

*Welcome to*



*THE* **IQ** *BREW*

*Caffeinating Richardson's Innovators*



# Attributes of the Richardson IQ



**1,200**  
ACRES



**1,000+**  
BUSINESSES



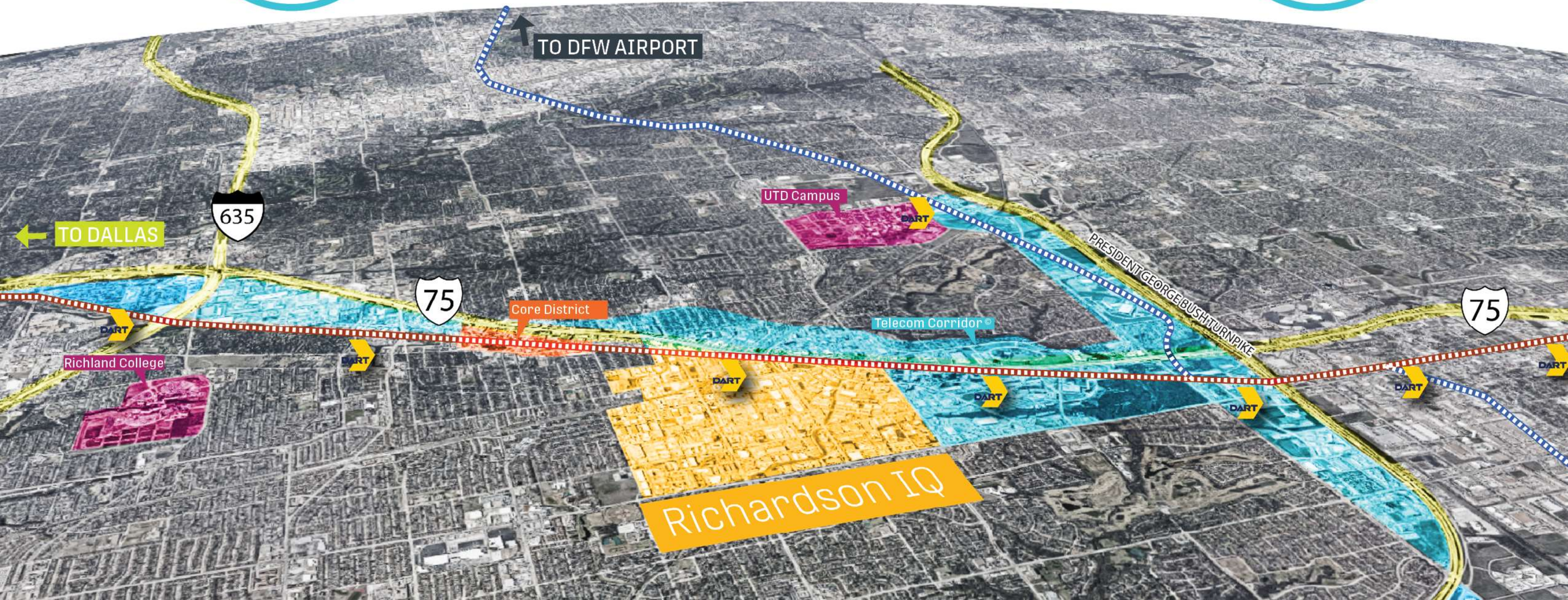
**19,000+**  
EMPLOYED



**2 NEARBY**  
INSTITUTIONS



**PERFECT FOR**  
**START-UPS**

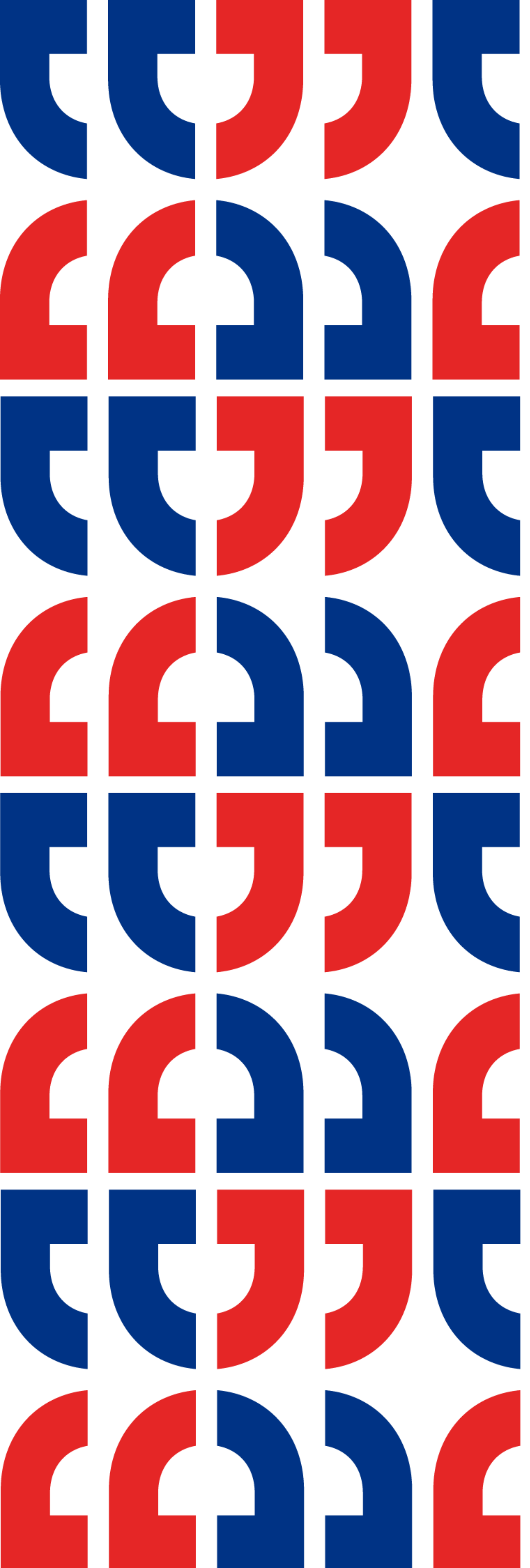




***THANK YOU***



Greenlight Analytica is committed to identifying and developing the leaders and ideas that are shaping the future by giving first time founders and experienced entrepreneurs the preparation and tools to turn their vision into reality. We work with a limited number of startups to develop personalized, adaptive, and duplicable processes and go-to-market strategies required for market success and raising capital. Our data-driven and industry agnostic approach, has helped turnaround underperforming teams, generate 40% YoY revenue growth, facilitate 82% sales personnel expansion, and helped raise over \$1B in growth capital and debt financing.



# Social Impact and Economic Development

May 11, 2023

Brandon Morton, Director  
Economic Development Office  
[econdev@dallascollege.edu](mailto:econdev@dallascollege.edu)

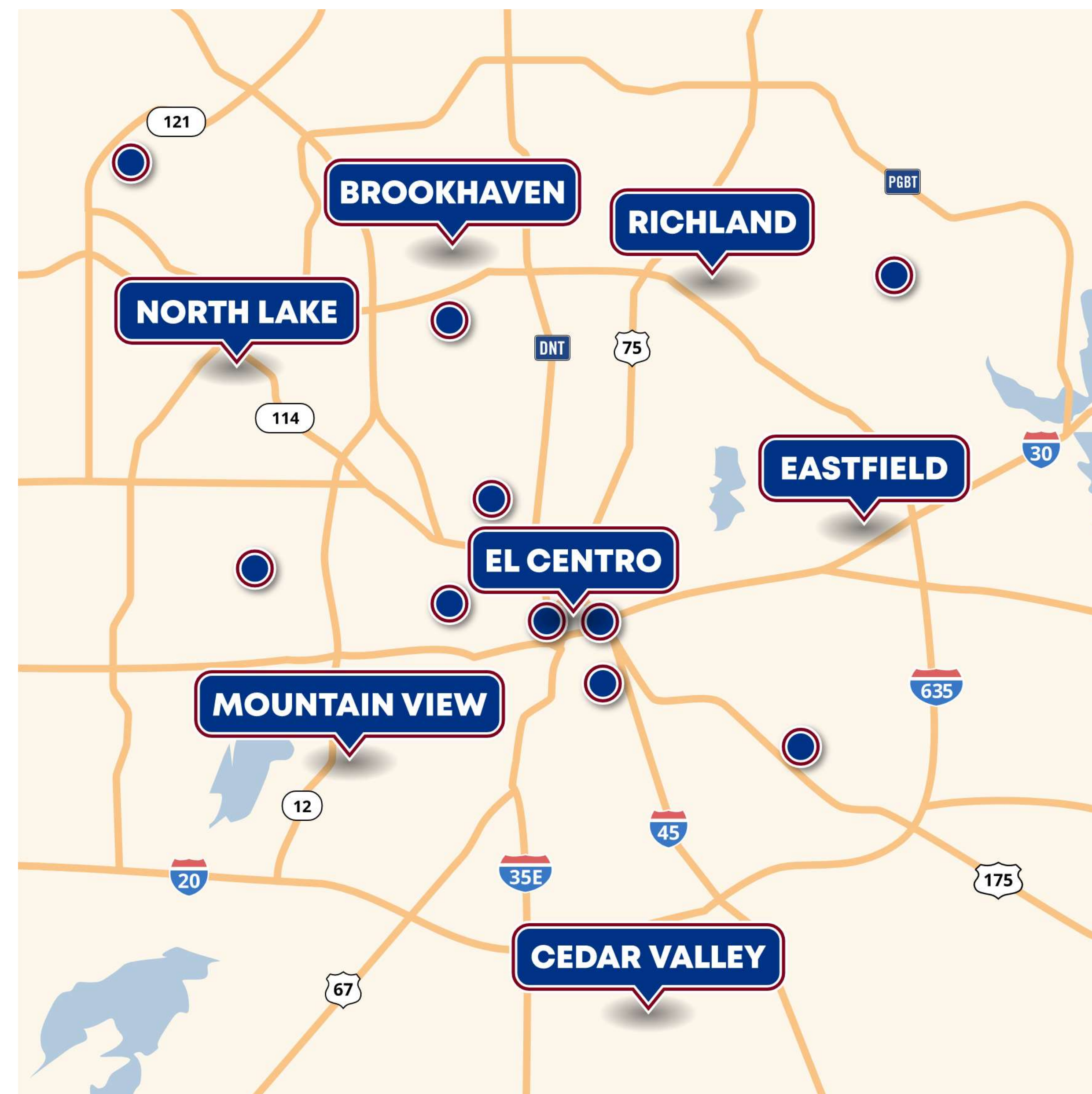


# Dallas College

(formerly DCCCD)

## 19 Campuses in Dallas County!

### 7 Main Campuses



### 12 Community Centers, and growing!

Bill J. Priest Center

Cedar Hill Center

Coppell Center (Construction Sciences)

Culinary, Pastry and Hospitality Center

Downtown Design Center

Downtown Health Sciences Center

Garland Center

Irving Center

Lancaster Workforce Development Center

Pleasant Grove Center

South Dallas Training Center

West Dallas Center

### 3 administrative buildings

Administrative Office Service Center LeCroy Center





# Dallas College

- **2<sup>nd</sup>** Largest US community college with 100k+ annually enrolled
- **6,000+** Employees
- **1,000+** Acres of land across Dallas County
- **5** Campuses with community walking trails
- **105** Active grants totaling \$189M
- **2** Pre-K Bezos Academies for Low-Income Family Childcare
- **100+** degree and certificate programs
- **12,000+** Credit and noncredit courses
- **50+** Services to support businesses



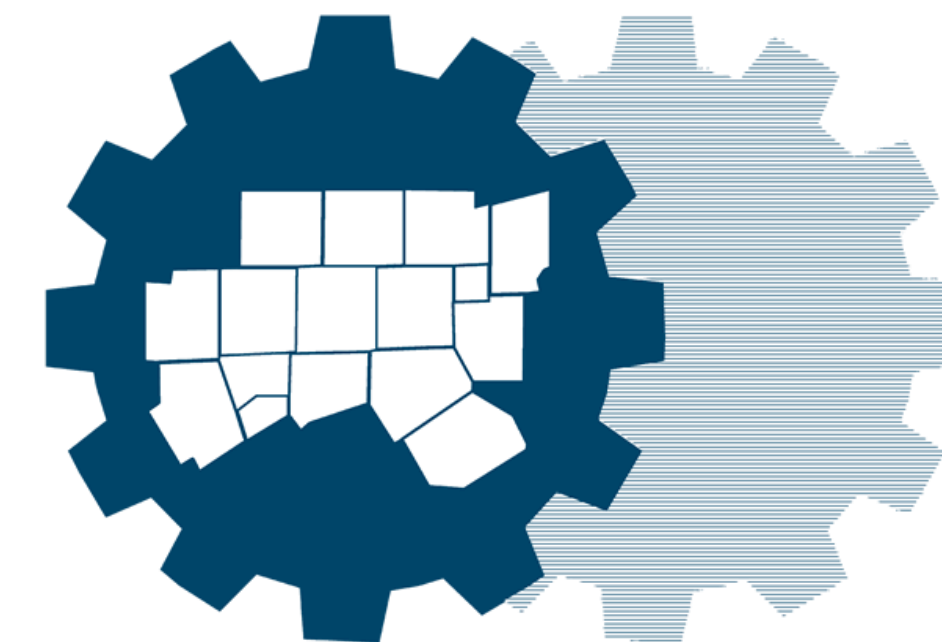
Photo: Dallas College Cedar Valley Campus, M Building (USGBC-LEED Gold)  
Programs in Health Sciences

## Dallas College has 7 Schools:

- School of Business, Hospitality & Global Trade
- School of Creative Arts, Entertainment & Design
- School of Education
- School of Engineering, Technology, Mathematics & Sciences
- School of Health Sciences
- School of Law & Public Service
- School of Manufacturing & Industrial Technology



# My story





# People and Places

## Sharing stories about Social Impact and Economic Development



This will be a 1:1 partner activity.

I will ask you to think for 1 minute before sharing your story. You decide who will share first.

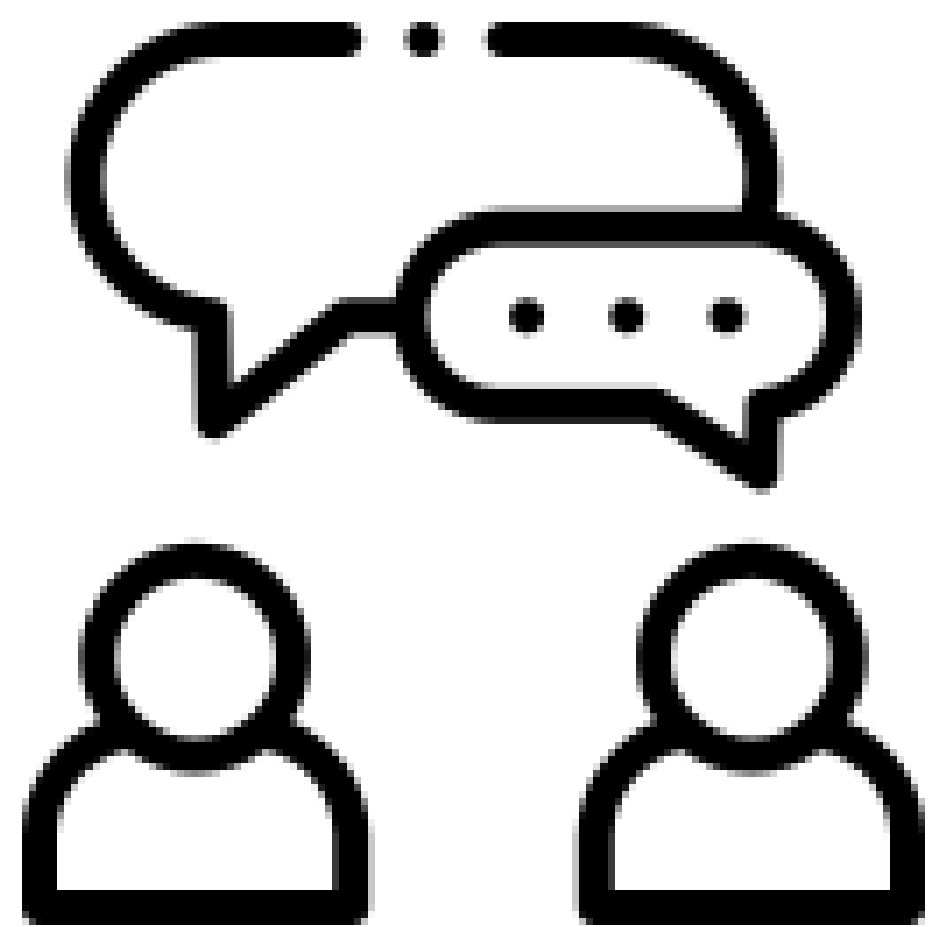


Your storytelling partner will listen, but not respond.

We will then pause for 1 minute and switch roles.

Commit to listening, not to respond.

Commit to understanding, and to be understood.



### Storytelling with Reflective Structured Dialogue™ (RSD):

- Think about a memory in your life that is significant to your pathway, and how it influenced where you are today.
- Did your experience include something special about the people, or the community you were in at the time?



essential®  
PARTNERS

Bold Explorations in Community

This story-telling activity uses Reflective Structured Dialogues™ (RSD) by Essential Partners, a non-profit partner of Dallas College.

