

# Annual Report

October 1, 2017 - September 30, 2018



## Women Entrepreneurship

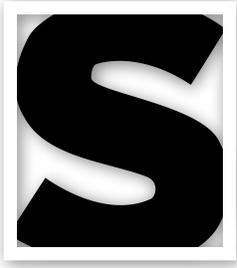
Building Your Enterprise  
Through Collaboration!

1st Women Owned & Managed Enterprise Network (W.O.M.E.N.) Conference  
Morgan State University  
March 10, 2018



Graves School of Business  
Morgan State University

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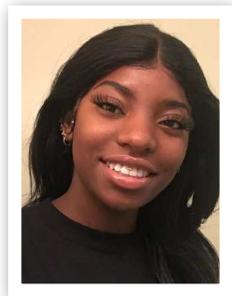
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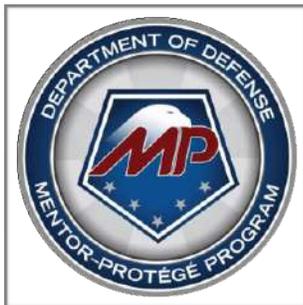
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Cover:

The Annual W.O.M.E.N. (Women Owned & Managed Enterprise Network) Conference featuring alumna Andrea Garris Jackson and the participants of the pitch competition.

**Funding for the Entrepreneurial Development & Assistance Center is made possible by a grant from the United States Department of Education, Title III Program, project management fee for providing support in the Department of Defense Mentor Protege Program, conference registration fees and sponsorships, and donations from supporters. Thank you to all the volunteers and advisory board members for their help with EDAC's strategic priorities.**

**THANK YOU!**

# Strategic Priorities FY '16 - '20



Filling the academic pipeline



Collaboration with other schools on campus



Raising funds for initiatives



Evaluating EDAC's impact



Impactful initiatives for community economic development



Develop public, private, academic relationships

The above strategic priorities are in line with objectives of Title III, Morgan State University and School of Business Strategic Plans.

## Title III Objectives

**1:** Provide resources (workshops, conferences, one on one, access to capital) to 600 people/small businesses within the surrounding community of Morgan State University and the State of Maryland.

**2:** Community Outreach Program to youth enrolled in elementary and high school: offering entrepreneurial activities that will compliment academic enrichment and interest in pursuing higher education (300 youth); Access to local entrepreneurs and activities (entrepreneurial) to help Morgan State University students develop entrepreneurial skills by applying theory to practical situations (300 youth).

## Morgan State University Strategic Plan

Goal 1: Enhancing Student Success  
Goal 4: Growing Morgan's Resources  
Goal 5: Engaging with the Community

## School of Business Strategic Plan

- Assist local entrepreneurs and business ventures through information dissemination, training programs, and consultation provided by the Entrepreneurial Development and Assistance Center (EDAC).
- Facilitate dialogue among practicing entrepreneurs, academics, and students to encourage entrepreneurial solutions to economic development issues within the local community.
- Seek external funding for SBM entrepreneurial activities (EDAC activities).
- Encourage student-run groups to engage in local community service activities

# BY THE NUMBERS

MORGAN-STUDENTS, STAFF, FACULTY, COMMUNITY INDIVIDUALS, ALUMNI, STUDENTS (IN PUBLIC SCHOOLS), BUSINESS OWNERS AND BUDDING ENTREPRENEURS RECEIVE SERVICES FROM EDAC VIA WORKSHOPS, CONFERENCES, SPEAKING ENGAGEMENTS, RADIO WORKSHOPS, ACCESS TO CAPITAL, MANAGEMENT SUPPORT, PRINT MEDIA AND ONE ON ONE COUNSELING.

**OCTOBER 1, 2017 – SEPTEMBER 30, 2018**

**FY18 218**

**MORGAN STUDENTS**

FY17 358



**OUTREACH**

**FY18 985**



FY17: 1,298

**FY18 261**

**BUSINESS  
DEVELOPMENT**

FY17: 767



NOTE: FY 2018 numbers reflect change (New Five Year objectives) from Title III funding.



