



MONEY SMART

for Small Business

Town Hall Webinar

Second Quarter 2017

June 8, 2017

2-3 PM ET



MONEY SMART for Small Business

Welcome remarks by:

Janet Gordon

FDIC Washington DC
Community Affairs
Associate Director

Donald Smith

SBA Washington DC
Director Office of
Entrepreneur
Education

Paola Diaz

FDIC Washington DC
Community Affairs
Specialist
MSSB National Point
of Contact

Submit your questions to “Panelists”
Message Laura Lawrence for troubleshooting



**MONEY
SMART**
for Small Business

AGENDA

- MSSB Reminders
- Venus R. Lockett *and* Marc Parham, **Urban Asset Builders, Inc. (GA)**
- Albert Lee *and* Tahisia Scantling, **Tampa Bay Black Business Investment Corporation (FL)**



**MONEY
SMART**
for Small Business

MSSB Reminders

- MSSB Alliance Town Hall Meeting recordings
- Join the MSSB Alliance online
- MSSB Train-the-Trainer Curriculum
- Update of Banking and Credit Module

Download MSSB Modules and flyers in English and Spanish at:

<https://catalog.fdic.gov/>

Links to join alliance, recordings and more details at:

www.fdic.gov/moneysmart

URBAN *Asset Builders*

Building Assets for Access, Life and Legacy

Money Smart for Small Business Town Hall Q2, 2017

Venus R. Lockett

Founder & Chief Empowerment Officer
Urban **Asset** Builders

- Entrepreneur: owned two businesses
- Build cross sector collaboratives for financial education and asset building programs involving the Federal Reserve Banks of Chicago and Atlanta, CFPB, ALA, FPA of GA
- State Chair “Money Smart Week® Campaign”
- State coordinator “CFPB Libraries Project”
- Created and manage the “Money Smart Georgia” project
- Serve on Advisory Counsel for LiftFund



URBAN *Asset Builders*

Building Assets for Access, Life and Legacy



Mission: to help improve the financial knowledge and financial health of “high potential” individuals, families, and entrepreneurs from underserved urban communities by moving them to financial capability and wellbeing through financial and entrepreneurial education and asset building strategies.

- “Grassroots” “Asset Building” organization established in late 2010.
- Educate and support urban entrepreneurs
- Member of CFED’s “Assets & Opportunity Network” as a Local Network Leader with five (5) areas of focus:
Financial Assets & Income, Businesses & Jobs, Education, Housing & Homeownership and Health
- Promote and support a culture of cross sector collaboration

URBAN *Asset Builders*

Cont'd

Financial education is the foundation
of our asset building programming

Financial education fosters financial stability for individuals, families, and entire communities. The more people know about credit and banking services, the more likely they are to increase savings, buy homes, and improve their financial health and well-being.

~ Federal Deposit Insurance Corporation (FDIC)

URBAN *Asset Builders*

Cont'd

Service continuum:

- **Education:** financial and entrepreneurial
- **Resources:** access to capital and business related services
- **Support:** personal financial coaching, business coaching/mentoring and business networking and netweaving.

Financial Education:

- Year-round “Money Smart Georgia” project culminates during “Money Smart Week®” Campaign in April - Financial Literacy Month
- offered to all demographics and income levels and covers all facets of personal finance from establishing a budget to first time home buying to estate planning.





TAMPA BAY

Black Business
Investment Corp

“CATCH” Business Entrepreneurship Training

Albert Lee
Tahisia Scantling

www.tampabaybbic.com

June 8, 2017



Albert Lee, President & CEO

- Banking 25+ years: commercial credit analysis, underwriting, commercial lending, commercial real estate lending, consumer lending and retail bank management. Lee has served as a SVP/SBA Loan Manager and Director of Business & Retail Banking positions at various commercial banks.
- As an entrepreneur: Partnered with former client started and sold a successful dry cleaning chain.
- Expert Consultant: University of South Florida's Small Business Development Center (SBDC)