Acknowledgement: Dr. Jill DeTemple,  
Dept. Chair SMU Religious Studies  
and Prof. of Anthropology







# Audience Poll

1. Please use your phone to participate
2. Scan the QR code or open a browser
3. There are two questions to respond to
4. There are no wrong answers today
5. Please respond in one or two words

Join at  
**slido.com**  
**#7739 971**

 Passcode: **tqq0ko**

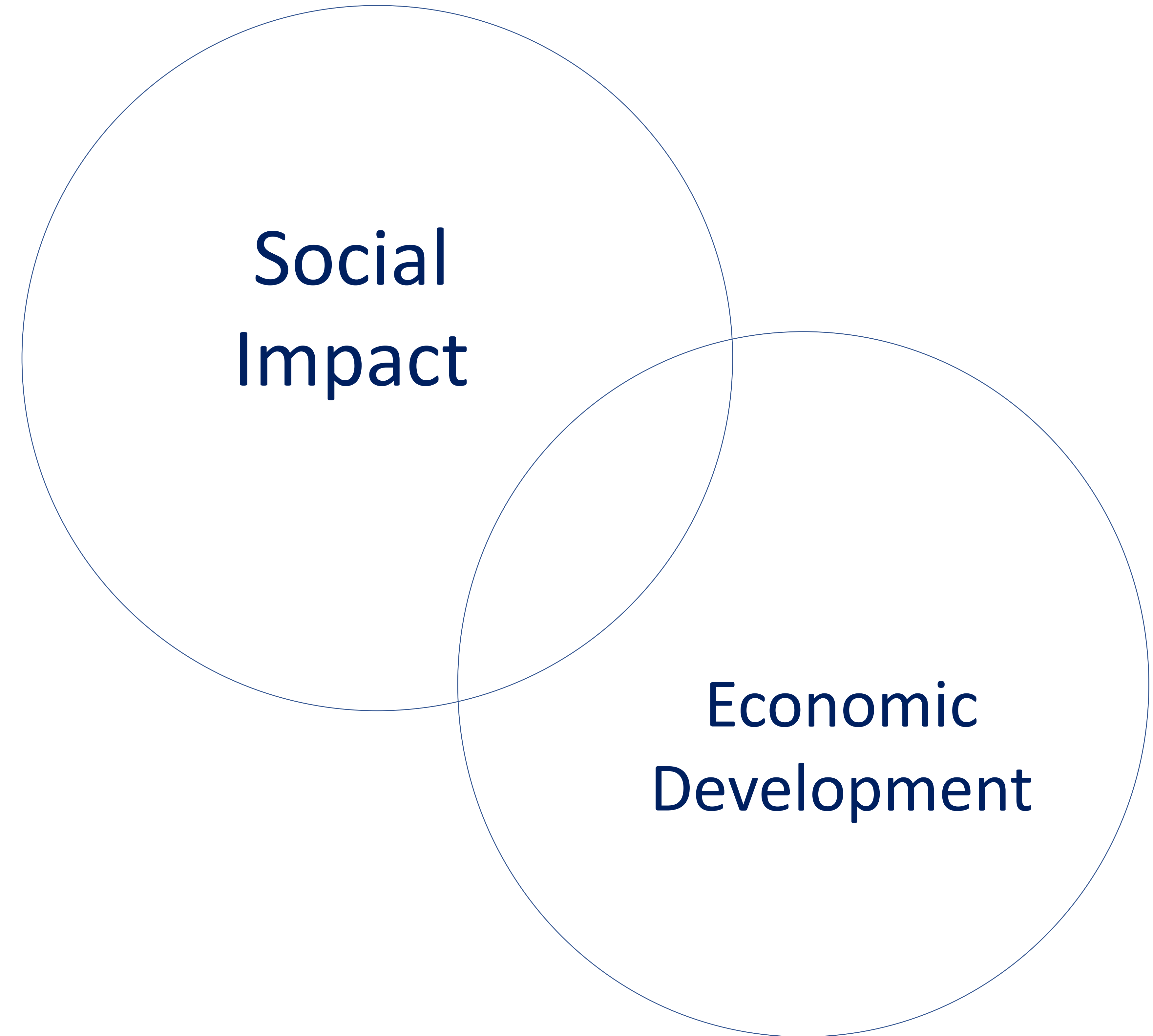


# Exploring the Intersection of Social Impact and Economic Development



Photo credit: [City of Richardson Convention & Visitors Bureau](#)

- People and Places in Richardson and DFW
- Economic Opportunity for All
- Sustainability and Resilience



# CSR: Corporate Social Responsibility



## Businesses with CSR Programs:

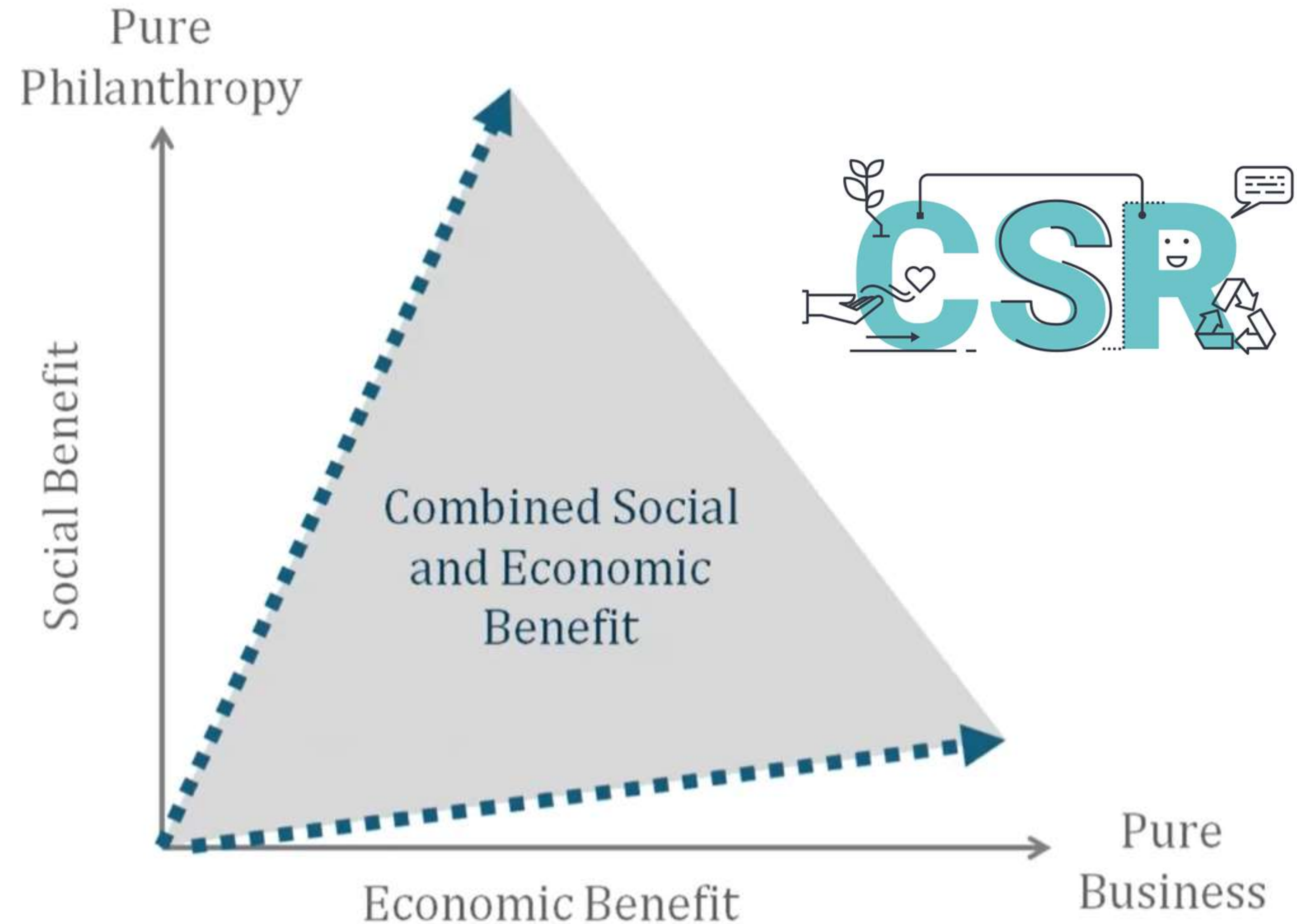
55% reduction in employee turnover rate

75% of workforce is gen z or millennial, and 60% want to work for a cause-minded employer

50% of consumers choose purchases based on brand reputation

Source:

**The Social Impact Show**, a podcast by Benevity. Benevity is a Brand Consulting Agency whose clients include Starbucks, Coca Cola, Levi Strauss, Google, Amazon, others



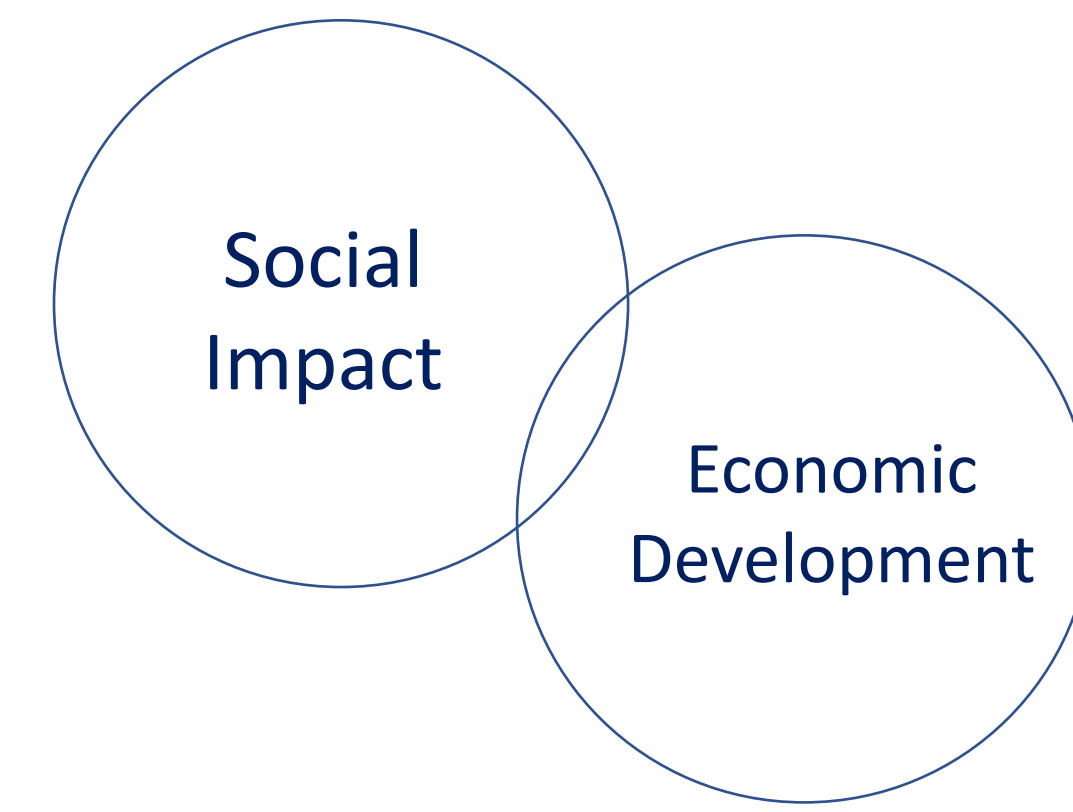
Source: Harvard Business Review





**“Help us transform the world through business.”**

*UN Global Compact, including 10,700+ small and medium size businesses worldwide*



# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



**SDG-8**  
Decent Work & Economic Growth

**SDG-9**  
Industry, Innovation & Infrastructure

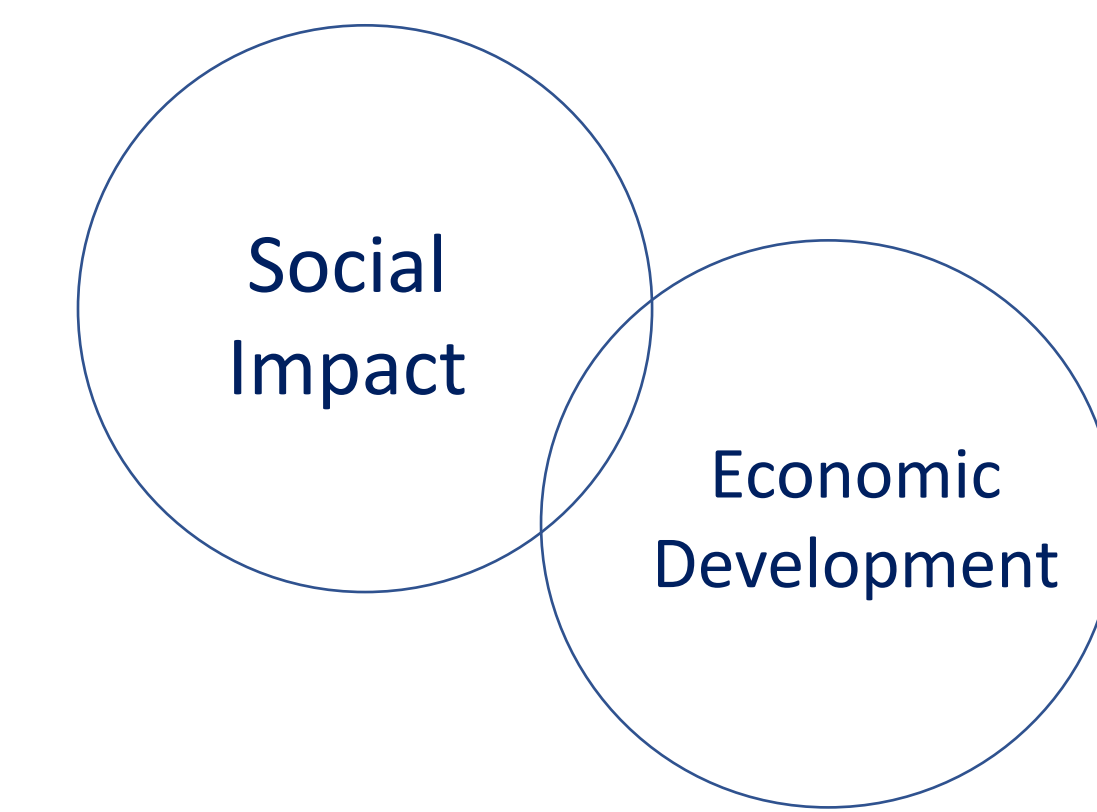
**SDG-10**  
Reduced Income Inequalities

**SDG-11**  
Sustainable Cities & Communities







[www.globalgoals.org](http://www.globalgoals.org)



# Global Context of Social Impact and Economic Development



2022 Sustainability Reporting Survey of Global top 250 Companies  
(by revenue based on Fortune500's 2021 list)

<p><b>96%</b></p>  <p>of G250 companies report on sustainability or ESG matters</p>	<p><b>64%</b></p>  <p>of the G250 acknowledge climate change as a risk to their business</p>	<p>Less than half of companies report on</p>  <p><b>biodiversity loss</b></p>
<p><b>GRI, TCFD and SDGs</b></p> <p>form the most commonly used anchors for sustainability reporting</p>		<p>TCFD adoption nearly doubled in 2 years, going from</p> <p><b>37% to 61%</b></p> <p>among the G250</p> 
<p><b>49%</b></p>  <p>of the G250 acknowledge social elements as a risk to their business, with Western Europe as the leading region</p>	<p><b>71%</b></p> <p>of N100 companies identify material ESG topics</p>	<p>Fewer than half of G250 companies have leadership level representation for</p>  <p><b>sustainability</b></p>