MSU student business owner pitching during W.O.M.E.N. Conference



2018 Recipients of the Alice Muhammad Entrepreneurial Spirit Award



Working with Community Based Entrepreneurs in Louisville, KY



Students entrepreneurs participating in EDAC's PopUp Shop



Guest speaker and exhibitor at the BBJ Expo



Supporting youth entrepreneurship at annual conference



Networking with Mary Ann Scully, President of Howard Bank, during BBJ CEO Event



Networking with Ricky Smith, CEO of Thurgood Marshall Bwi Airport, during BBJ CEO Event



Alumni coming home to share resources on growing an enterprise



Collaboration with a local CDC on personal & economic development



Dennis Kimbro addressing the audience on building wealth



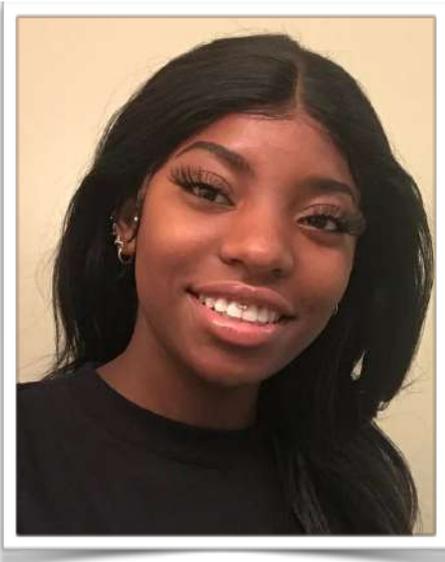
Professionals adding value during the RevUp Conference

# Morgan Student Profile

Briana Dixon

**Year: Junior** | **Major: Business Administration**

**Minor: Entrepreneurship**



**Career Goals:** I will continue my journey of higher education into graduate school. Down the line, I want to start a program where I can mentor minority youth and share my knowledge and skills of the business world. The goal is to inspire them to want to study business. I think it's important to have minority representation throughout our community. Seeing people who look like them can leave a lasting, positive impression that can encourage youth to want to open/run a business when they grow up!

## **How are you helping businesses through the EDAC and MBDA Internship Program?**

I'm primarily helping minority manufacturing business owners gain access to procurement opportunities, in the private and public sector. This is important because it helps the business gain access to resources to continue their passions.

## **How can EDAC and the MBDA Internship Program help you now and in the future?**

The EDAC Center and MBDA Internship is helping me now by making me more organized in balancing school-work life. In addition, it's helping me figure out my career path by allowing me to network with professionals in my field, as well as giving me confidence in my workability by empowering my ideas and projects that contribute to the organization's goals. As far as the future, I think by having this experience during college will help me have a more desirable resume and work background. And, it will give me an easier transition into my career field because I will have already gained some knowledge and experiences before I graduate.

# ALUMNI HIGHLIGHT

Natasha Parker | Grad Year: 2000 | Degree: B.A. Psychology

Throughout the year, alumni participated in EDAC events by assisting students and giving back via resources and their time.



**Where you an entrepreneur as a student?** No

**What inspired you to be an entrepreneur?** Establishing a legacy for my daughters has inspired me to be an entrepreneur. I began working in the insurance and financial services industry in 1996, while a freshman at Morgan State. My experiences managing insurance agencies, ran by successful minority business owners, motivated me to focus on establishing my own sustainable insurance and financial services business. My husband is also an entrepreneur and his support and encouragement as well as the support of my family helped me to navigate the ups and downs of being an entrepreneur. My desire to show my daughters success can be achieved not just by getting a paycheck but by pursuing your passion continues to inspire me. My goal is to show

them you can create a business foundation which allows you to make money, give back to your community and help others achieve their personal and financial goals as well.

**How did your organization work with EDAC?** Small Business consulting webinars and resource development.

**What value is EDAC to your business?** Networking opportunities with establish entrepreneurs in a variety of businesses, Business Referrals, and Opportunities to engage with young entrepreneurs.

