

**Proposal Summary**  
**Meeting Date: 3/1/2017**

**University of Illinois at Chicago**  
**Request # 115271**

|                            |  |
|----------------------------|--|
| <b>Project Title:</b>      | Chicagoland Entrepreneurship Education for People with Disabilities (CEED) project, Phase II |
| <b>Duration:</b>           | 24 months  |
| <b>Request Date:</b>       | 1/18/2017  |
| <b>Request Amount:</b>     | \$447,200  |
| <b>Recommended Amount:</b> | \$335,400  |
| <b>Program Area:</b>       | Education\Continuing Education\Adult\Entrepreneurship  |
| <b>Population Served:</b>  | Developmentally Disabled   |
| <b>Type of Support:</b>    | Salary Support\Program Staff   |
| <b>Grantee Location:</b>   | Chicago, IL  |
| <b>Primary Contact:</b>    | Sarah Parker Harris, Ph.D.   |

**Project Abstract**

The Chicagoland Entrepreneurship Education for People with Disabilities (CEED) project bridges entrepreneurship and disability by implementing a comprehensive entrepreneurship education and training program for people with disabilities and service providers in Illinois.

**Organizational Background -- DDHD research unit**

The Institute on Disability and Human Development (IDHD) is the University Center for Excellence in Developmental Disabilities Education, Research, and Service (UCEDD) for the State of Illinois. It is through the Department of Disability and Human Development (DHD) at UIC that the Illinois UCEDD offers much of its pre-service training activities: graduate and undergraduate studies, certificate and fellowship programs. The IDHD research unit generates the vast majority of the department's revenues.

**Annual Revenue Sources**

|        |     |                 |    |               |    |
|--------|-----|-----------------|----|---------------|----|
| Grants | 92% | Government      | 3% | Earned Income | 0% |
| Fees   | 3%  | Private Support | 2% | Other         | 0% |

**Finances**

|                          | <b>Budget</b> | <b>Actual</b> | <b>Actual</b> |
|--------------------------|---------------|---------------|---------------|
|                          | 06/30/2017    | 06/30/2016    | 6/30/2015     |
| <b>Revenues</b>          | \$10,504,057  | \$13,935,651  | \$12,130,132  |
| <b>Expenses</b>          | 9,891,419     | 11,884,322    | 11,519,331    |
| <b>Surplus (Deficit)</b> | 612,638       | 2,051,329     | 610,801       |
| <b>Net Assets</b>        | NA            | NA            | NA            |

## Program Description

In 2015 UIC's Department of Disability & Human Development, Department of Managerial Studies, Institute for Entrepreneurial Studies and Great Lakes ADA Center collaborated to advance the Chicagoland Entrepreneurship Education for People with Disabilities (CEED) project to develop and offer two self-employment education and training programs, one for people with disabilities and another for service providers working in Disability Community Agencies (DCA) and Small Business Development Centers (SBDC) in Illinois. This approach combined disability and business knowledge/practices, and targeted the needs and barriers specifically experienced by people with disabilities looking to start or grow a business.

Staff from eleven DECAs and six SBDCs attended the provider training (totaling 33 participants), and forty four individuals with disabilities attended the CEED training in 2016. The CEED consisted of eight in-person, half-day sessions that involved speakers from the business and disability fields as well as entrepreneurs with disabilities themselves, and allowed for discussion and in-class activities that drew upon real world examples of scenarios individuals will encounter. Trainees completed a workbook, which resulted in an entrepreneurship policy for the provider organizations (CEED Policy) so that they are prepared with a person-centered plan to support entrepreneurs with disabilities at their organization. For entrepreneurs with disabilities, the completion of the workbook resulted in a business and support plan (CEED Plan) that takes both disability and business factors into consideration in meeting their needs and goals.

Following this first set of offerings, there remains a continued demand for training from both existing participants as well as over seventy others who have contacted UIC to express interest. There is an opportunity to use the feedback from the CEED pilot program in 2015-2016 to further expand and enhance the recognition of three lessons learned: First, the training demonstrated that, despite the rigorous screening, participants' readiness for entrepreneurship varies greatly. Second, the method of delivery for the training can be optimized. Third, efforts are needed to assist aspiring entrepreneurs who have completed the training to connect with resources in their community.