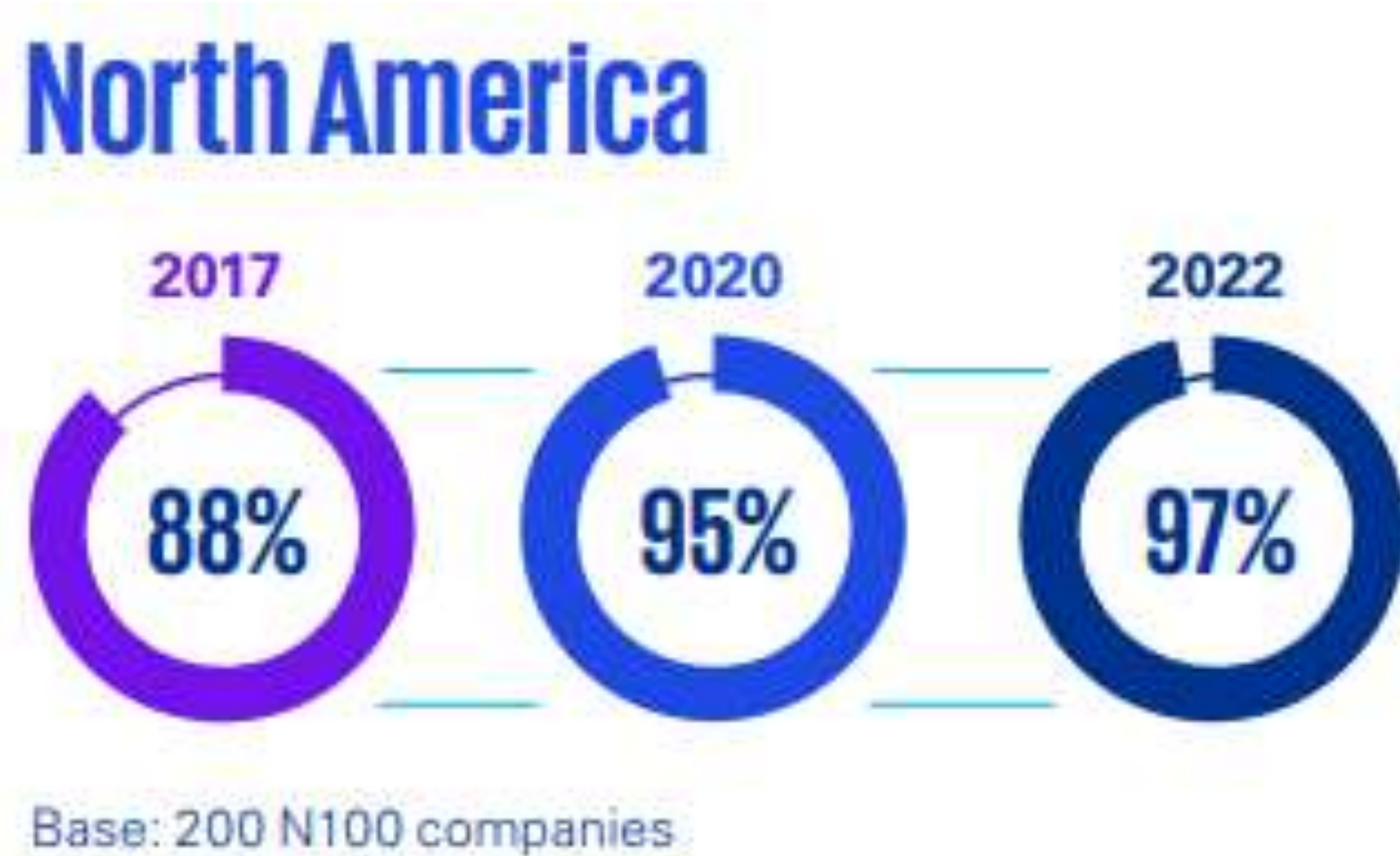


Source: "The Triple-Bottom-Line", Harvard Business Review





# 100% of USA's top 100 Companies report on CSR, ESG, Sustainability.



## US: 28% of G250 companies

Not surprisingly, 100 percent of the N100 companies in the US provide ESG disclosures. While the reporting trend is not new, integration of ESG information in annual financial reports lays the groundwork for the level of rigor necessary to disclose ESG information alongside financial information.

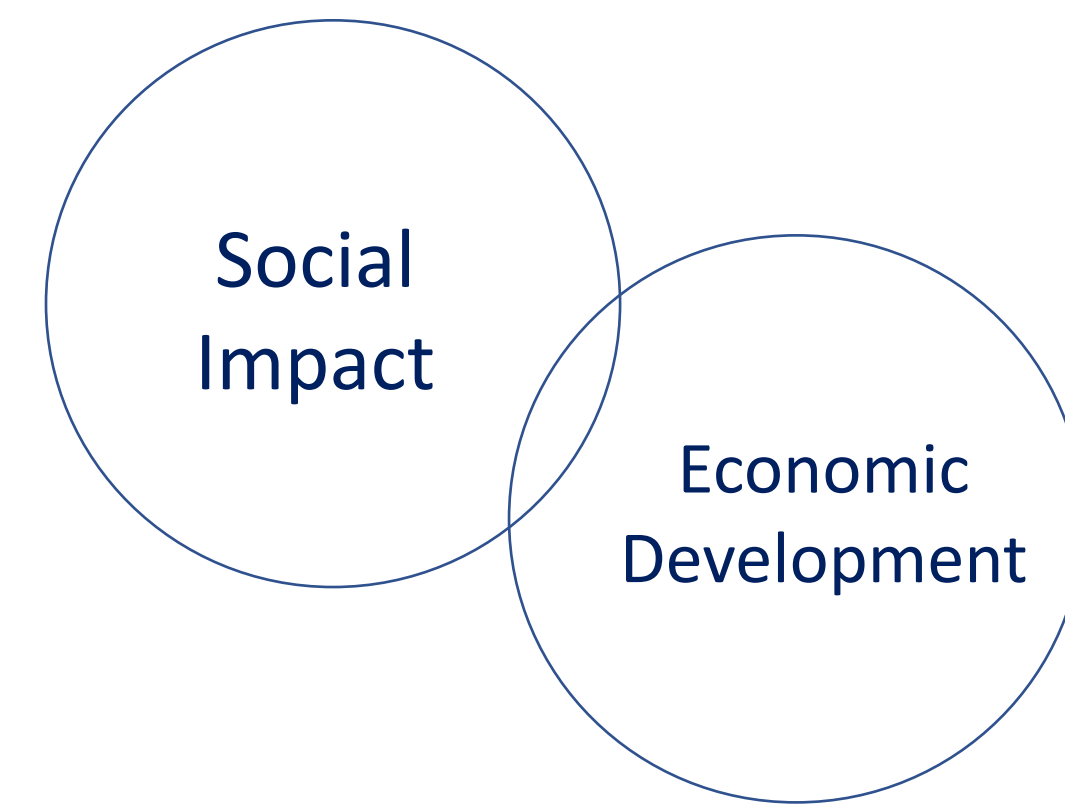
If the SEC climate proposal is passed, nearly all publicly listed companies in the United States will be required to include climate-related information in the Form 10-K (the US annual financial report for public companies). In addition, human capital and cybersecurity disclosures are anticipated to be included.

For those who haven't started, it is important to begin to educate your disclosure teams on the new proposed requirements and simulate the inclusion of ESG information as part of the disclosure control process as the volume of information continues to grow.

[KPMG's 2022 Sustainability Reporting Survey of Global top 250 Companies](#)  
(by revenue based on Fortune500's 2021 list)



# What is a sustainable and resilient economy?



## Dallas-Fort Worth-Arlington TX

### Anchor Economy Initiative

- Regional data about how hospitals and higher education institutions sustain jobs, drive economic growth and support equitable regional development
- Anchor institutions are also banks, local governments, schools, faith-based and non-profit organizations

#### HOSPITALS ⓘ

Number of Hospitals	290
Employment	113.1K
Income	\$10.2B
Operational Spend	\$10.1B
Capital Spend	\$1.7B

#### HIGHER EDUCATION ⓘ

Number of Institutions	105
Employment	65.4K
Income	\$4.1B
Operational Spend	\$1.3B
Capital Spend	\$901.0M



**ANCHOR  
EMPLOYMENT** ⓘ

**361.8K**



**ANCHOR  
INCOME** ⓘ

**\$24.0B**



**ANCHOR  
GROSS VALUE ADDED** ⓘ


**\$36.2B**





# What is a resilient business or economy?

- Businesses who provide their employees with benefits and opportunities to be able to respond to economic shocks.
- Economies with organizations who provide everyone with opportunities for economic mobility and personal growth.

 Federal Reserve Bank *of* Atlanta

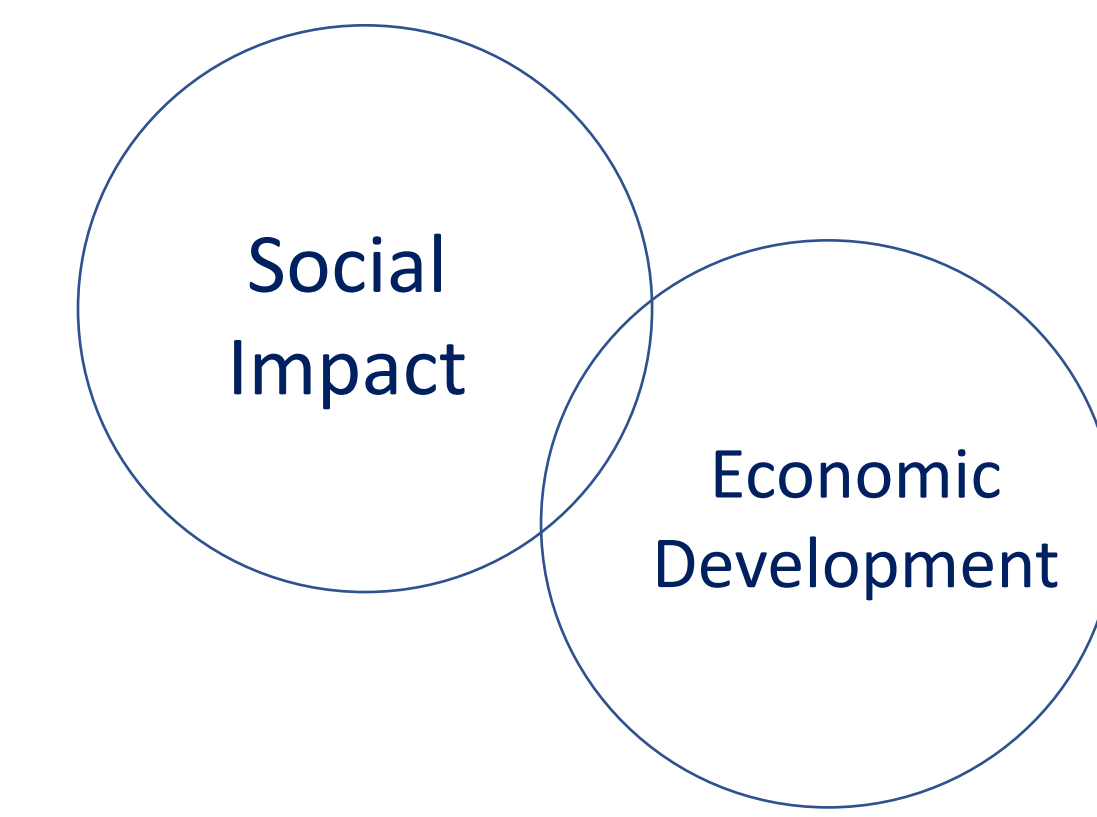


<https://www.atlantafed.org/economic-mobility-and-resilience>

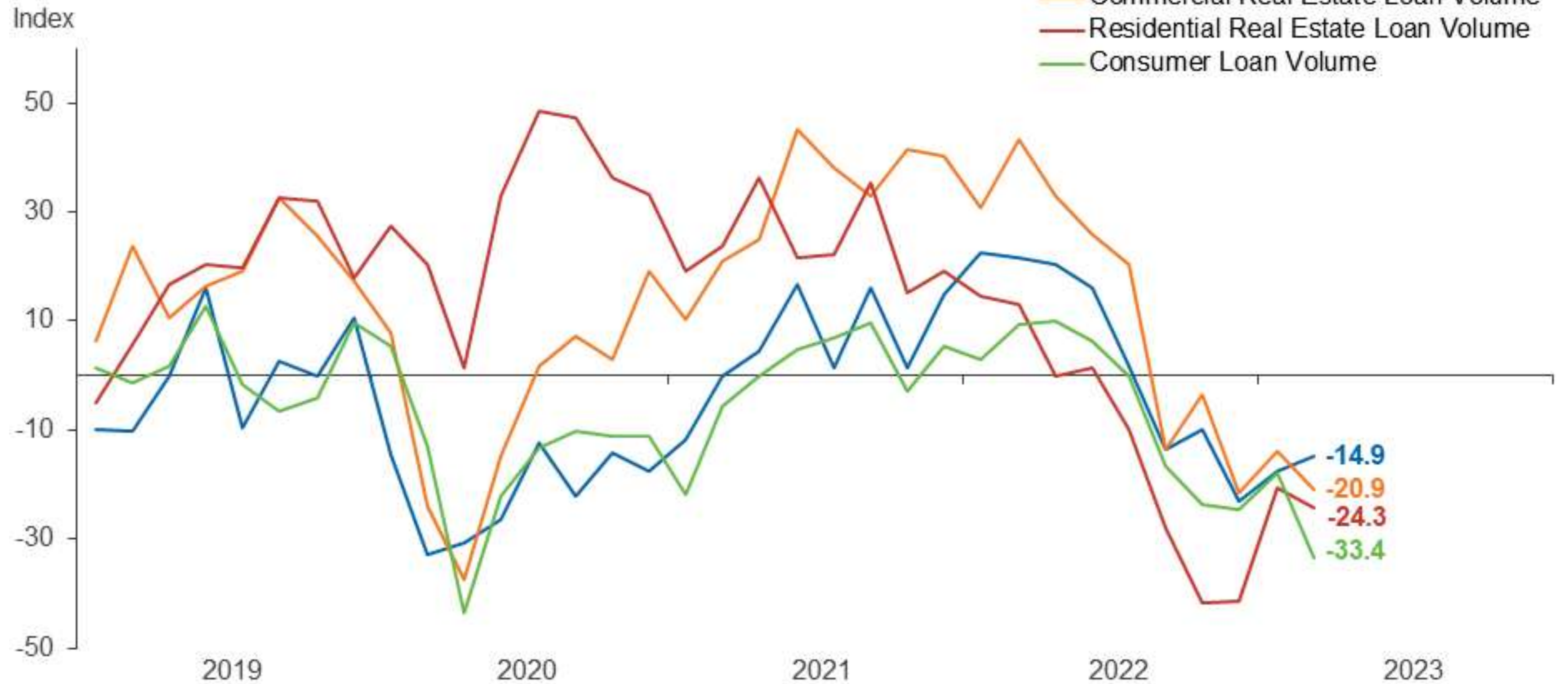




# What is a resilient business or economy?



### Banking Conditions Survey Loan Volume by Type



Federal Reserve  
Bank of Dallas

**Small and mid-size banks can help businesses mitigate impacts from the economic downturn.**

- [Dallas Federal Reserve Bank](#) (March '23)

Federal Reserve Bank of Dallas



# Top Richardson Industries

(2020, Emsi Lightcast, DOL)



Industry	Richardson Jobs	Dallas County Jobs	Sustainability Business Frameworks
Finance, Insurance	15,260	217,771	SASB, S&P Global Science-based Targets
Professional, Scientific and Technical Services	14,493	190,040	Science-based Targets
Health Care, Social Assistance	11,408	182,164	WELL-Building Institute, Vizient Inc.
Business Administrative, Waste Management, Remediation	10,495	177,871	Global Reporting Initiative, Circular Economy Framework
Manufacturing	8,000	120,427	Lean Six Sigma, Science-based Targets