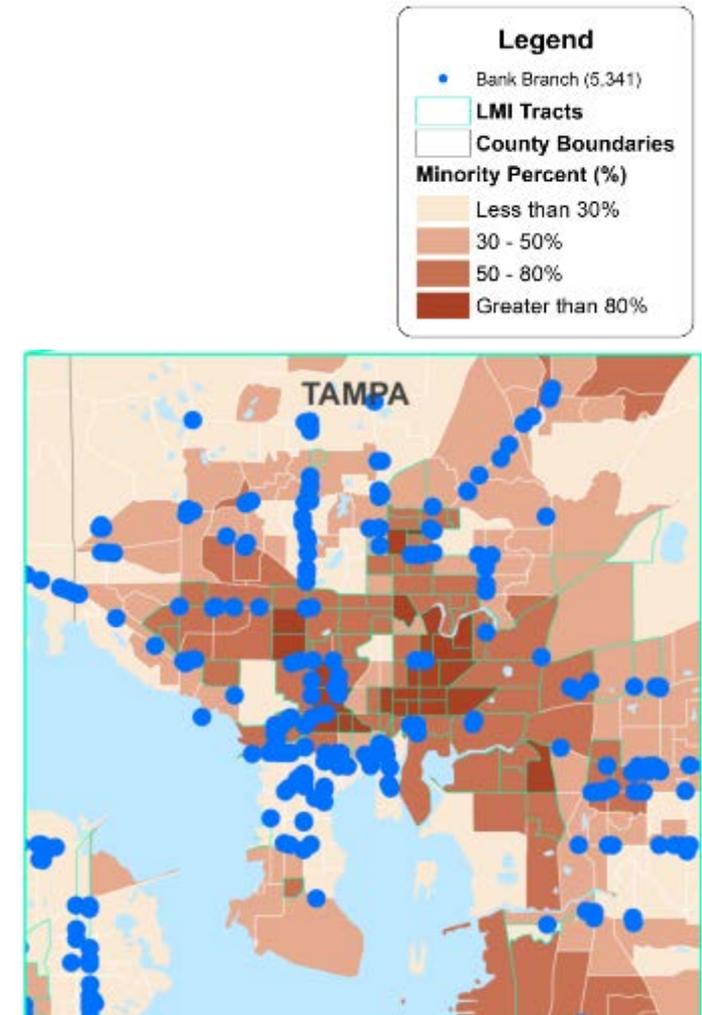




TAMPA BAY
Black Business
Investment Corp

Who we are

- Established in 1987 to serve businesses owned and operated by African-American entrepreneurs.
- Certified by the U.S Treasury as a Community Development Financial Institution (CDFI).
- Offer term loans and lines of credit up to \$100,000
- Provide Technical assistance to all small business owners.
- Serves populations in Pinellas, Hillsborough, Polk, Sarasota & Manatee Counties.



Source: FFEIC, FDIC Summary of Deposits



Question #1 How and when do you teach MSSB?



