



Unpacking the Responsibility and Opportunities for Economic Justice Initiatives

Joining Us Today...

Meet Your EAB Presenters



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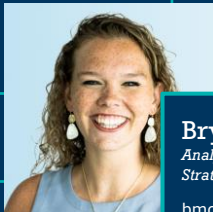
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Objectives for Today



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Understand and unpack four strategies to support economic justice initiatives on campus



Recognize the opportunity for and impact of a community needs assessment (CNAs)



Breakout Discussions: Discuss with peers how to plan for a CNA and develop an action plan

- 1 Disproportionate Impact of Economic Pressures Exacerbated by COVID
- 2 Four Economic Justice Strategies to Align Economic Recovery with Social Justice
- 3 Community Needs Assessments as a Tool to Uncover Needs and Action Steps
- 4 Breakout rooms with peers and EAB Facilitator
- 5 EAB Resources and Conclusion

Established Economic Development Activity

Traditional activities to support community and build equity



Community engagement



Workforce development



Small business development



Industry partnerships



Tech transfer and IP

Long-Standing Community and Institutional Pressures

Town-gown relations, economic development activity have long been a focus given perennial economic pressures experienced at the institutional, state, regional, community-level:

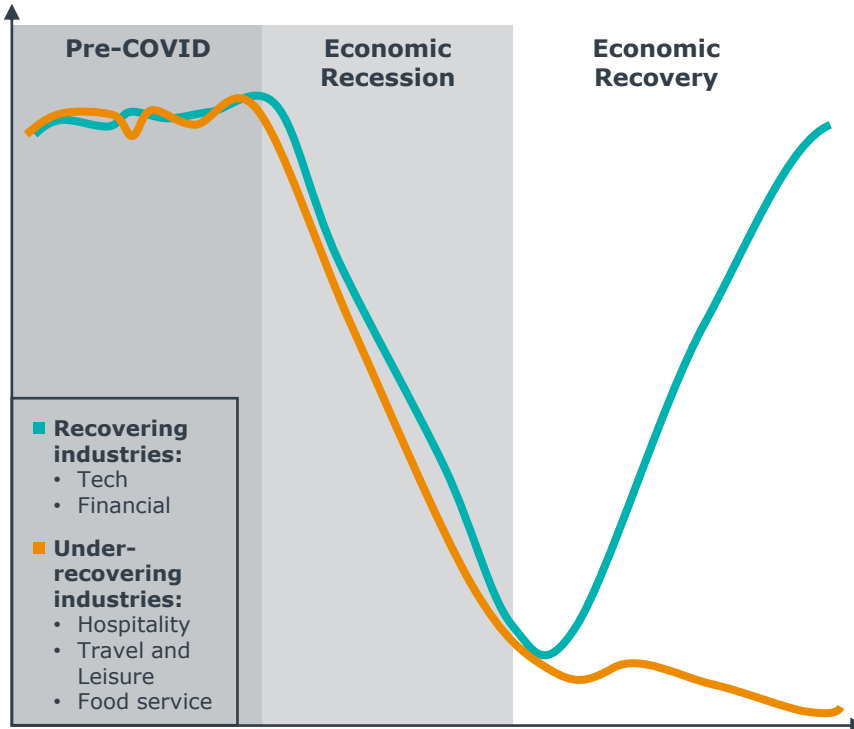
- Economic inequality
- Aging workforce
- Automation and digital revolutions
- Digital divide
- Industry transformation
- Budget constraints

Simply “Growing” Won’t Raise All Ships



COVID Economic Impacts Worse for Women, People of Color

K-Shaped Recovery



▶ Thinking Beyond “Underperforming” Industry Sectors

While the orange line on the left represents under-recovery at the industry sector level, it also indicates an inequitable recovery among the **workers** in those sectors:

- Women
- People of Color
- Younger (under 25)
- No college degree
- Low-wage jobs
- Skill-based and manual labor jobs

Source: Adapted from the US Chamber of Commerce [What is the K-Shaped Recovery](#); EAB interviews and analysis.

Disproportionate Impact on BIPOC and Women



Higher Rates of COVID-19 Infection and Death Persist in Communities of Color



Environment

Densely populated areas increase human contact



Funding

Historic lack of funding for community resources exacerbates challenges

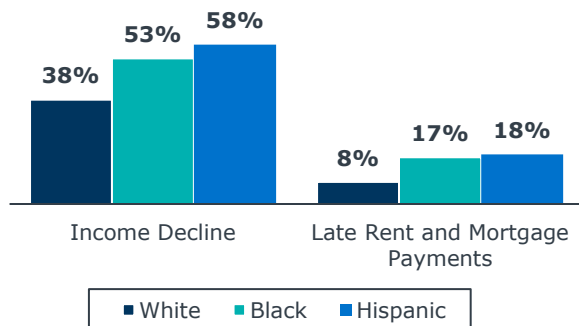


Resources

Limited access to healthcare, healthy food cause comorbidities

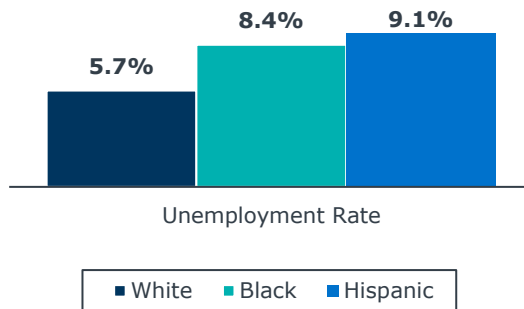
Black and Hispanic Populations More Likely to Struggle Financially