**S&P Dow Jones Indices**

A Division of **S&P Global**



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

**vizient**



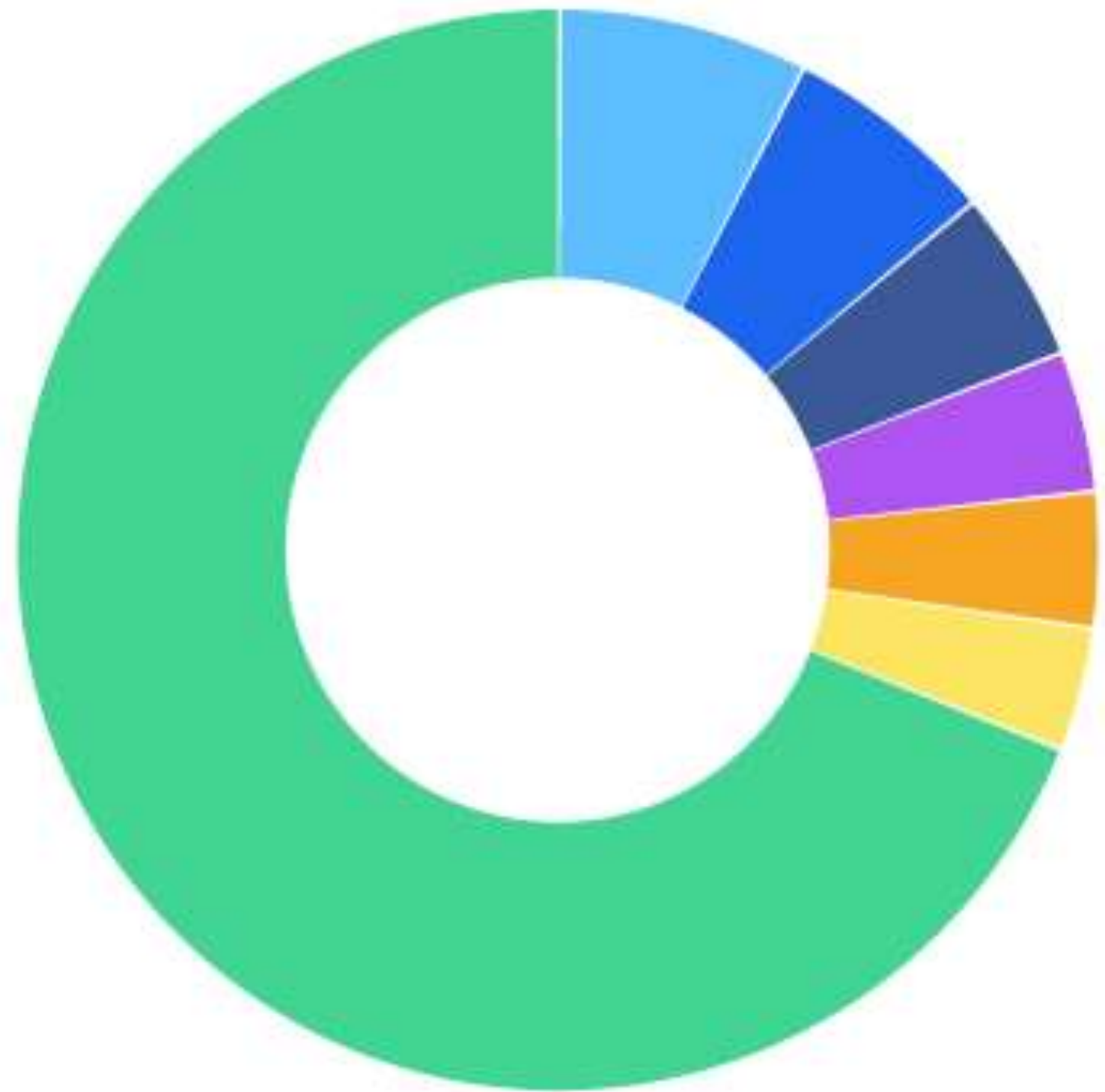
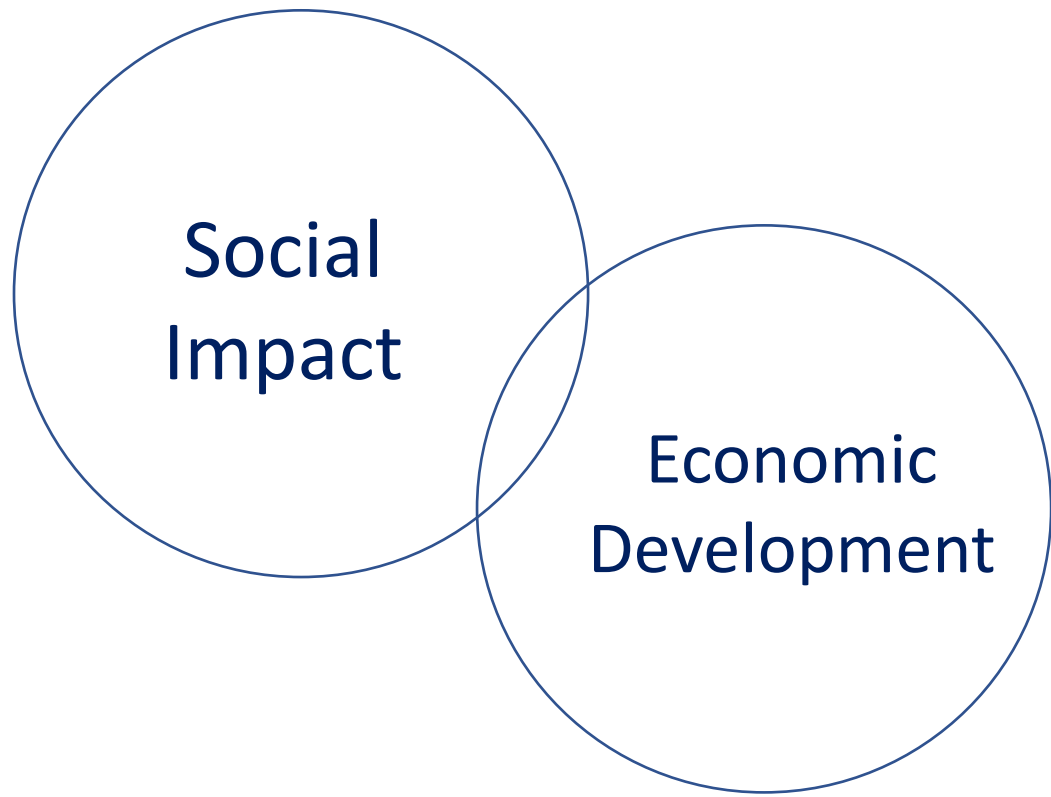
**GRI** Empowering Sustainable Decisions



# 97 Occupations in Richardson Zip Codes

75080, 75081, 75082, 75083, 75085

(Q1 2023, Source: Emsi Lightcast)



Industry	% of Occupation in Industry (2020)
Computer Systems Design and Related Services	7.5%
Restaurants and Other Eating Places	6.4%
Agencies, Brokerages, and Other Insurance Related Activities	5.2%
Semiconductor and Other Electronic Component Manufacturing	4.2%
Home Health Care Services	4.0%
Education and Hospitals (State Government)	3.7%
Other	69.1%

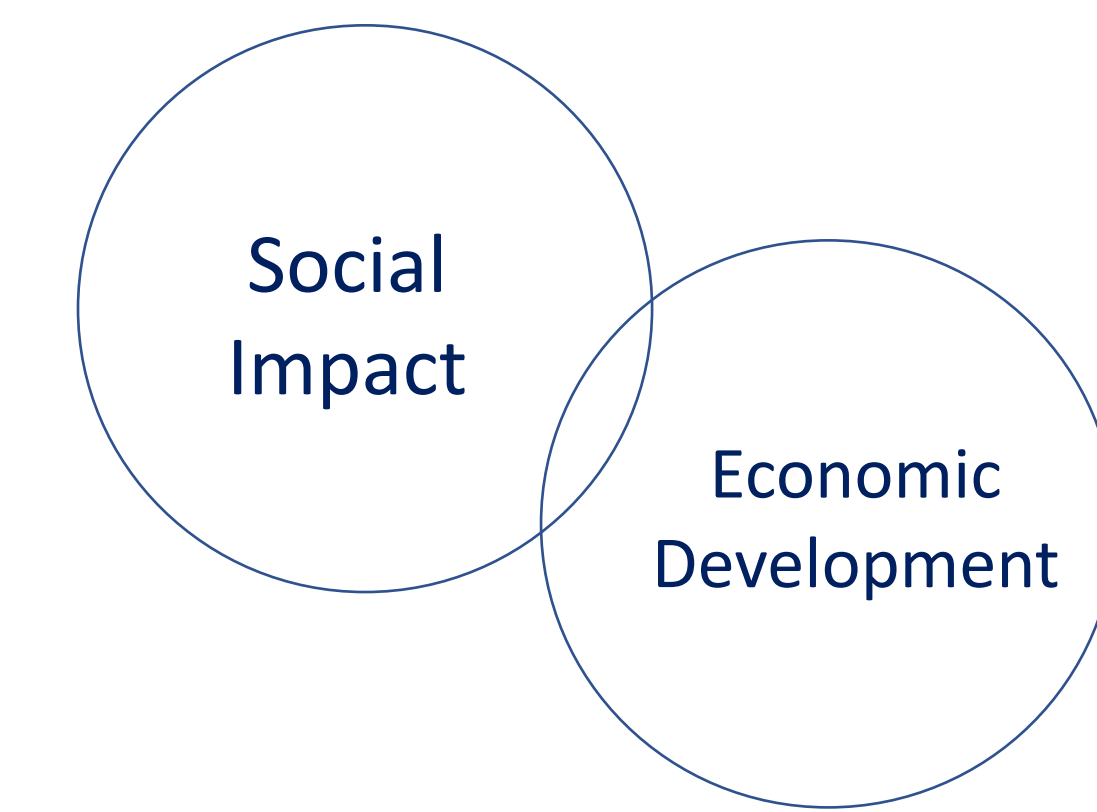
**Other** is every other occupation, with no single occupation being more than 3.7%

For all occupations combined, earners in Richardson earn ~\$10,000 more annually than the Dallas County average



# 21 Industries in Richardson Zip Codes 75080, 75081, 75082, 75083, 75085

(Q1 2023, Source: Emsi Lightcast)



## Top 5 Employers in Richardson contributing to Richardson's GRP:

- (1) Qorvo Inc. (semiconductor)
- (2) Fossil Group Inc. (fashion retail)
- (3) University of Texas at Dallas (research)
- (4) Fujitsu Network Communications (digital transformation)
- (5) Lennox International Inc. (HVAC building solutions)

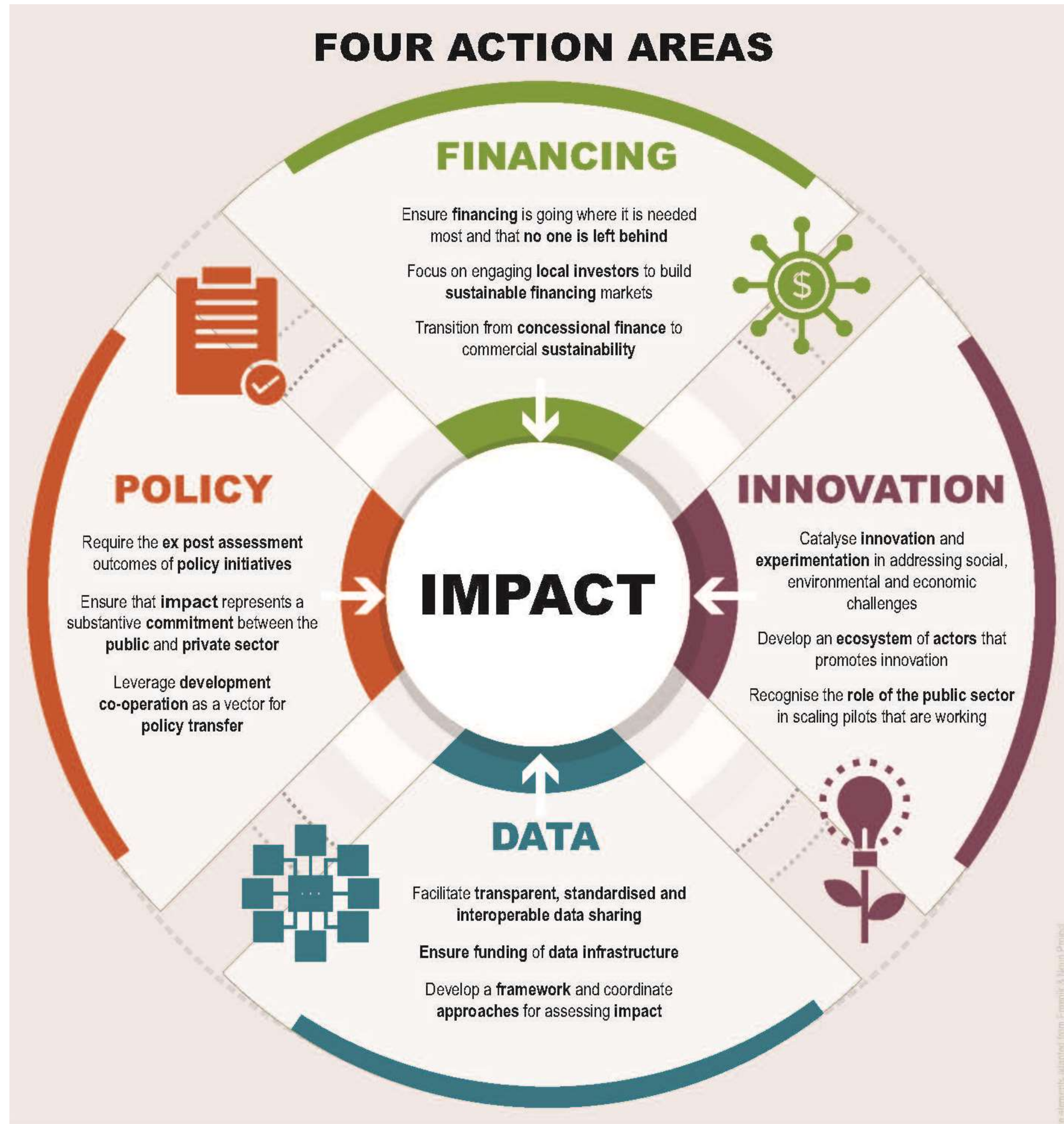
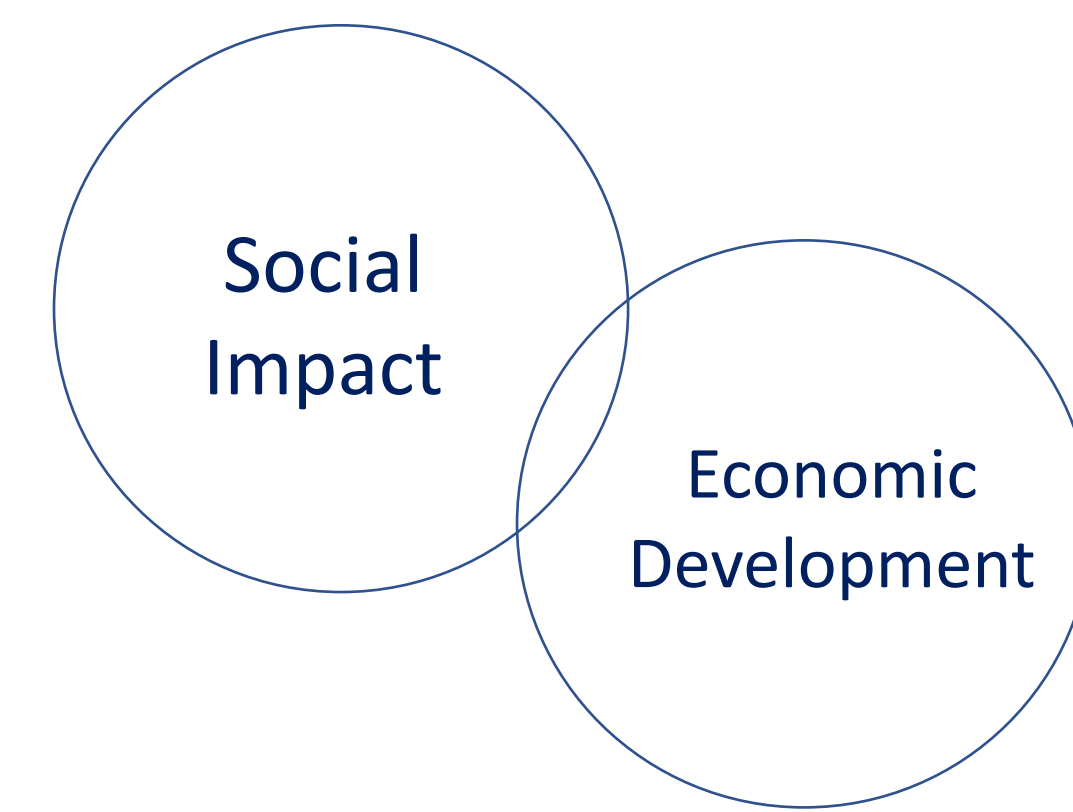
## Gross Regional Product (GRP)

\$11.7B Earnings (2022)	\$5.0B Property Income (2022)	\$1.0B Taxes (2022)	\$17.7B Total GRP (2022)
----------------------------	----------------------------------	------------------------	-----------------------------

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Insurance Agencies and Brokerages	\$1,010,335,881	\$92,703,102	\$1,103,038,983
Corporate, Subsidiary, and Regional Managing Offices	\$147,132,079	\$342,924,053	\$490,056,133
Temporary Help Services	\$40,842,283	\$280,198,194	\$321,040,476
Wired Telecommunications Carriers	\$116,369,285	\$118,534,530	\$234,903,815
Lessors of Residential Buildings and Dwellings	\$127,501,710	\$89,576,487	\$217,078,197



# Four Areas to scale Social Impact and Economic Development in your Business

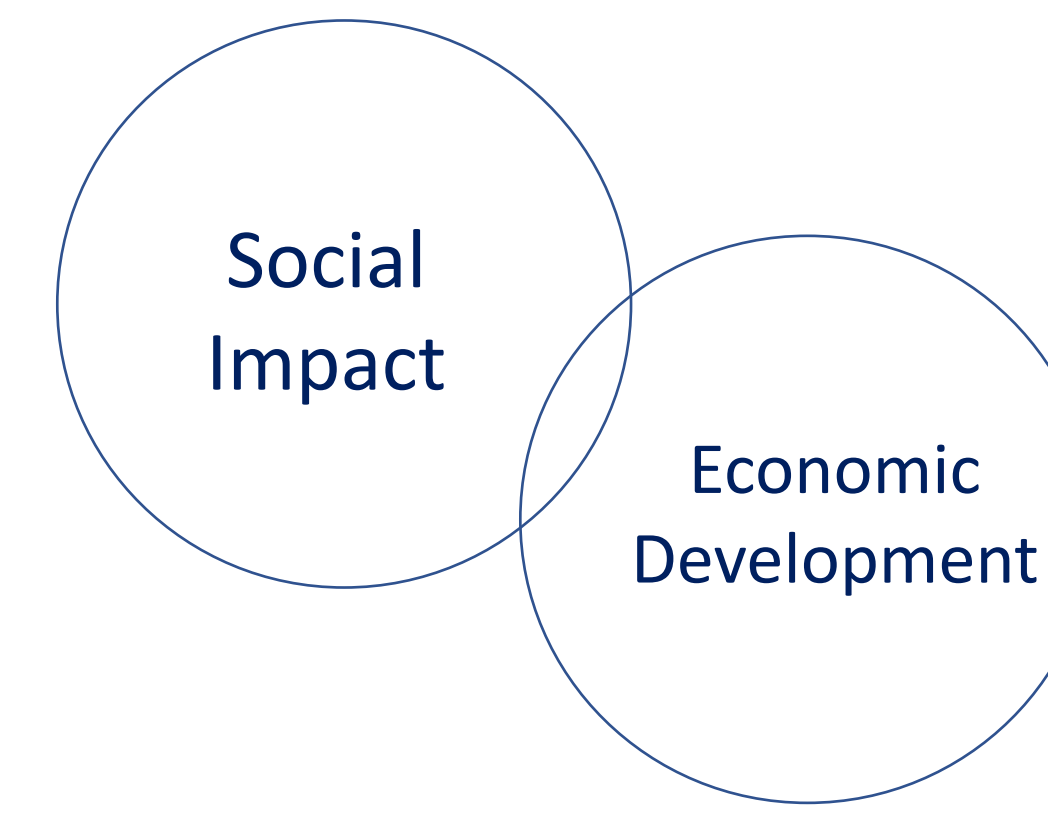


- 1) Financing for the future
- 2) Innovation with public-private-partnerships (3P)
- 3) Data infrastructure for leveraging impact
- 4) Policy that encourages collaboration