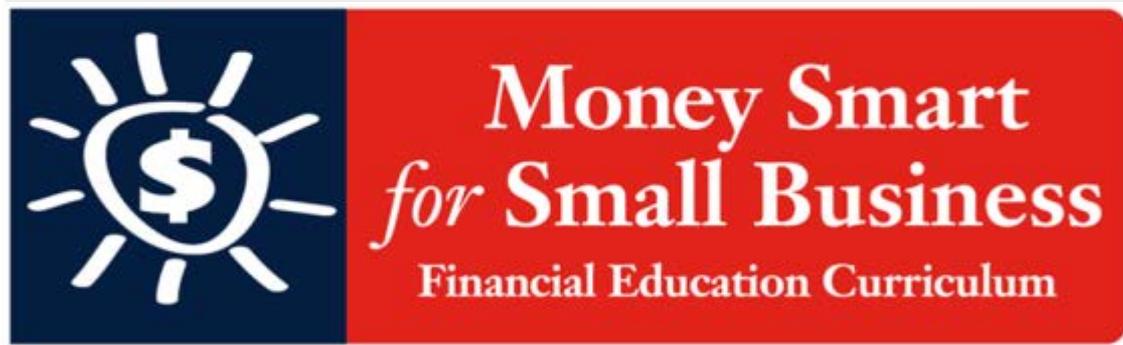
**MONEY
SMART**
for Small Business

ENTREPRENEURIAL EDUCATION

URBANPRENEUR UNIVERSITYSM

PROVIDING EDUCATION, RESOURCES AND SUPPORT
FOR ASPIRING AND EXISTING ENTREPRENEURS

Powered by **URBAN** *Asset Builders*



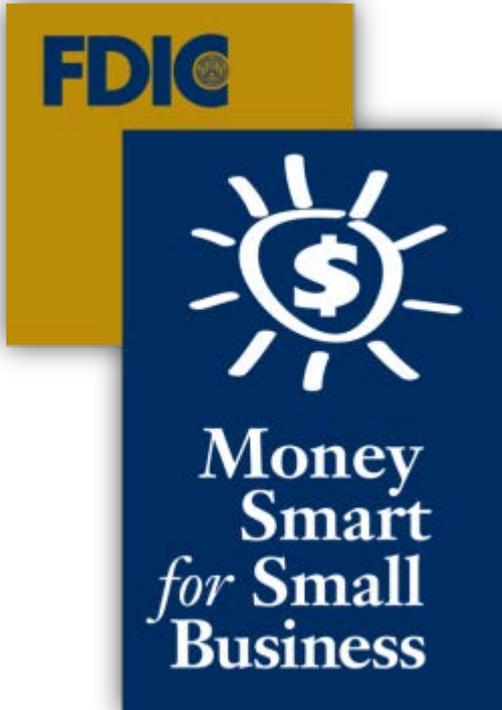
FOUNDING PARTNER PROVIDERS



ENTREPRENEURIAL EDUCATION

URBANPRENEUR UNIVERSITYSM

Continued



- New program!
- MSSB is foundational curriculum.
- Program advisement by experienced MSSB provider
- MSSB modules facilitated by financial services professionals and business owners from provider network.

COLLABORATION IS KEY
to offering a successful program!

ENTREPRENEURIAL EDUCATION

URBANPRENEUR UNIVERSITYSM

Continued

- Program offered mainly in public libraries
- Series offered 3 – 4 times a year with 6 to 8 modules per series
- Offered weekly and during evening hours for 2 hours
- Each series ends with a resource fair
- Continuum of “Education, Resources and Support”:
 - **Education:** financial and entrepreneurial
 - **Resources:** access to capital and Business services
 - **Support:** personal financial coaching, business coaching/mentoring and business networking and netweaving.





Tahisia Scantling CATCH Program Director

- Business Consultant: Strategic planning and business development to small businesses
- Entrepreneur in the Real Estate Industry
- Banking: Was VP Business Banking Relationship at a Regional Bank and Financial Sales Specialist at major Bank
- Trained as an MSSB Trainer





Coachable, Action Oriented, Timely, Collaboration, & Help

- 15 week intensive entrepreneurship training program
- Classes one night/week: 5:30 pm to 8:00 pm
- Classes taught by paid industry professionals
- Currently 2 cohorts per year
- \$100 Application Fee
- \$2,500 Stipend for each program graduate



- Selection Process: For Instructors and Participants (max. 10)
- Orientation: Signed Contract with each participant
- Attendance: Two tardies = one absence. Two absences = dropped from program
- Eligible: If **start-up** must have a developed business concept; **existing** businesses encouraged to apply
- Computer and social media savvy
- Must commit to: Business Tax ID, Registration with Sunbiz, and *opening business checking account*



- Classes held one night a week 5:30 pm to 8:00 pm
- Classes are taught by paid industry professionals
- Only 2 cohorts are currently offered a year



**MONEY
SMART**
for Small Business

**Question #2: Can
you share key
metrics, outcomes
or expected results
from your MSSB
Training/Program?**

Results (Expected and Achieved)



- In partnership with the UFSC-GAIG, held a **Partnership Forum** to discuss best practices for delivering the program locally
- **Train-the-Trainer Sessions:** 22 partner facilitators trained, plus some entrepreneurs
- 25+ partners ready to engage in education project by providing education and services
- Goal is to position participants for “official” business formation, financial management, banking services and funding

Marc Parham

Business Coach

CAPBuilder Network Group

- Host of CAPBuilder Talk popular small business and community based radio show
- 20 years small business development experience
- 20 years business training experience
- 30 years as a business owner/lender
- Director of Entrepreneurship for the Urban League of Greater Atlanta
- Founding Partner Provider and MSSB program advisor for UrbanPreneur University



Train the Trainer

Supporting partners help to make MSSB accessible to the community!

Host: Clark Atlanta University

Trained the Trainers:

Elaine Hunter

Community Affairs Specialist

Co-presenter:

Marc Parham “MSSB in practice” perspective

URBAN ASSET BUILDERS
IN PARTNERSHIP WITH
URBAN FINANCIAL SERVICES COALITION - GREATER ATLANTA IG
Presents

MONEY SMART FOR SMALL BUSINESS FACILITATOR TRAINING & FORUM

HOSTED BY:
CLARK ATLANTA UNIVERSITY
SATURDAY, APRIL 29, 2017
10:00 A.M. TO 1:00 P.M.
CARL & MARY WARE BLDG - ROOM 101
223 JAMES P. BRAWLEY
(ATLANTA STUDENT MOVEMENT)
ATLANTA, GA 30314

FDIC
Money Smart for Small Business

CLARK ATLANTA UNIVERSITY

The MSSB curriculum is designed to be delivered to new or existing small business owners by financial institutions, small business development centers (SBOCs), women's business centers (WBCs), city/county economic development offices, faith-based organizations and others. His certifications are required to use the curriculum; however, it is ideal that MSSB instructors have experience in the delivery of training, technical assistance or coaching to small businesses.