Between March and July 2020



Women of Color More Likely Out of Work Due to COVID-19

January 2021



Align Economic Recovery Efforts with Social Justice

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Four Strategies to Support Economic Justice

Economic justice infuses economic recovery and development with social justice best practices. The goal is to heighten equitable access to resources.



Use institutional strengths to pivot innate activity into **strategic economic initiatives**



Analyze **data from multiple sources and scopes** to better understand community need



Involve **diverse community members** to confirm need, gaps, implementation best practices



Identify **institutional strengths** through a multidisciplinary lens to create and support holistic programming

Strategy 1: Pivot Innate Activity into Strategic Action

Adapt Existing Economic Activity for Inclusive Practice

Challenge the Status Quo

Colleges and universities inherently function as drivers of economic development in their communities but can better leverage these actions into intentional economic justice initiatives and strategies.

Where can we start?

- Purchase locally from diverse suppliers
- Partner with and procure from minority- and women-owned businesses
- Integrate racially-just and inclusive procedures into hiring processes

Rutgers University Supplier Diversity Program

- Increase opportunities for minority-, veteran-, and women-owned businesses
- Develop partnerships between diverse suppliers and larger suppliers
- Support small and diverse businesses to develop grant and subcontracting proposals

3K+

minority-, veteran-, and women-owned businesses in database

35%

of supplier partners are minority-, women-, or veteran-owned

Strategy 2: Analyze Diverse Datasets



Explore Data from Multiple Sources to Better Understand Community Need



Leverage State Data Sources

Analyze data from state government partners to determine regionally-specific opportunities and needs.



Aggregate Data by Diverse Metrics

Examine data sources by race, gender, and economic status to determine root causes and define community needs.



Examine External Data

Use data from external groups, like the Economic Policy Institute, to analyze specific trends.



Use Existing Resources for Analysis

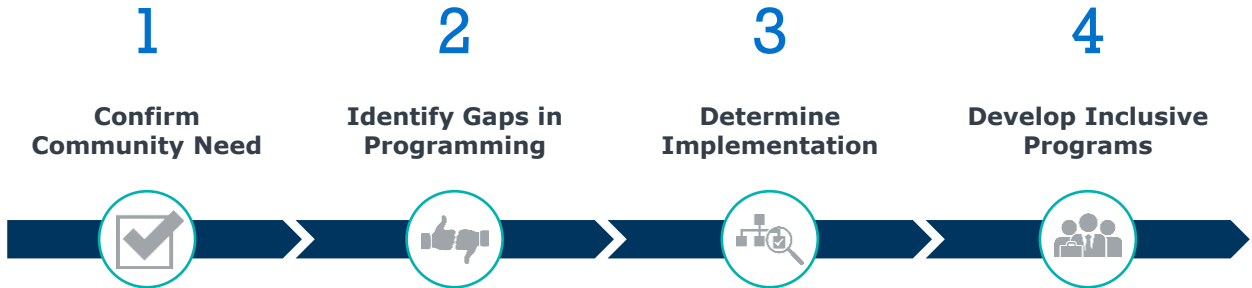
Deploy faculty, interns, and partner organizations in the community to explore and analyze data.

Strategy 3: Include Diverse Groups in Planning



Engage Diverse Community Members to Determine Gaps in Programming

Encourage Vulnerable Populations to Participate in Development



University of Utah's Hartland Partnership Center

University-community partnership that offers adult education programs, youth programming, community-engaged scholarship, and opportunities for students to apply learning through practicum and research settings.



166 University of Utah students engaged

1.7K Individuals in education programs

75% Non-native English speakers

Strategy 4: Use Strengths to Create Holistic Programs

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Structure Access to Help Community Overcome All Barriers

Common Barriers Program Coordination Can Alleviate

- ✓ Affordable housing
- ✓ Childcare
- ✓ Employment
- ✓ Healthcare
- ✓ Healthy food
- ✓ Education

▶ Use an Interdisciplinary Approach

Bring together academic disciplines from across campus to get different perspectives and ideas

▶ Strategically Choose Locations

Place programs in areas that are easily accessible and have access to internet (e.g., library, community center)

▶ Leverage Community Feedback

Use surveys and focus groups to better structure future initiative planning, development, and implementation



Multidisciplinary Lens in Practice: Diabetes Impact Project

- Partnership between university, health care organizations, government, community organizers, and Eli Lilly
- Connects community development and the health industry for better outcomes
- Diabetes is more than public health
 - Requires education programming, access to healthy options, and supportive infrastructure

Quick Pulse Check

Answer the Zoom Poll Prompt

Which strategy is the most critical to implement first at your institution to support economic justice activity?