Source: [Social Impact Investment Initiative](#). Organisation for Economic Cooperation and Development (OECD)



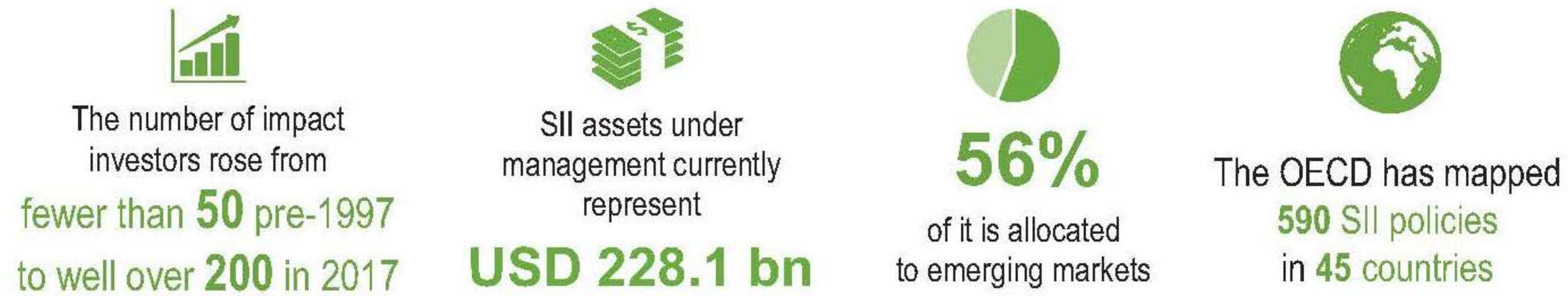
# Social Impact Networks for Economic Development



## SOCIAL IMPACT INVESTMENT

Social Impact Investment (SII) provides finance to organisations addressing social and/or environmental needs with the explicit expectation of measurable social and financial returns. *It is a way of channelling new resources towards the Sustainable Development Goals (SDGs).*

 **The global social impact investment market is growing rapidly**



Source: [Social Impact Investment Initiative](#). Organisation for Economic Cooperation and Development (OECD)

## Impact 'Networks' in DFW

A collection of logos for various organizations in the DFW area, including:

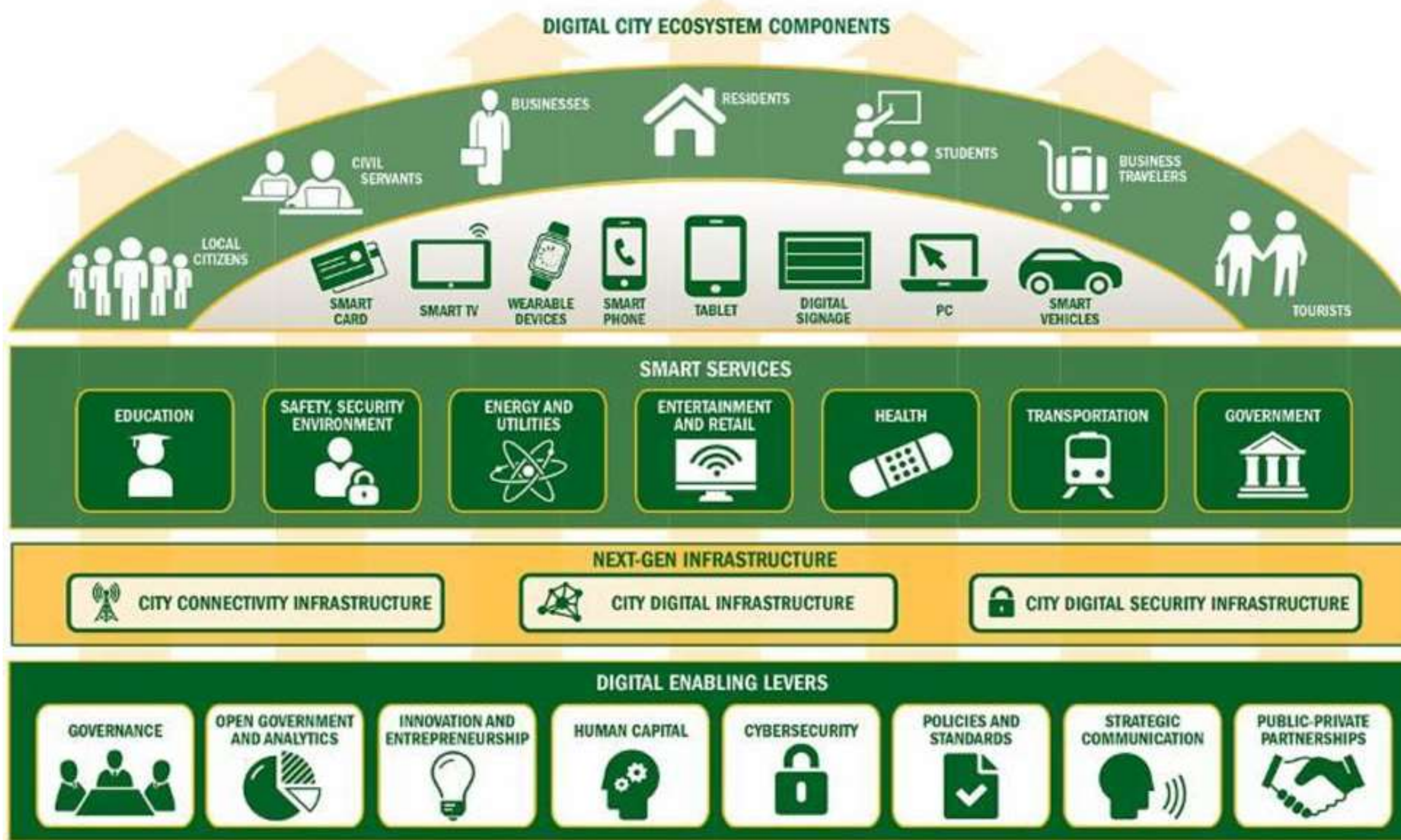
- ASCEND INSTITUTE
- AMERICA'S SBDC NORTH TEXAS
- Goldman Sachs 10,000 small businesses
- mINTERN Pathway to Future Employment Opportunities
- THE IQ BREW
- B.R.E. MESQUITE BUSINESS RETENTION AND EXPANSION TASK FORCE
- United States Mexico Chamber of Commerce Cámara de Comercio México-Estados Unidos
- SMU | Hunt Institute for Engineering & Humanity
- SVP DALLAS
- Local Texas
- CONSCIOUS CAPITALISM DALLAS CHAPTER



# Social Impact for a More Resilient Community



## Irving Las Colinas Smart Urban Community



IRVING-LAS COLINAS  
CHAMBER OF COMMERCE

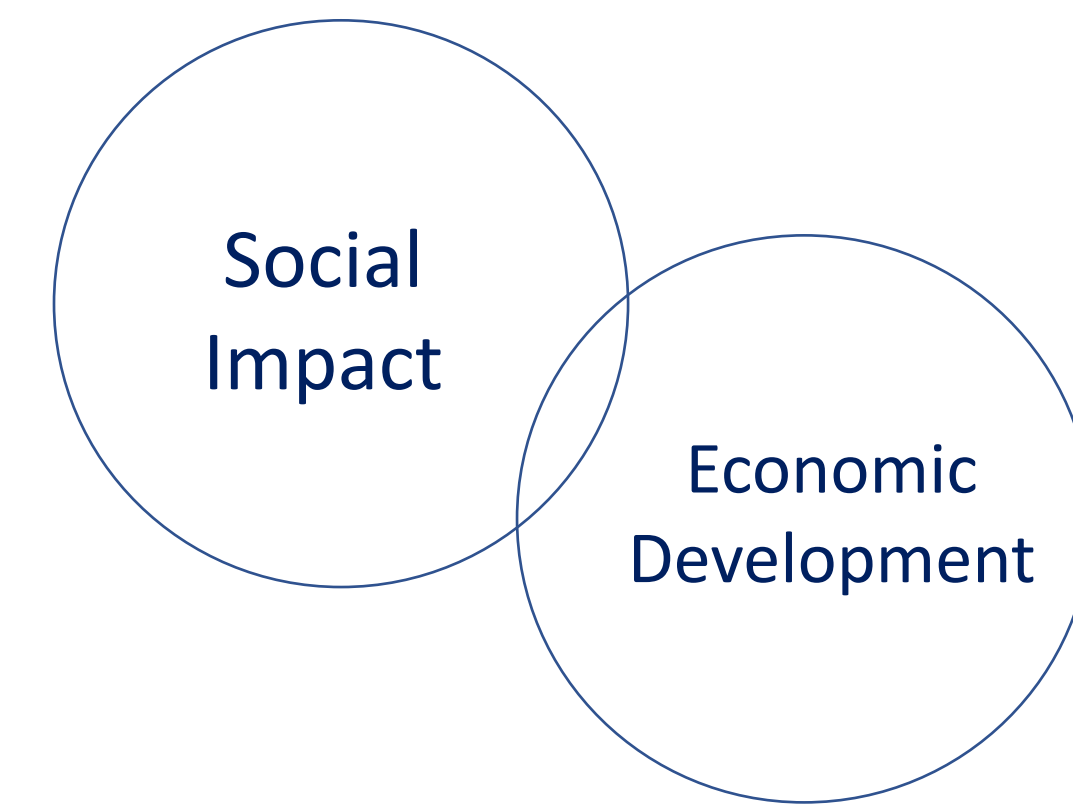
United States Mexico Chamber of Commerce  
Cámara de Comercio México-Estados Unidos



IRVING  
T E X A S



# Social Impact and Economic Development



Prescott College

## Prescott Preview

A deeper dive into "sustainability" and "resilience", based on academic literature and publications from experts around the world, advising community leaders, corporate executives and elected officials.

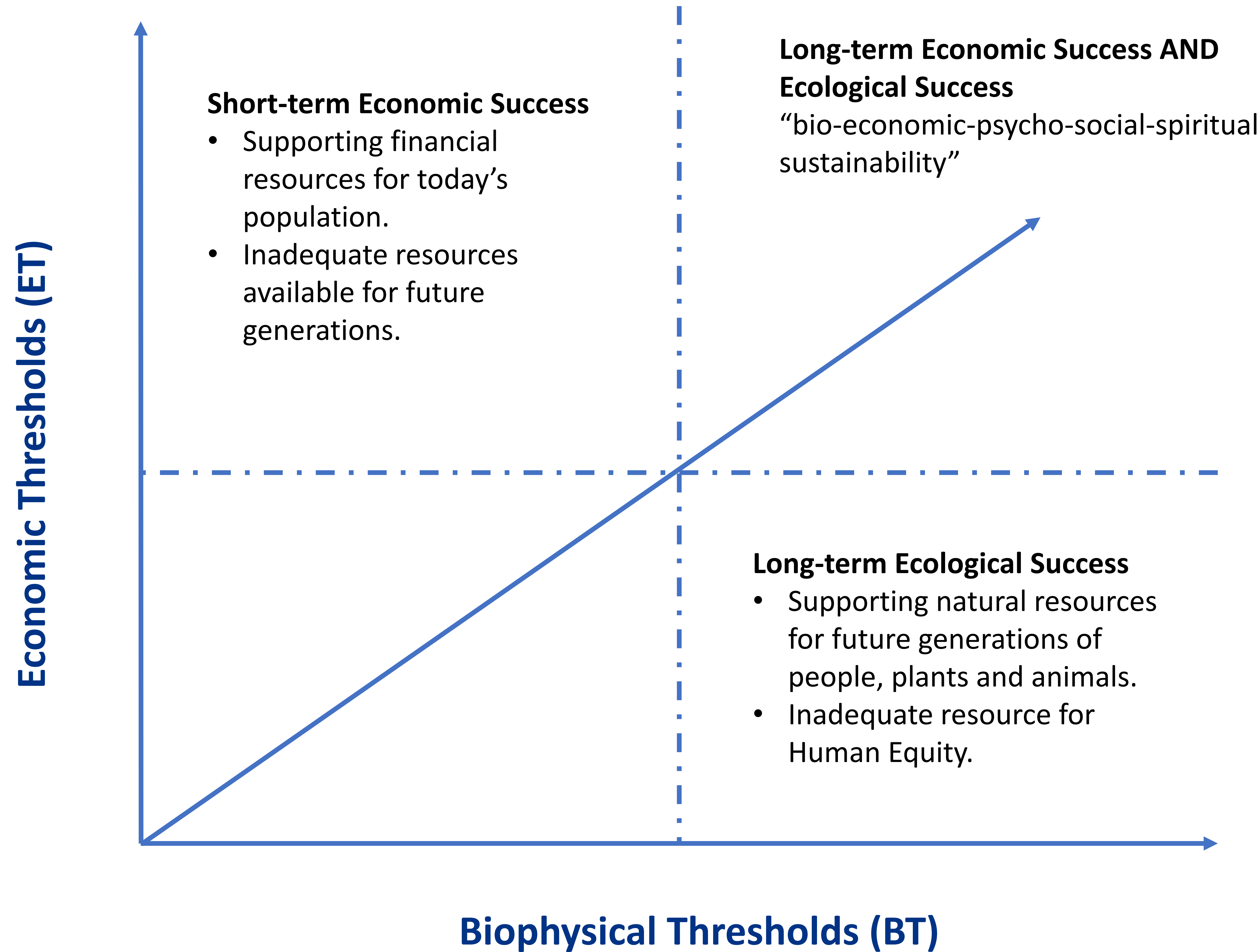






Prescott College

# Resilience Thresholds Framework (Working paper by B. Morton, Prescott College)

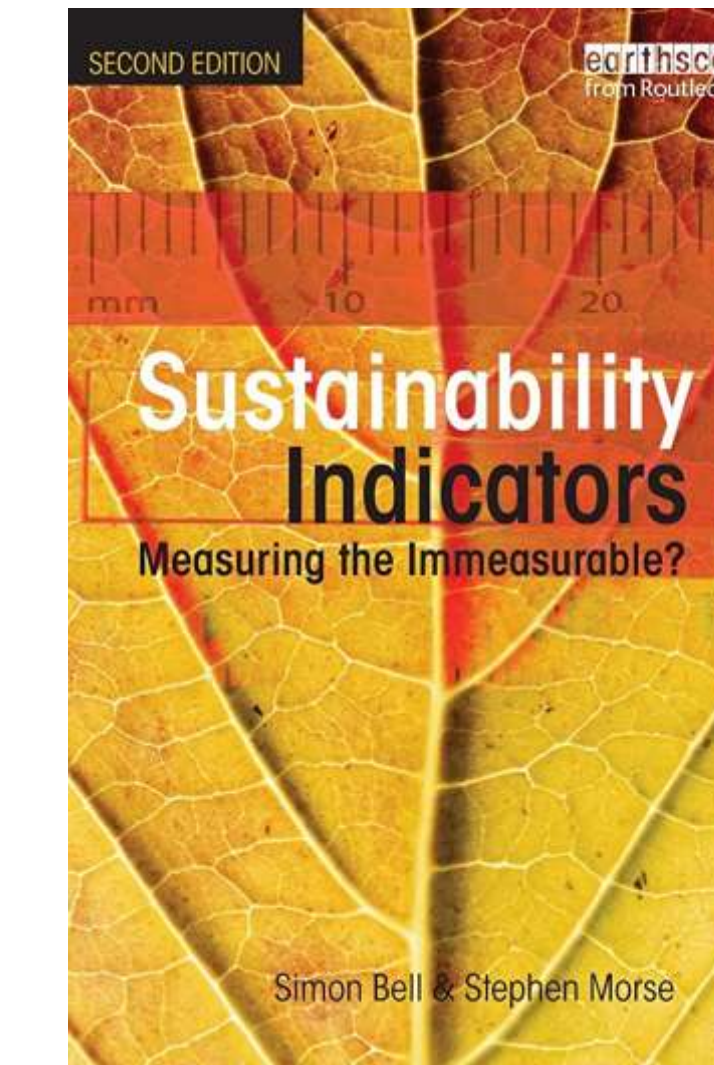


Some references for further inquiry:



"Resilience Practice" by Dr. Brian Walker, Research Fellow and Chief Science Officer

- Australia Science Agency's Council on Scientific and Industrial Research (CSIRO). [www.csiro.au](http://www.csiro.au)



"Sustainability Indicators" by Simon Bell former Director of, now Senior Consultant on Socio-Technical Systems, at the Bayswater Institute in London, UK.