**State Farm Insurance**  
Insurance Agent/Owner  
Business Started in **2008**  
**Email:** [TashaIsMyAgent@natashaparkerinsurance.com](mailto:TashaIsMyAgent@natashaparkerinsurance.com)  
**Website:** [www.natashaparkerinsurance.com](http://www.natashaparkerinsurance.com)



**The importance of alumni giving back:** *I strongly believe it is important for alumni to give back because we have invaluable experiences to share with the next generation of entrepreneurs. Our experiences have led us through our failures and afford us the opportunity to help young alum and students avoid our pitfalls as they embark upon their entrepreneurial pursuits.*

## Thank You to All the Resource Providers

Areas participated

| Organization                               | Youth Outreach | Morgan Student | Business Development |
|--------------------------------------------|----------------|----------------|----------------------|
| Baltimore Business Journal                 |                |                | x                    |
| Blive Photography (youth business)         | x              | x              |                      |
| Bmore News                                 |                |                |                      |
| CACI                                       |                | x              | x                    |
| Cube Co Working Space                      | x              | x              | x                    |
| Department of Business & Econ. Dvlp        |                | x              | x                    |
| DJ5Star                                    | x              |                | x                    |
| DOD Mentor Protege Program                 |                | x              | x                    |
| DPN Group (Veterans Conference)            |                | x              | x                    |
| Emerging Technology Centers                |                | x              |                      |
| Ernstmann Consulting, LLC                  |                |                | x                    |
| Excellence in Measurement Technology       |                |                | x                    |
| Fedknowledge, LLC                          |                |                | x                    |
| Flemming Transaction                       | x              | x              |                      |
| Graves School Honors Program               |                | x              |                      |
| I3 Designs & Consulting                    |                |                | x                    |
| IBM                                        |                | x              | x                    |
| I-Invest                                   | x              |                |                      |
| ISMS Solutions                             |                |                | x                    |
| Kamel (student business)                   | x              |                |                      |
| M&T Bank                                   | x              | x              | x                    |
| MECU                                       | x              |                |                      |
| Minority Business Development Agency       |                | x              | x                    |
| Mike Nyce Productions                      | x              | x              | x                    |
| Morgan Entrepreneurship Alumni Chapter     | x              | x              | x                    |
| Morgan State University Units              | x              | x              | x                    |
| NSM Holdings LLC                           |                |                | x                    |
| Office of Small & Minority Business Policy |                |                | x                    |
| Scrub Nail Boutique                        |                | x              | x                    |
| Urban Alliance                             | x              |                | x                    |
| WOMEN Conference Speakers                  |                |                | x                    |
| Youth Conference Speakers                  |                |                | x                    |



Speaking on network marketing industry to a group in Prince Georges County



Networking with entrepreneurs and the Lt. Governor of Maryland



Supporting entrepreneurs at airport with Senator Bill Cardin



Building the academic pipeline. From working with us during high school to MSU alum to entrepreneurship



Keynote speaker at the Howard County Public School System's Black Student Achievement Program



Speaking to freshmen in the School of Computer Science, Mathematics & Natural Sciences about starting up



Host, speaker and exhibitor at the Maryland Military & Veterans Women's Business Conference



Morgan students speaking to high school students about college and entrepreneurship



Zoom presentation from Wisconsin to boys in the Verizon Minority Male Maker program



Delegation consisting of 17 small business owners from multiple regions all over the world visited EDAC



Addressing federal congressional representatives on the work EDAC is doing around entrepreneurship