Please join us for this "FREE" workshop where you will:

- learn how to customize and use MSSB to power up your entrepreneurial training offering,
- learn best practices for delivering the program,
- learn about opportunities to partner and engage in a project to Greater Atlanta and beyond.

Venus R. Lockett
Chief Empowerment Officer
Urban Asset Builders
VRLockett@UrbanAssetBuilders.com

Elaine Hunter, CRCM
Community Affairs Specialist
FDIC

Marc Parham
Local Business Expert
Capacity Builder Network

Please register and complete interest survey at:
https://mssb_facilitator_training.eventbrite.com
VRLockett@UrbanAssetBuilders.com
Phone : 678-653-5345



- 15 workshops per session
- Instructor leads workshops
- Technology in future classes
- 20 registered and 20 graduates to date (*0% drop out rate*)
- 9 partners facilitate workshops
- One grant source supported past courses, multiple will be pursued



**MONEY
SMART**
for Small Business

**Question #3: How
did you modify
MSSB,
complemented it
with other materials,
or customized it?**

URBANPRENEUR UNIVERSITYSM

Methodology

- 11-wks Session (1 workshop/week)
- 3 Sessions per Year
- Thursdays 6:30-8:30 PM
- Admission: None, but assessment survey at registration
- Participant Fee: \$0
- Drop Out Policy: None
- Graduation: Certificate, ready for loan applications and plan of action for long term coaching
- Urban Mile Business Fair
- Circle of Firms and chamber Business Networking



URBANPRENEUR UNIVERSITYSM



Customization

- Adding sessions on Marketing, Financial Projections, and Forecasting
- Featured business owners as speakers
- Workshop presentations and information for the participants to download
- Posting additional materials on main website



- Networking
- Workshops lead by Subject Matter Experts
- One on One mentoring and Coaching sessions
- Private Facebook page



- Use 12 MSSB modules.
- Use most of the original content.
- Added additional courses- Vision boards, marketing, customer service & conflict resolution.

MONEY SMART for Small Business

Questions and Answers for:

SBA

FDIC

**Urban Asset
Builders**

**Tampa Bay
Black Business
Investment
Corp.**

Submit your questions to “Panelists”
or Paola Diaz (Host)



**MONEY
SMART**
for Small Business

Question #4: What happens at completion of an MSSB workshop or session and how do you measure your impact?

URBANPRENEUR UNIVERSITYSM

Sustainability

- Host graduation event with certificate
- Participant testimonials
- Online “UrbanPreneur” support community and peer to peer meetings
- Referrals to personal and business coaching/mentorship
- Opportunities for business networking and netweaving
- We will measure impact by increase in credit scores, banking activity, loans received and managed, etc.

Future Plans: Expand program offering in additional libraries throughout Greater Atlanta and Georgia



- Formal graduation
- TV outlets feature two of the participants
- Print media write cover stories and attend graduation
- Meet monthly for 6 months, then quarterly



**MONEY
SMART**
for Small Business

Question #5: Can you share what worked and did not work in your implementation experience? How did FDIC or SBA staff help you?

What worked?

- Posting the materials instead of printing
- The entire MSSB curriculum because it covers most aspects needed to develop a business
- Local staff available to answer questions

What won't work?

- Not having a MOU with instructors
- Not understanding your audience and relating to them
- Not having some type of funding or in-kind support for the free program.

Smile! Be Happy & go Deliver a POWERFUL MSSB Program!



Thank You!

www.UrbanAssetBuilders.com

Venus R. Lockett

VRLockett@UrbanAssetBuilders.com | 678-653-5345



What didn't work?

- Not having rules for participants
- Not setting boundaries for instructors
- Offering office space

What works?

- Allowing different levels of business owners
- Networking
- One on one mentoring
- Social Media Platform

Experimenting

- Incorporating more technology into classes

MONEY SMART for Small Business

Questions and Answers for:

SBA

FDIC

**Urban Asset
Builders**

**Tampa Bay
Black Business
Investment
Corp.**

Submit your questions to “Panelists”
or Paola Diaz (Host)



**MONEY
SMART**
for Small Business

Contact Info:

Paola Diaz

Senior Community Affairs Specialist, FDIC

pdiaz@fdic.gov 202-898-7184

Or

Your Community Affairs
contacts nationwide at:

www.fdic.gov/communityaffairs

For more information go to:

www.fdic.gov/moneysmart

www.sba.gov/moneysmart