- Bayswater Institute is a non-profit research consultancy and professional development organization. [www.bayswaterinst.org](http://www.bayswaterinst.org)



"Spiral Dynamics" by Dr. Don Beck, former communications professor at UNT and consultant.

- 1996, Joint-Resolution "The Texas House and Senate takes great pride in commending a truly remarkable Texan, Dr. Don Edward Beck, for his invaluable contributions toward the peaceful creation of a democratic South Africa."

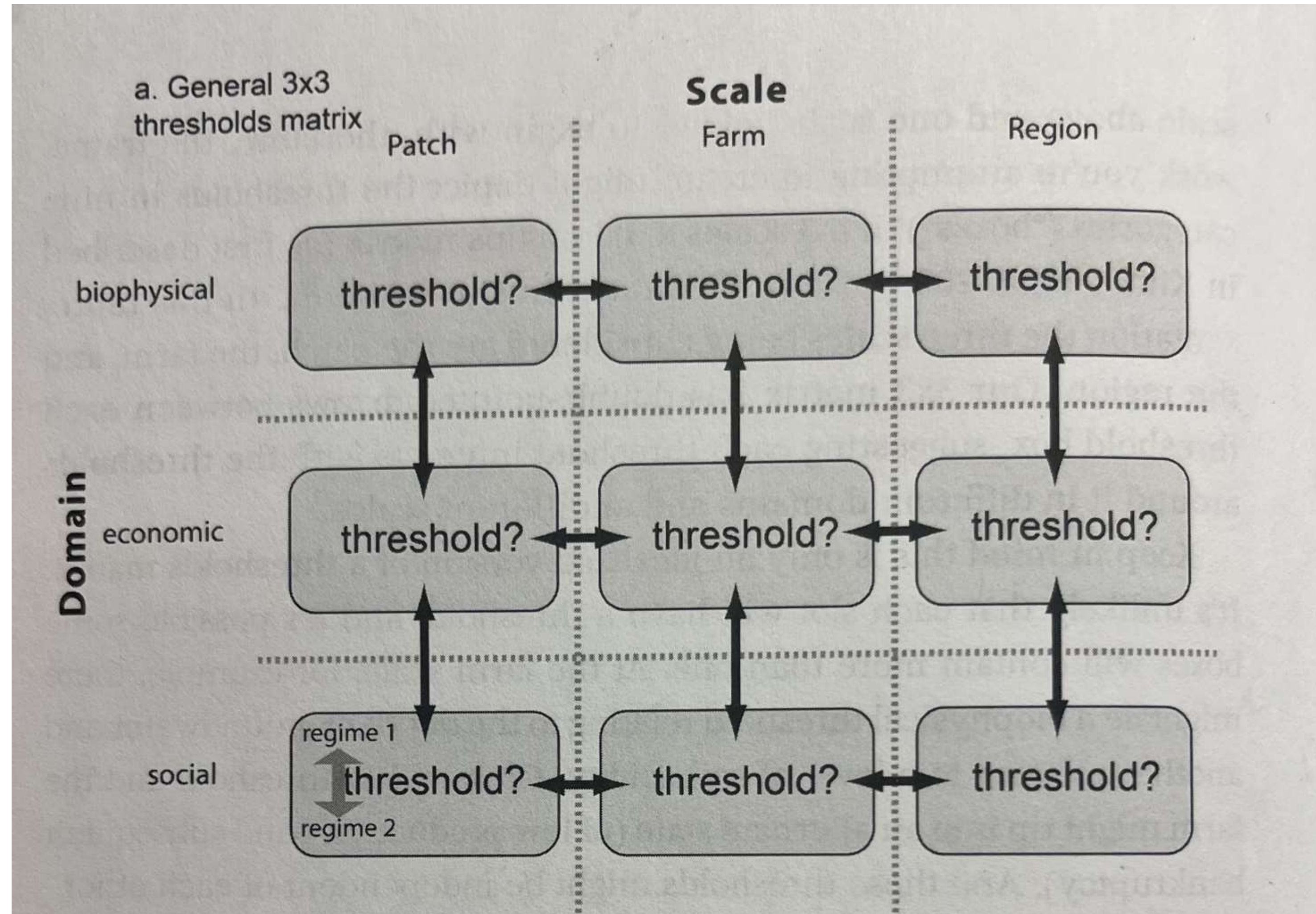




# Resilience Thresholds in Practice

(Figure 6, p. 70, Walker and Salt, 2012)

(A)



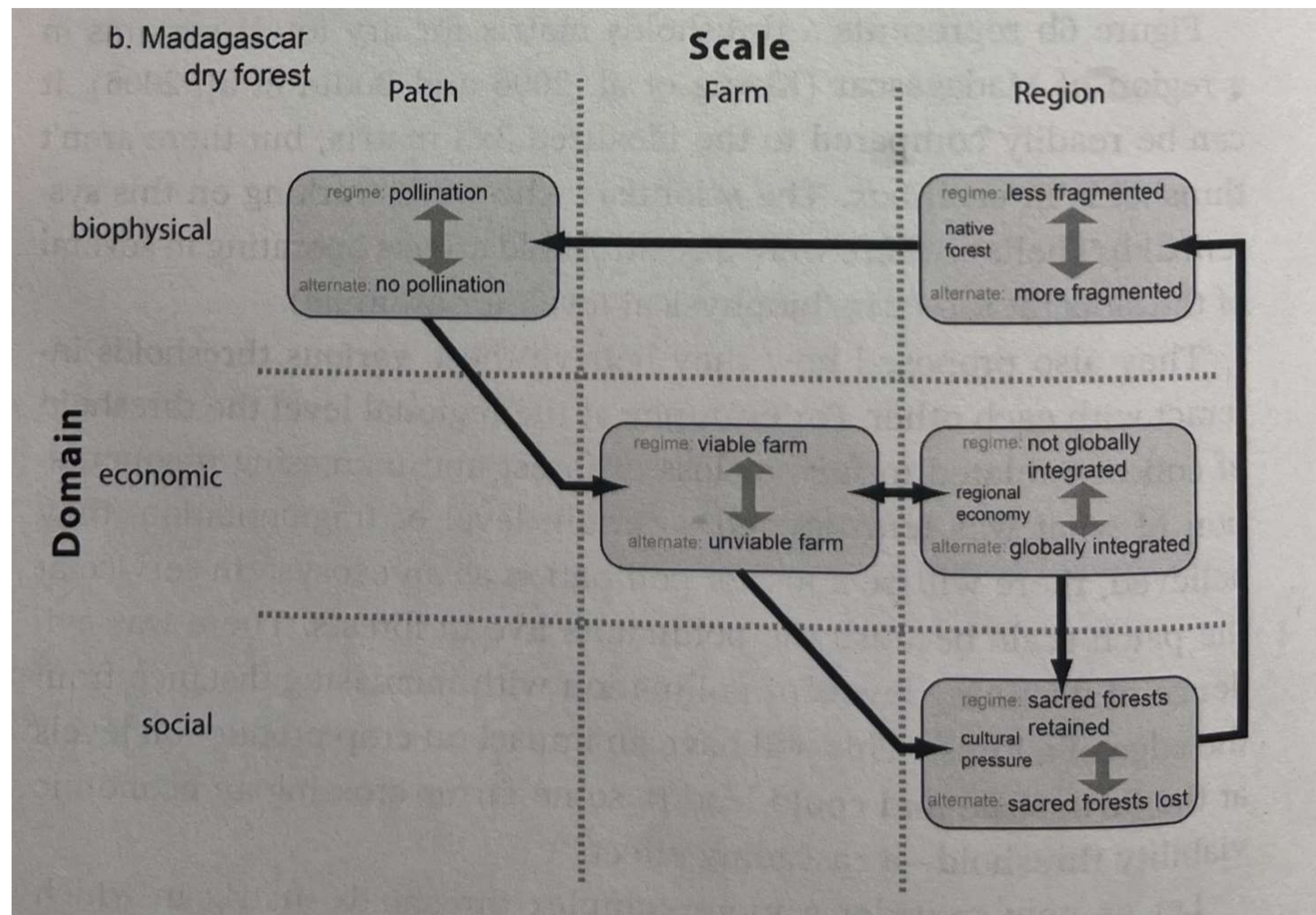
(A)

This “Thresholds Matrix” applies the resilience thresholds framework in the context of farming in Madagascar.

Thresholds of collapse or disruption are depicted in 9 boxes.

Each box represents a management or priority shift.

(B)



(B)

Specific examples of management or priority shifts toward resilience practice and bio-economic sustainability.

### Biophysical Small Garden (Patch) Threshold

- Native Pollinator Plants vs. Non-Native Pollinator Plants

### Biophysical Regional Green Spaces Threshold

- Fragmented Green Spaces vs. Connected Green Corridors



# **Workforce and Economic Development**



**Business & Industry Resources**

Workforce Development   Small Businesses   Do Business With Us   Facilities Management   Procurement   Sponsor

[\*\*dallascollege.edu/business-industry\*\*](https://dallascollege.edu/business-industry)



# Customized Training to Upskill Employees & Tuition Reimbursement Programs



100% tuition reimbursement for employees, spouse & dependents



Notable "Career Choice Program" with up to 95% tuition reimbursement



Project Management & Agile Certification Training



City of Dallas

Currently exploring opportunities to enhance the use of their existing program



# Supporting Your Small Business

Want to increase your revenue? Set clear business goals? Create new jobs? Our small business programs can help you achieve significant growth — growth that is critically important to strengthening both your small business and the U.S. economy.

[Goldman Sachs 10,000 Small Businesses](#)

[Free Small Business Training](#)

## Resources from Dallas College Workforce Website:

[Resources for Small Businesses](#)

[Small Business Development Centers](#)



[“Women chief executive officers](#) finally — definitively — outnumber CEOs with the first name John among S&P 500 companies, per a new analysis from [Bloomberg](#).” (April 27, 2023)



# Supporting Your Small Business

## Small Business Development Center – [ntsfdc.org](https://ntsfdc.org)

The regional resource for launching a new business or growing your existing business in North Texas.

SBDC North Texas is funded in part through a Cooperative Agreement with the U.S. Small Business Administration and Dallas College.

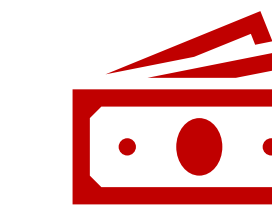
SBDC North Texas **Dallas Metropolitan Office** is located at the **Bill J. Priest Center** in downtown Dallas at 1402 N. Corinth Street.



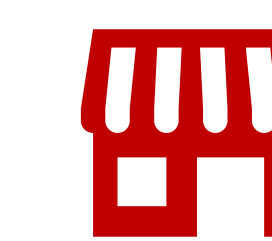
every 9 minutes a new job is created in the U.S. by an SBDC in-depth client



every 15 minutes \$100,000 in new sales are generated by SBDC in-depth clients



every 17 minutes \$100,000 in financing is obtained by SBDC in-depth clients



every 45 minutes a new business is opened by an SBDC in-depth client.





## Developing the Local Economy

Want to help promote prosperity and eliminate economic disparity? Our programs, services and relationships help identify needs of local organizations.

We work to be the strategic driver of uncommon solutions and deliverables by utilizing the talents of extraordinary people, tools, and ideas.

**Procurement:** Do business with Dallas College

**Advancement:** Sponsor or donate

**Business Engagement:** Train local and grow global

**Economic Development:** Partner for placemaking and social impact initiatives that create economic opportunities and improve communities.

[“Fueling the Biotech Boom: Dallas College Lands ‘Historic’ \\$8.8M Grant to Train Workers as North Texas’ Life Sciences Sector Soars”](#) (August 3, 2022)





# Dallas College and UTD-MINTS Lab Partnership

[dallascollege.edu/sustainability](http://dallascollege.edu/sustainability)

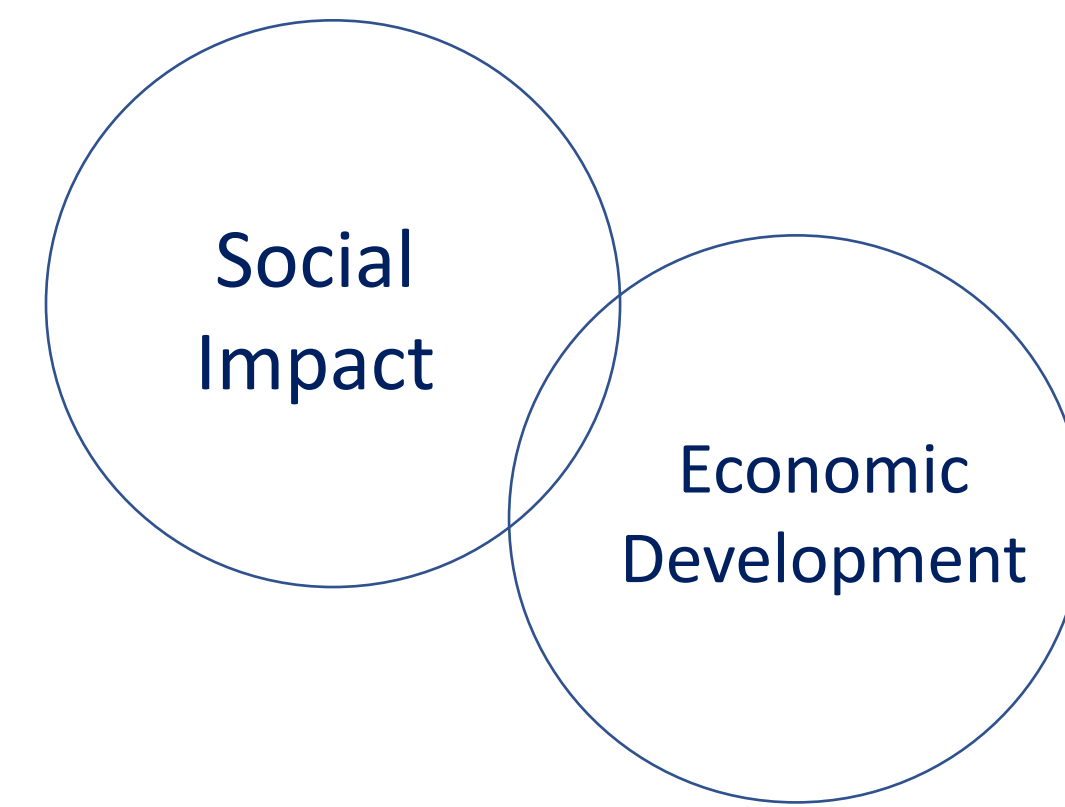


Anchor institutions collaborating on one economic impact project

- Installing, operating and maintaining Environmental Sensor Networks
- Facilitating health and environmental research for education, social and environmental impact
- Increasing awareness in local communities and neighborhoods







# Labor Market Intelligence Center (LMIC)

The Dallas Morning News

NEWS

## Dallas College students who are evicted more likely to drop out, not return, data shows

Study reveals how evictions cause harmful, long-lasting effects to students' education, job opportunities and earning potential.



Community members discuss employment opportunities during the city of Garland Career Fair at Dallas College's Garland Center in Garland, TX, on Sep 17, 2022. (Jason Janik/Special Contributor) (Jason Janik / Special Contributor)

By Leah Waters  
5:43 AM on Jan 3, 2023



- LMIC provides **FREE** data and intelligence reports to local organizations, offsetting costs for consulting services to deliver the same service.
- Stay competitive in the regional and global marketplace
- Identify critical economic drivers of the region for your organization
- Identify workforce development and business needs

[Submit an online LMIC request](#)

The team conducts research revolving around the local labor market, program alignment, and socioeconomic barriers that impact Dallas College students and the local community.