UIC proposes a two-year initiative to build on the previously piloted and validated CEED curriculum to develop and deliver blended (on-line and in-person) education and training components for entrepreneurs with disabilities and service providers from DCAs and SBDCs. In addition to the below curricular enhancement, advanced special topics classes for graduate students in both lead departments (disabilities and managerial studies) would be established to enable students to actively participate in aspects of the program. Three separate tracks for each set of training participants would be developed:

- Idea Lab (entrepreneurs) – for early stage entrepreneurs with disabilities along other support persons to brainstorm and develop their ideas in preparation for longer training. The content of the Idea Lab would be delivered online in an accessible format, based on the two first modules of the piloted CEED curriculum. It is to be a set of four-week rolling offerings across the year.
- Idea Lab (providers) – content for providers would be delivered online to help them assess what mode of entrepreneurship may best work for their organization (e.g. assisting their customers start individual businesses vs. building an in-house enterprise). Supplementing online material, each participating organization would receive an hour-long technical assistance phone call with the CEED project team to discuss their ideas.
- Core CEED Training (entrepreneurs) – A ten-week blended learning approach that begins with a live orientation webinar. The materials contained in the training modules (developed and piloted in the CEED pilot program in 2015-2016) would be available online, complemented with interviews of practicing entrepreneurs, covering topics such as “Disability awareness, advocacy

& professional presence”, “Marketing” and “Financing the business”. The last two weeks of training would provide intensive support to participants to complete their CEED plan (business plan) with the help of UIC students and members of the project team. At the end of training, participants will come together for a day of in-person networking and coaching with the CEED team and the concurrent participants in the training for service providers (DCAs, SBDCs).

- Core CEED Training (providers) – Organized as a virtual community of practice, over ten weeks trainees would engage in discussion boards where DCA representatives can interact with SBDCs and each other to share information and resources. Similar to training for individuals with disabilities, it would begin with a live webinar providing an introduction and overview of the program. The materials contained in the training modules (developed and piloted in the CEED pilot program in 2015-2016) would be available online, complemented with examples of best practices of entrepreneurship programming in DCAs around the country, as well as best practices by SBDCs to assist entrepreneurs with disabilities. The last two weeks of the training would provide intensive support to DCA and SBDC participants with the help of UIC students and members of the project team as they complete organizational plans for supporting entrepreneurship for individuals with disabilities.
- The CEED Bridge Program would provide entrepreneurs with disabilities and service providers with in-depth technical assistance over a four week period. Entrepreneurs accepted into the Bridge program would be expected to finalize a business plan that will allow them to work with Vocational Rehabilitation counselors, Small Business Development Centers, and apply for funding with The PrivateBank, Accion, or other partnering organizations. Connections would be made between individuals and the resources they need. Participants in the Bridge program will also be paired with business mentors by leveraging connections with the Chicago Business Leadership Network (CBLN). The CEED team and UIC students would continue to assist service providers participating in the Bridge as they develop and implement their entrepreneurship initiatives. Six in-person meetup sessions in Chicago would be offered throughout the year to support all CEED participants. The meetups would have themes (e.g. financing and funding opportunities, computer skills for entrepreneurs, delivering a business pitch) and feature one high-profile speaker from the community in every session. Upon completion of the Bridge program, participants would receive an online entrepreneur profile and vignette at the program web site. UIC would also host an annual Entrepreneurship Summit to bring together all the training participants for that year.

### Expected Outcome

- A new advanced special topics class developed and offered in Fall, 2017 and repeated in Spring and Fall of 2018. At least fifteen UIC graduate students enroll and take the class in 2017-2018 with at least 20 CEED entrepreneurs and 10 service providers receive coaching and help from the graduate students enrolled in the class.
- Idea Lab delivered to 120 entrepreneurs and 80 representatives from DCAs/SBDCs with at least 60% of participants ready to transfer to Core CEED Training or Bridge after completion.
- Core CEED Training delivered to 80 individual entrepreneurs and 60 representatives from DCAs/SBDCs with at least 60% of participants ready to transfer to Bridge after completion.
- Bridge delivered to 40 individual entrepreneurs and 40 representatives from DCAs/SBDCs with at least 60% of participants linked with partnering organizations (e.g. SBDCs, The PrivateBank, Accion, CBLN) for further development of their businesses.
- Development of a comprehensive revenue model for CEED including potential content licensing and implementation of a sliding-scale fee for CEED training, at least two potential future donors identified and submission of at least two additional grants to federal and/or state funding agencies.

### Program Budget

Most grant expenses relate to staff from UIC who would develop and deliver curriculum. Including:

- Sarah Parker Harris, Associate Professor and Director of graduate and undergraduate studies in the Department of Disability and Human Development as principal investigator;
- Maija Renko, Associate Professor of Entrepreneurship as co-principal investigator;
- Kate Caldwell, Postdoc Research Fellow in the Dept of Disability and Human Development;
- a full-time project coordinator to coordinate and administer activities including development of revenue model, coordination and supervision of online course systems; coordination of online discussion boards and in-person meetings;

### Prior Grants

|                           |            |                                |           |
|---------------------------|------------|--------------------------------|-----------|
| <b>Last Grant Date:</b>   | 11/20/2014 | <b>Number of Prior Grants:</b> | 3         |
| <b>Last Grant Amount:</b> | \$300,000  | <b>Total Amount Granted:</b>   | \$518,000 |

### Recommendation

This proposal aligns with CFI's Disabilities Impact Plan strategy to Fund efforts to increase self-employment as well as the Entrepreneurship Education Impact Plan strategy to Fund efforts to improve the capability of academic and community based E curriculums' to build core self-employment skills.