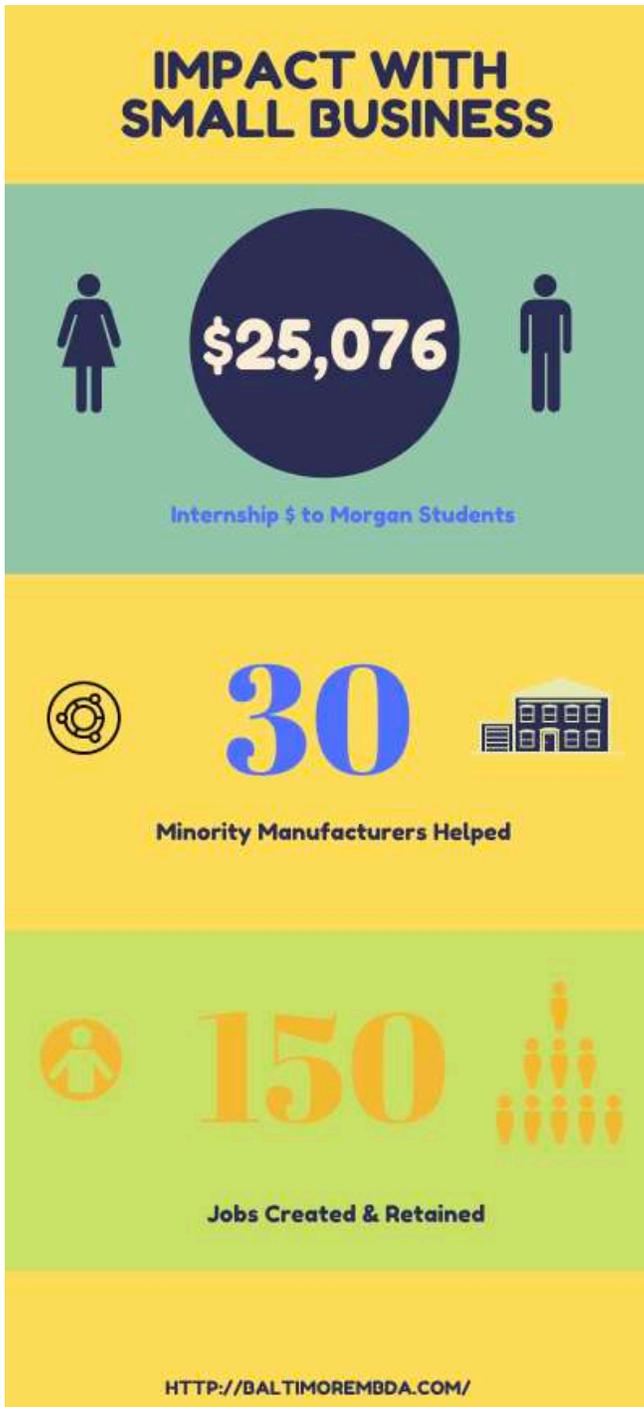


Local entrepreneurs adding value to W.O.M.E.N. attendees

# Business Development



EDAC and the MBDA Advanced Manufacturing Center in Baltimore City have developed a successful internship for Morgan State University students to assist minority manufacturers in business operations and more.



## Dod Mentor Protege Program

The DoD Mentor-Protégé Program assists small businesses (protégés) successfully compete for prime contract and subcontract awards by partnering with large companies (mentors) under individual, project-based agreements.

### Mentors collaborated with:

- CACI
- IBM
- MBDA

### Proteges (small businesses) supported via worked performed:

- American Cyber
- Athena Technology Group
- CPS Professional Services
- Crystal Clear Technologies
- Redhorse Corporation

| Worked Performed                                                                      |
|---------------------------------------------------------------------------------------|
| Provided interns to support corporations                                              |
| CMMI Training/Implementation                                                          |
| ISO 27001:2013 Implementation                                                         |
| Strategic Planning                                                                    |
| Develop understanding of new Marketplace Realities                                    |
| Conduct a Competitive Analysis and identify Challenges & Opportunities                |
| Strategic Business Development & Marketplace Analytics and Alignment Support Services |



**THE ENTREPRENEURIAL DEVELOPMENT & ASSISTANCE CENTER**

*Connecting budding & existing entrepreneurs to resources for  
venture management & growth*

**STARTING A BUSINESS**



Providing guidance on  
business ideas



Access to University  
Funding



Entrepreneurship Across  
Campus

**MANAGING START UP BUSINESS**



Workshops



Conferences



Mentors | Advisory  
Boards | Internships

**GROWING YOUR BUSINESS**



Best Practices through  
Research



Contracts through  
Mentor Protege  
Programs



Networks

**MARKETING**



Social media  
edacpreneur



Monthly newsletter



Talkin Shop Podcast

Bimonthly article in  
local business  
journal

# Our Reach

EDAC uses various marketing outlets to reach & assist budding entrepreneurs and small businesses.



**Edacpreneur**



**Monthly email newsletter reaching  
6,000 individuals**

BALTIMORE  
**BUSINESS JOURNAL**

**Bi-Weekly Column**

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## Morgan State University's Entrepreneurial Center

*Mission: Connecting budding & existing entrepreneurs to resources for venture management & growth*

**Morgan State University  
Entrepreneurial Development &  
Assistance Center (EDAC)**  
Earl G. Graves School of Business  
and Management  
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Baltimore, MD 21251  
443-885-3663  
[www.edacmorgan.com](http://www.edacmorgan.com)

### **The EDAC Team**

**Omar S. Muhammad, Director**

**Yvette Racks, Administrative Assistant**

### **Advisory Board**

**Ramsey Harris, PNC Bank**

**Stanley Tucker, MMG Group**

**Deborah Tillett, ETC Baltimore**

**N. Scott Phillips, MBDA Business Center**