### Data

- Demographic
- Economic Overview
- Occupation
- Industry
- Job Postings
- Wage/Salary Analysis
- Education Awards
- Unemployment





# ***“Train Local. Grow Global.” Webinar Series***

**Virtual coffee (or tea) and conversation to learn about social impact and economic development initiatives at Dallas College**



**Next session:**

**Monday May 22, 9am-10am**

**“Shaping Skills for Tomorrow through Collaboration”**

- **Chantel Jones, Opportunity Pipeline Director**
- **Dr. Greg Morris, Academic Services Sr. Vice Provost**
- **Moises Ramirez, Business Engagement Director**

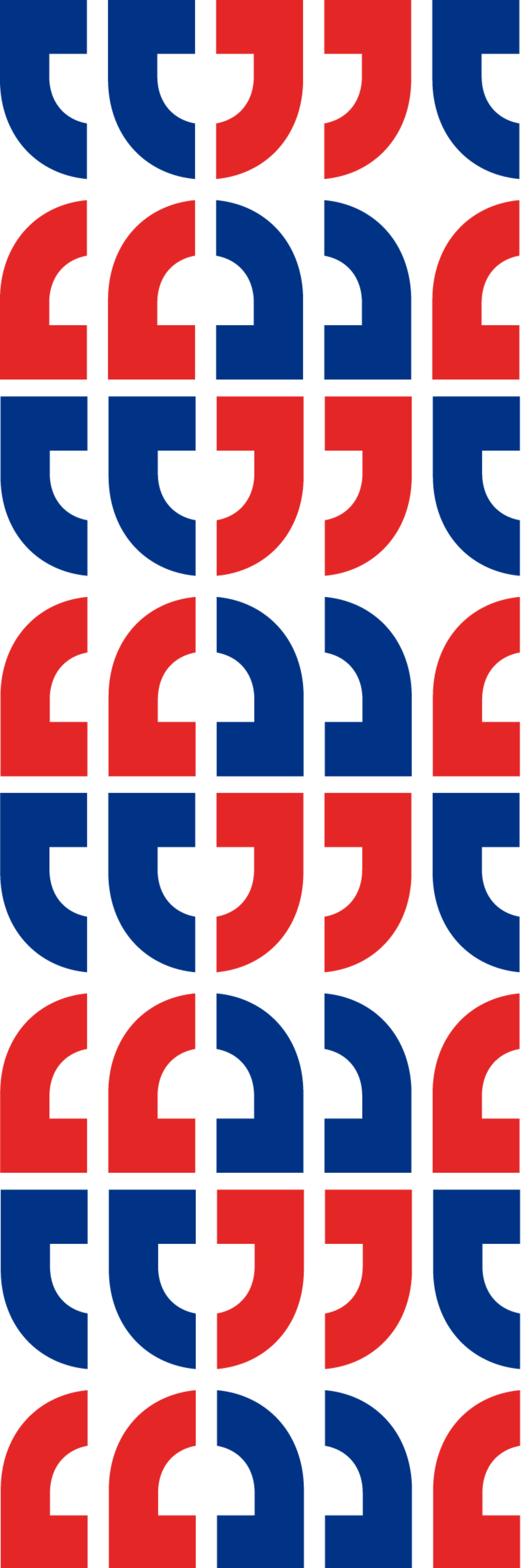


**FREE to attend!**

**Register online to receive the invitation:**

**[www.dallascollege.edu/business-industry](http://www.dallascollege.edu/business-industry)**





**Thank you!**

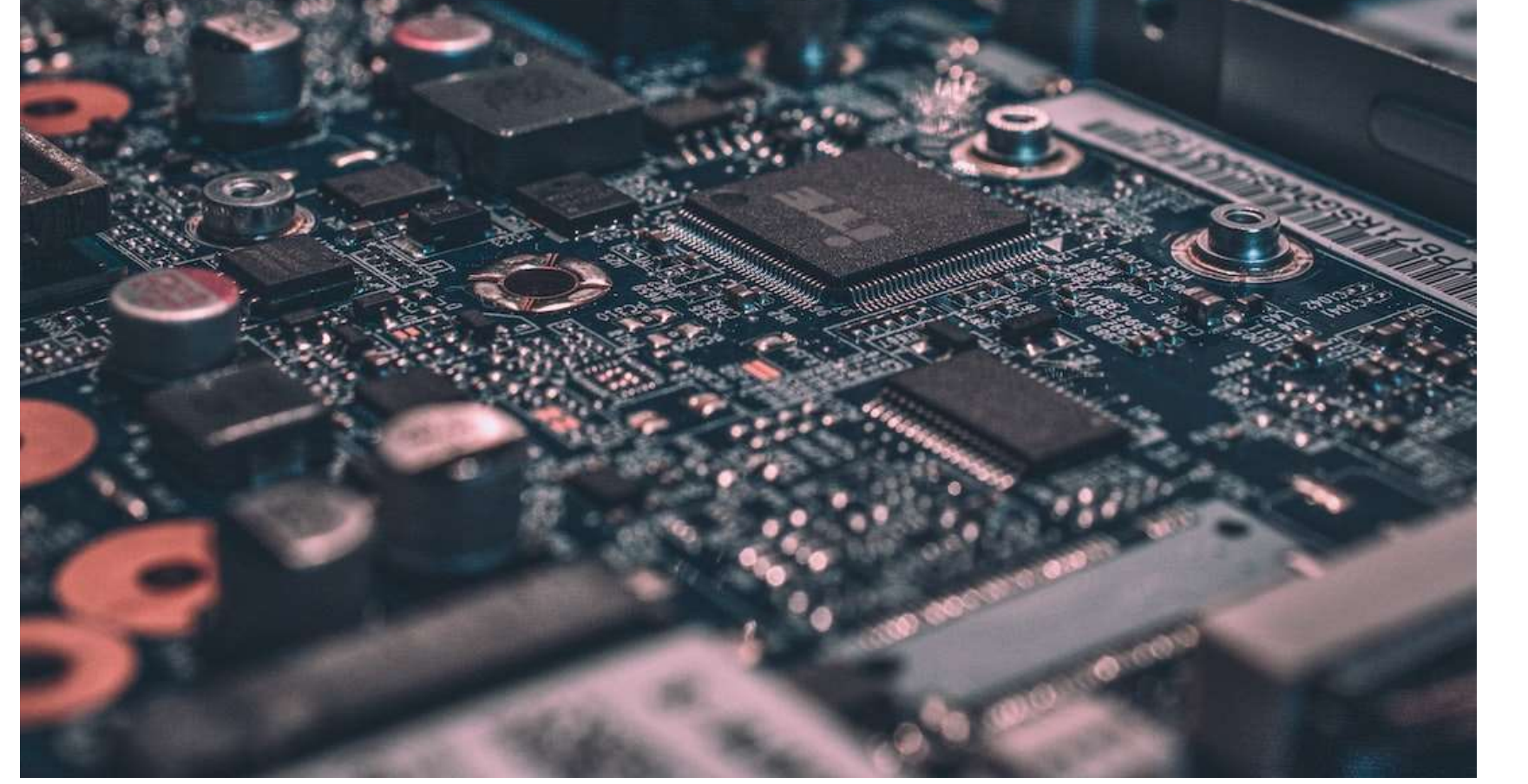
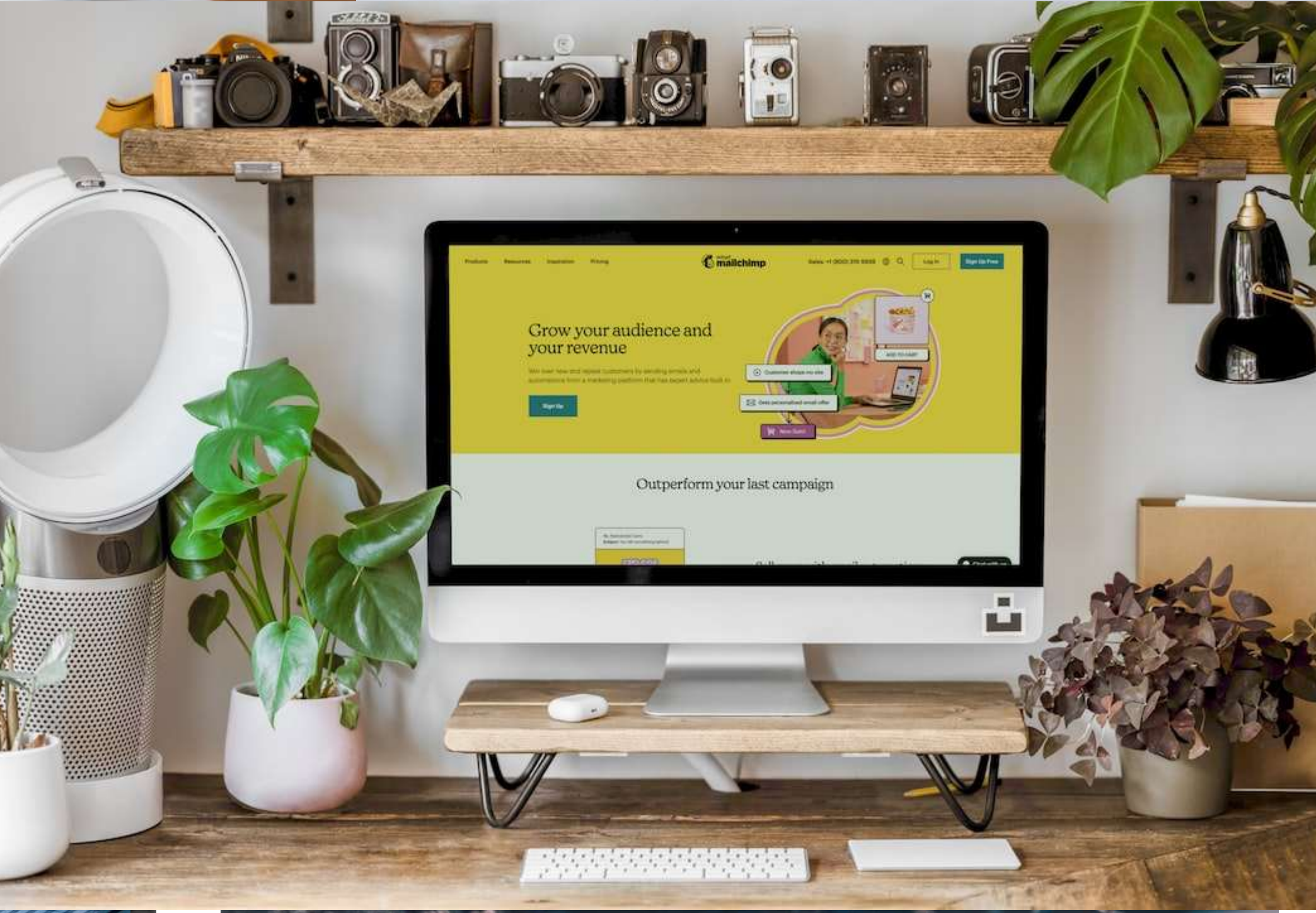
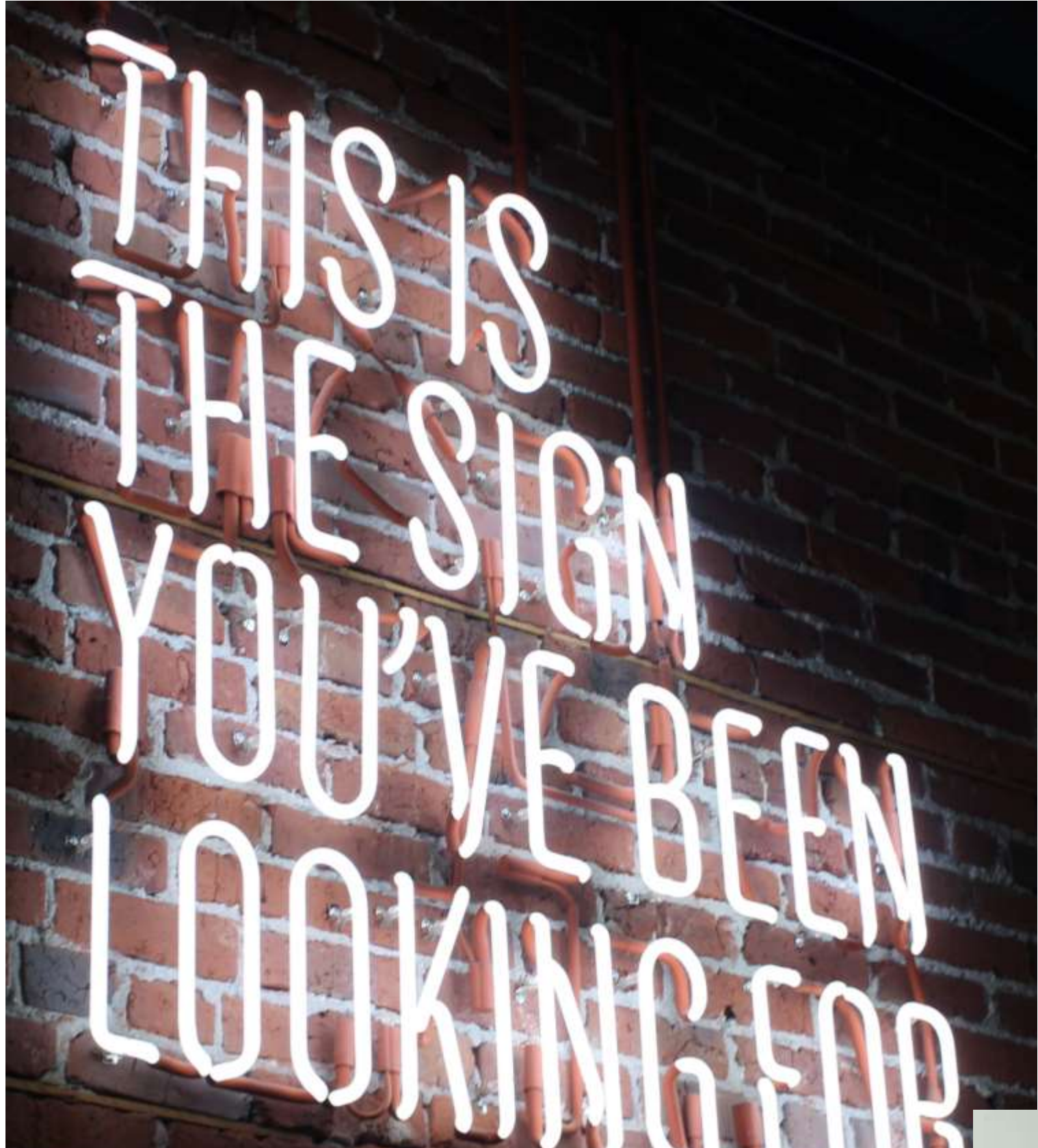
**Open for questions and discussion**

May 11, 2023  
Brandon Morton  
Economic Development Director  
[econdev@dallascollege.edu](mailto:econdev@dallascollege.edu)



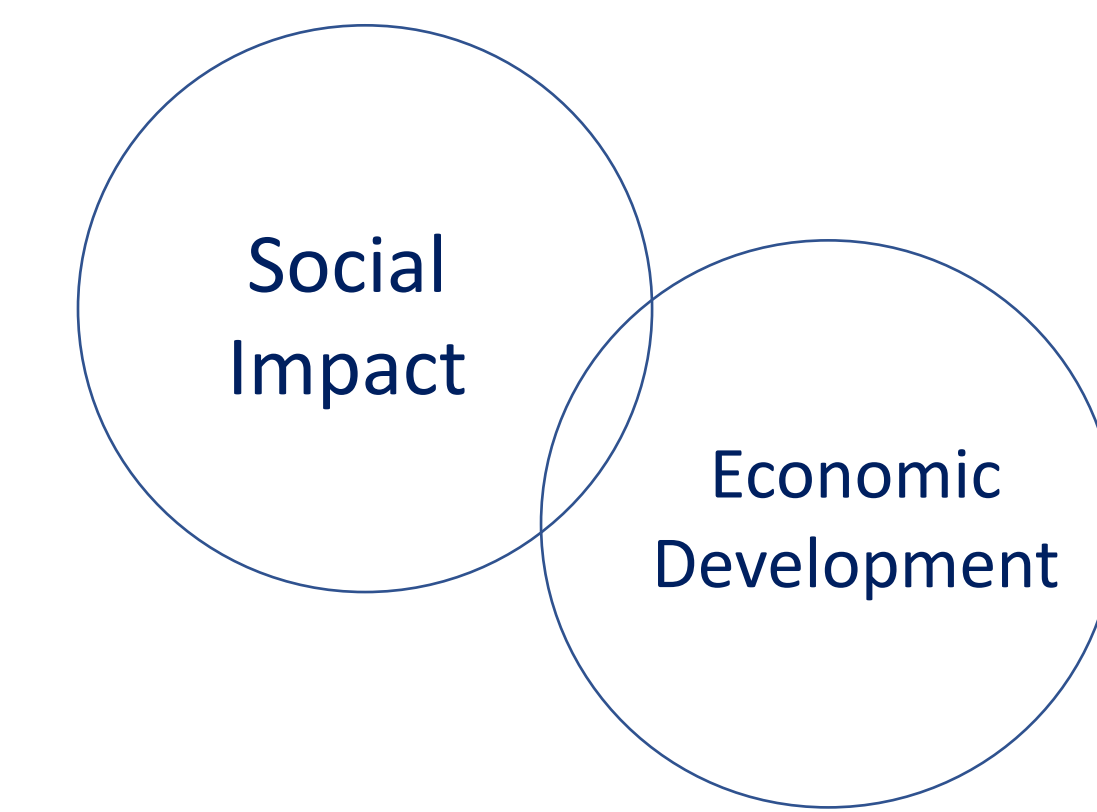


# ChatGBT AI art results for "Social Impact, Economic Development, Business, Finance, Technology, People helping People":