1. Use institutional strengths to pivot innate activity into strategic economic initiatives
2. Analyze data from multiple sources and scopes to better understand community need
3. Involve diverse community members to confirm need, gaps, implementation best practice
4. Identify institutional strengths through a multidisciplinary lens to create and support holistic programming

Community Needs Assessments

Prioritize Action Steps to Enhance Economic Justice Programming



One mechanism to unpack the disproportionate impact of COVID on certain industries and populations is a community needs assessment.

The process encompasses the four strategies for economic justice, prioritizes needs, and concludes with action planning.

The Process

1

Plan Assessment

- Identify diverse team
- Determine data requirements, collection plan
- Develop marketing strategy
- Create timeline, budget

2

Conduct Assessment

- Gather external local data
- Interview community members
- Conduct opinion survey
- Map community assets

3

Analyze Data

- Develop rating scale
- Enter, total, summarize data
- Evaluate and organize qualitative responses

4

Develop Action Plan

- Develop community profile
- Create reports and present for feedback
- Prioritize need and relevant action steps

What's the (Action) Plan?

Confirm and Prioritize Community Needs and Develop Actionable Steps



Develop Community Profile Based on Need

- Include strengths and resources in community
- List relevant non-profit organizations and state entities
- Identify gaps and needs based on qualitative and quantitative data



Create Reports and Present for Feedback

- Present as a written report or at public meeting
- Include purpose, stakeholders, summary, analysis
- Allow participants to vote on top issues to help ensure support for prioritized needs



Prioritize Need and Action Steps

- Determine process for prioritizing all needs
- Consider community input, capacity to address issues, potential for change, any social, political influences
- Create action plan for each priority with actions, metrics, expected results

Breakout Room Activity

Discussion

- ▶ We will place you in a breakout room with a few other attendees and a facilitator from EAB
- ▶ We have put a worksheet in the chat. By yourself, please take 2-3 minutes to read through the document.
- ▶ Introduce yourselves: your name, institution, and title
- ▶ Then discuss as a group the questions listed on the handout and brainstorm how to overcome potential roadblocks.
- ▶ You will have 25 minutes in breakout rooms

Reporting Back from Breakout Rooms

Facilitators Share Insights

Questions

- What unique strategies were uncovered to help ensure a successful CNA process?
- What were the suspected difficulties in conducting this process? Were there any suggested work-arounds?
- What is the next step for leaders when taking this information back to campus?



Read Our Latest Expert Insight

Learn about four [strategies to support economic justice](#) at your institution



Use Our [Corporate Relationship Management Whitepaper](#)

Determine how to measure your industry partnership strategy



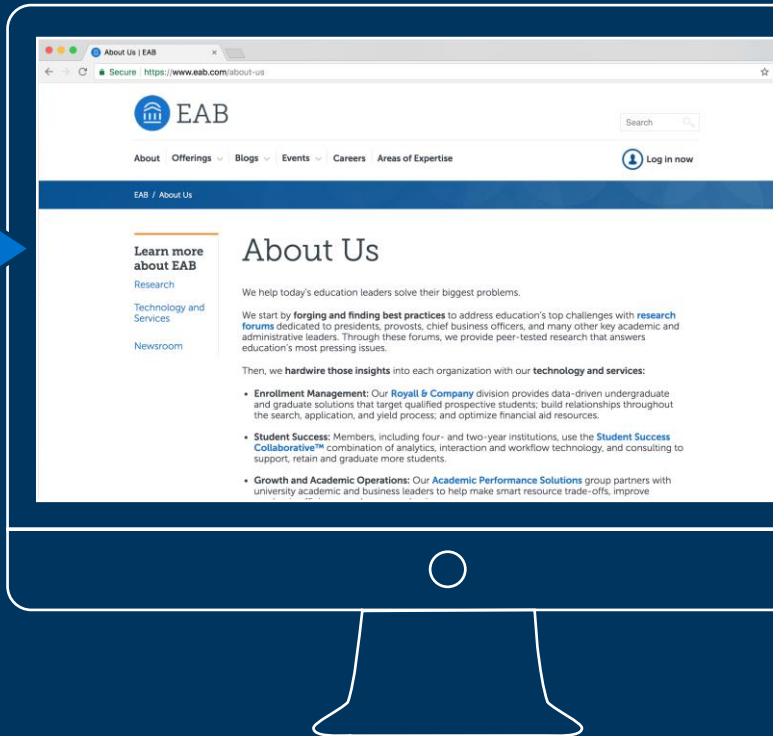
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