Amidst the ongoing challenges in identifying potential employment opportunities for individuals with I/DD, this unique program is making progress towards establishing a realistic launching path and support system for aspiring entrepreneurs. The partnership between experts in disability and an entrepreneurship educator is a rarity and real asset. Their first offerings were met with approval by participants and they have identified opportunities for improvement and enhancement which can be implemented through this proposal.

A concern is how a successful offering would be sustained beyond the grant period. As the courses are non-credit offerings, they sit outside the traditional tuition-generating programs of the University. However, other revenue sources are being explored including a sliding-scale fee for trainees, development of private philanthropic support and licensing of course materials to other entities. Multiple groups from across the country have contacted UIC to obtain program materials including a State of Georgia vocational training agency and the project director of the University of North Carolina at Greensboro Coleman Fellows program. The challenge will be to determine how to capitalize on the quality and uniqueness of the offering. UIC Advancement has committed resources to raise funds which would represent 10% of staff costs in the first year of the grant period and 40% of such costs in the second year. They state the CEED program will be very attractive to corporate and foundation and corporate donors, as well as having considerable potential to attract new individual donors.

We are excited about the prospects of formalizing involvement in the program from UIC business and disabilities graduate students who would serve as consultants to those taking the course. While launching as "advanced special topics" courses, we hope that student demand would enable them to become ongoing forms of support for the program. We recommend approval of continued support for this rare team of experts in two of CFI's areas of focus as they build on their successful first efforts.

|  |                       |                        |                             |
|--|-----------------------|------------------------|-----------------------------|
| <b>University of Illinois at Chicago</b>                               |                       |                        |                             |
| <b>CEED Project</b>  |                       |                        |                             |
| <b>18-Jan-17</b>   |                       |                        |                             |
|  |                       |                        | <b>Total Project Budget</b> |
| <b>Revenue</b>   | <b>Funds Needed</b>   | <b>Funds Requested</b> | <b>Funds Committed</b>      |
| Coleman Foundation   | 335,400               | 335,400                |                             |
| Private donations/grants   | 111,800               |                        |                             |
| Organizational contribution  | 245,950               |                        |                             |
| Program Revenue  |                       |                        |                             |
| <b>Revenue Total</b>   | <b>\$ 693,150</b>     | <b>\$ 335,400</b>      | <b>\$ 357,750</b>           |
| <b>Expense</b>   | <b>Project Budget</b> | <b>Coleman Funds</b>   | <b>Other</b>                |
| <i>Personnel</i>   |                       |                        |                             |
| Parker Harris - Assoc Prof., Disability & Human Dev. (19% FTE)         | 44,253                | 15,721                 | 28,531                      |
| Renko - Assoc. Prof., Entrepreneurship (19% FTE)                       | 53,436                | 18,984                 | 34,452                      |
| Jones - Director, Great Lakes ADA Center (12% FTE)                     | 30,640                | 3,830                  | 26,810                      |
| Caldwell - Postdoc Research Fellow, Disab. & Human Dev. (90% FTE)      | 117,000               | 78,000                 | 39,000                      |
| Franta - Director, IL SBDC at UIC (12% FTE)                            | 18,000                | 2,250                  | 15,750                      |
| IT Specialist (10% FTE)  | 10,567                | 7,925                  | 2,642                       |
| Project Coordinator (100% FTE)   | 100,000               | 75,000                 | 25,000                      |
| Graduate Assistant (25% FTE)   | 23,287                | 17,465                 | 5,822                       |
| Fringe Benefits  | 111,866               | 83,900                 | 27,967                      |
| Travel Expenses  | 3,000                 | 2,250                  | 750                         |
| Materials, Software & Supplies   | 4,600                 | 3,450                  | 1,150                       |
| Speaker Fees   | 3,000                 | 2,250                  | 750                         |
| Advisory Board Fees & Food   | 2,500                 | 1,875                  | 625                         |
| Summit Event   | 10,000                | 7,500                  | 2,500                       |
| Legal Support/Intellectual Property Strategist (10 hrs)                | 8,000                 |                        | 8,000                       |
| Webinar/Online Costs   | 20,000                | 15,000                 | 5,000                       |
| UIC Facilities & Administrative Costs (at Indirect Cost Rate of 59.5%) | 133,003               |                        | 133,003                     |
| <b>Total</b>   | <b>\$ 693,150</b>     | <b>\$ 335,400</b>      | <b>\$ 357,750</b>           |