 10 Students Accepted Summer Job Employments

HOW

Investments by UAB and Partners

- Initial investments: \$200,000 (Gifts from local, small and diverse businesses)
 - UAB VP Financial Affairs & Administration – \$50,000
 - UAB Collat School of Business – \$50,000
 - Local Banks– \$15,000
 - SFO: \$45,000
 - **Total: \$360,000**
- Internship scholarships are paid from investments
- Businesses are given the opportunity to give gifts to UAB or to specific academic units when joining the program

REPLICATION

RECREATING THE WHEEL



We believe this structure can be easily implemented across many institutions, and can create the trifecta of connection many institutions are looking for.



REPLICATION

RECREATING THE WHEEL

- Community
- Collaboration
- Connection

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REPLICATION

OUR GOALS

- UAB is committed to developing philanthropic support to provide the critical funding for the ASBA program and make possible the following goals:
 - To expand the success of the program to other areas of the university such as UAB College of Arts and Sciences, Schools of Dentistry, Nursing, Optometry and Medicine
 - To develop and attract one hundred local businesses to participate in several different industries.
(Marketing, Accounting, Sales, Information Technology, Electrical Engineering, Mechanical Engineering, Civil Engineering, Wellness, Health, Nutrition Sciences, Medical, Optometry, Dental and Nursing)

REPLICATION

OUR GOALS

- To establish an ASBA Internship Support Fund for students participating.
- To solicit a support fund for local, small, diverse business enterprises who desire to attend continuing education classes through Collat School of Business.
- To increase recruitment of students and businesses that will accelerate the growth and impact of the program.

RESOURCES

RESOURCES WE CAN OFFER



From fundraising to recruitment,
we have resources for easy
implementation.



RESOURCES

USE WHAT YOU HAVE

- Career Services
- University Development Office
- Office of Sponsored Programs

RESOURCES

MEASURING OUR PROGRESS

- Beginning in 2019, our goal will be to add *80 (40 students each to the fall and spring semesters)* more highly qualified students to the internship program and 31 additional business owners (100 businesses total) with a plethora of useful services to meet their entrepreneurial needs for now and beyond.

RESOURCES

MEASURING OUR PROGRESS

- ASBA will work with UAB Collat School of Business to re-introduce entrepreneurs to continuous learning opportunities.
- ASBA will continually improve on the retention rate of business owners as they move through the program.

RESOURCES

MEASURING OUR PROGRESS

- ASBA will track the number of local, small, diverse businesses that participate in the program including but not limited to number of employees, number of years in business, sales, revenue ethnicity gender, new, repeat, zip codes, and students hired.
- ASBA will track the number of students that participate in the program including new, repeat, hired, first generational, gender, international, resident, and ethnicity.

RESOURCES

MEASURING OUR PROGRESS

- The sustainability of the UAB ASBA program is driven by collaborations that will create *educational* opportunities for college graduates, enhance local *employment* and foster greater *entrepreneurship* experiences in the local community.