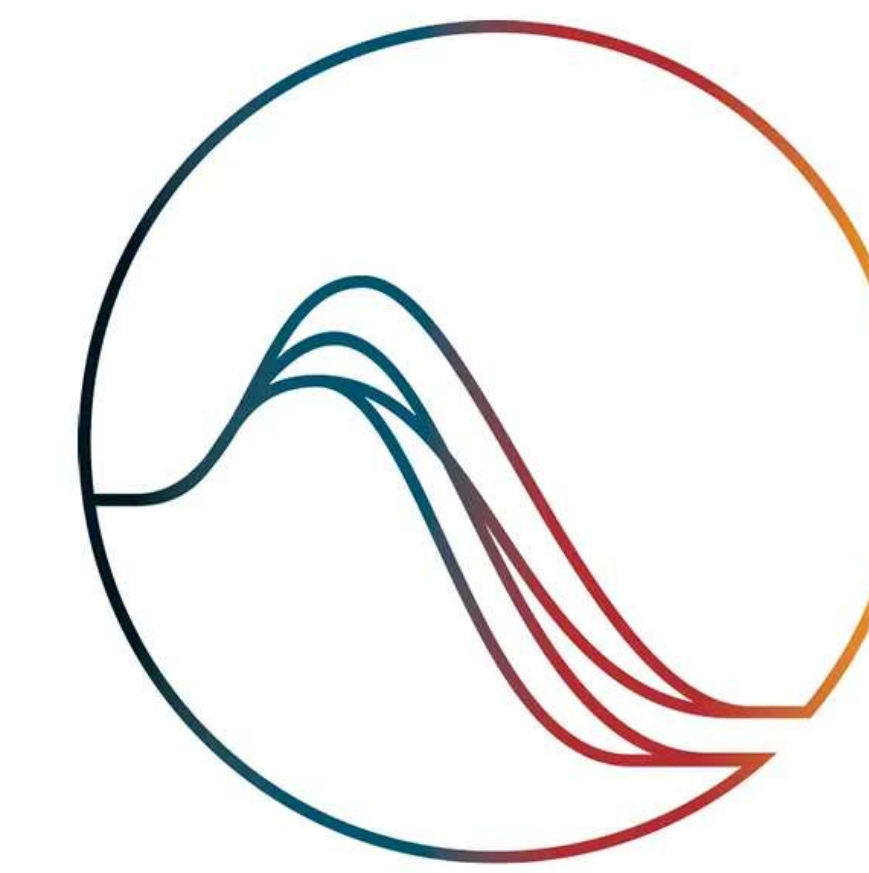
# SDGs and Science-Based Targets

[www.sciencebasedtargets.org](http://www.sciencebasedtargets.org)



## “Private Equity Sector: Science-Based Targets Guidance” (Nov. 2021)

- Co-authored by firms such as Deloitte, Berkshire, PwC, Harvard, Schneider Electric, Allianz Capital and others
- Outlines guidance for measuring financial and insurance risks for the \$3.7 T (US) of private investment globally



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

### Key takeaways:

- Map your asset eco-system with the SDGs or SBTs
- Responsible Investment for Social / Environmental Impact
- Reward for energy efficiency and pollution reduction

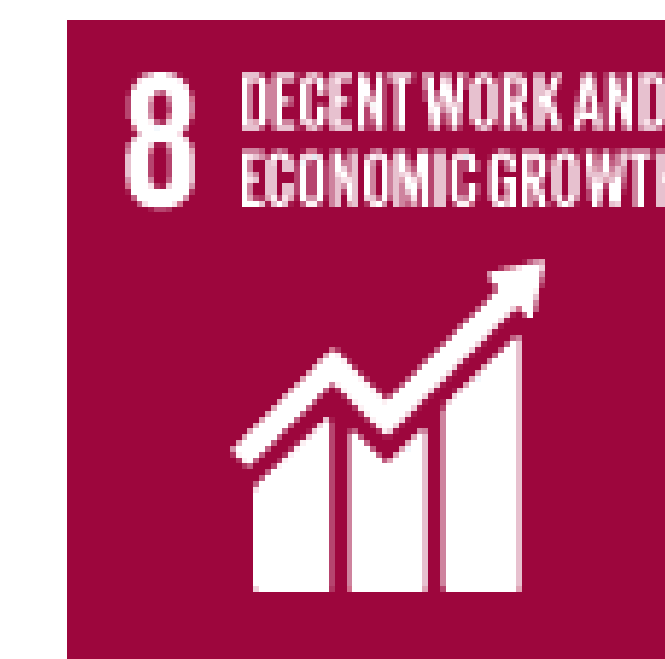
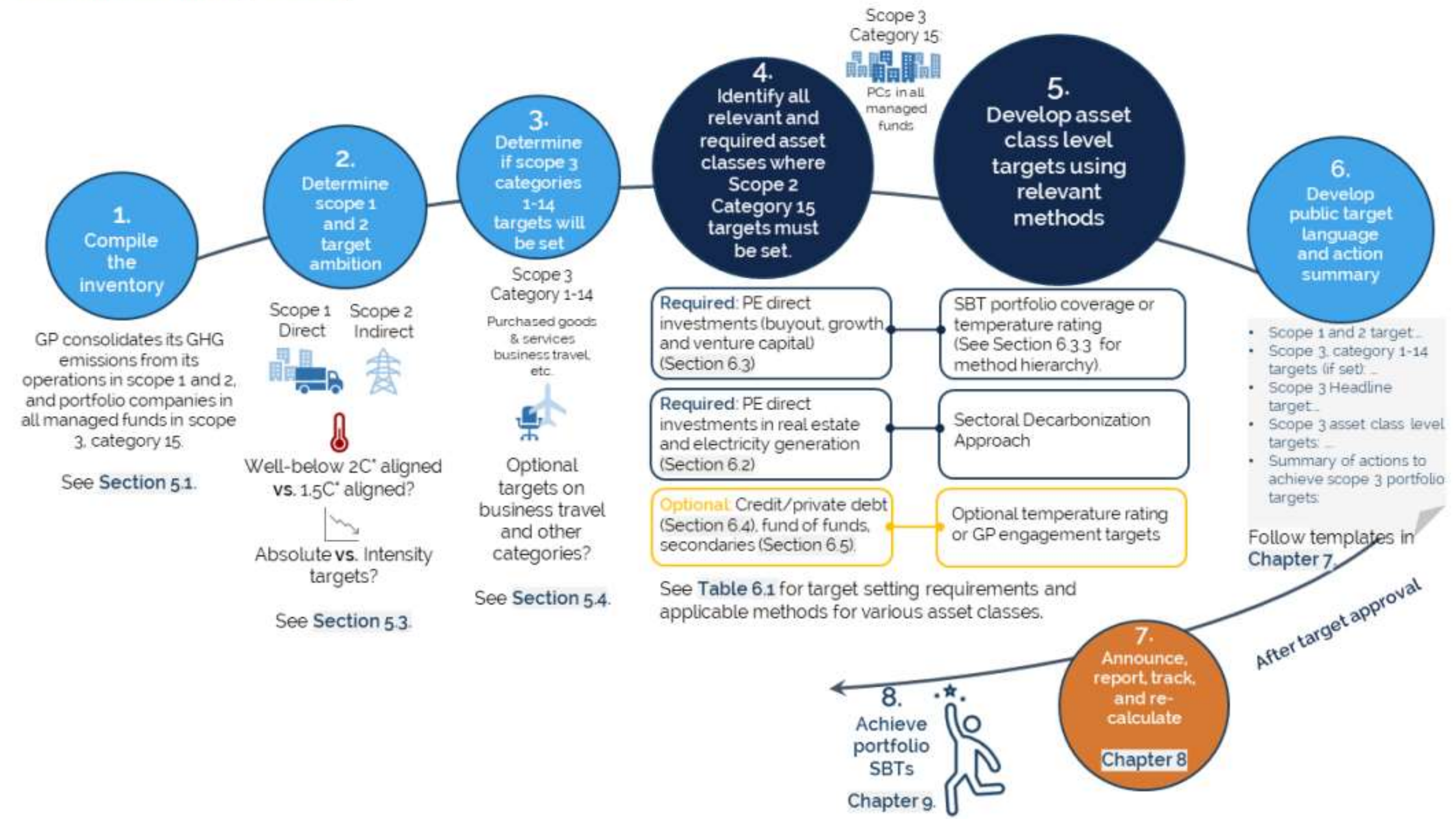


Figure 1.2. Step-by-step process to develop SBTs for a PE firm's scope 1, scope 2, and scope 3 categories 1-14 and category 15 emissions (i.e., investment and lending activities).



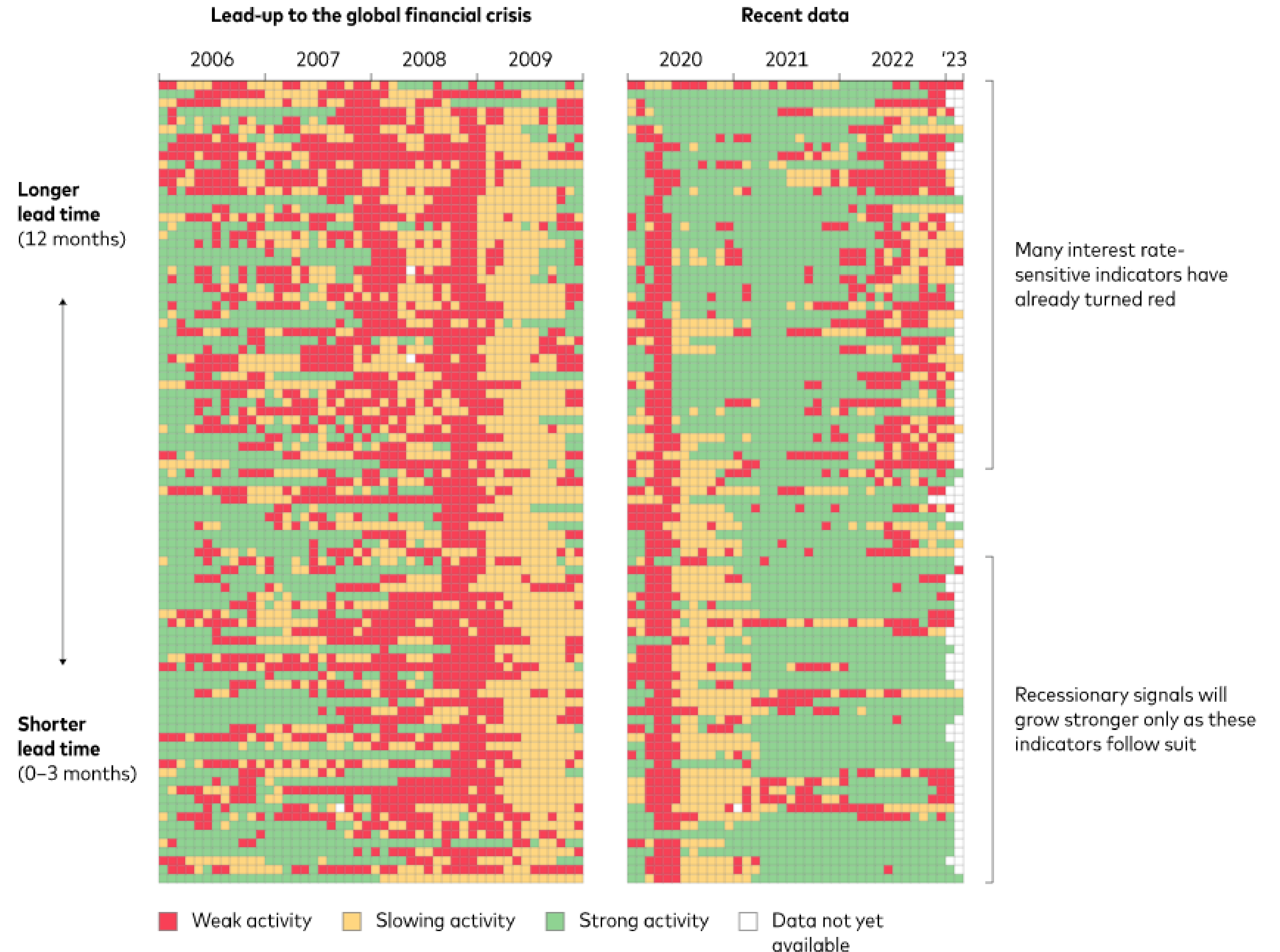


# What is a resilient business or economy?

- "We're stuck in the messy middle." That's how Josh Hirt, Vanguard senior U.S. economist, described a U.S. economy that hasn't fully reacted to sharp Federal Reserve interest rate increases over the last year.
- "It's a state that has led Vanguard to revise its views for U.S. economic growth, inflation, and how high the Fed will ultimately need to raise its interest-rate target."
- Source: [Vanguard Leading Economic Index \(VLEI\)](#)

## Core of the economy is showing resilience

Dashboard of Vanguard Leading Economic Indicators Index





# Supporting Your Small Business

## Goldman Sachs 10,000 Small Business

Goldman Sachs *10,000 Small Businesses* is a program for small businesses that links learning to action. Through the program, participants gain practical skills in topics such as negotiation, marketing and employee management that can immediately be put into action.

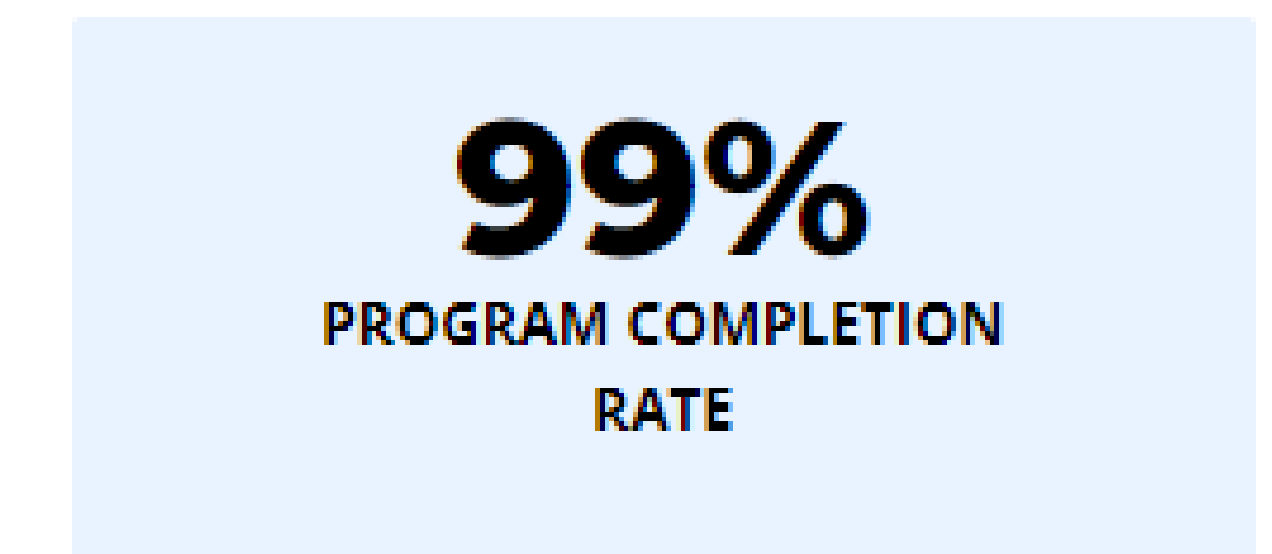
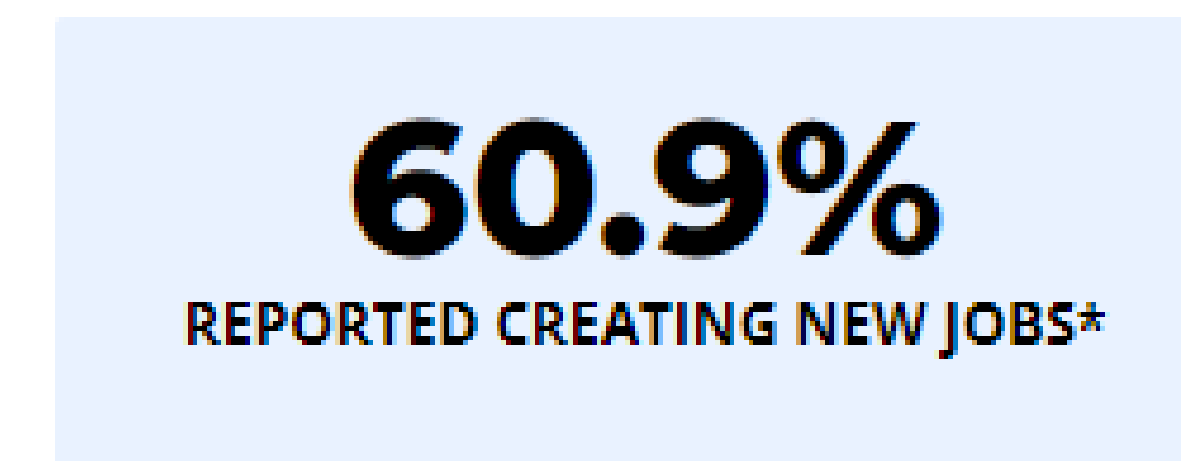
In addition, they receive the tools and professional support to develop a strategic and customized growth plan that will take their business to the next level.

Find out how to:

- Create and execute a growth plan
- Identify and evaluate opportunities
- Understand financial statements
- Hire, retain and lead employees
- Negotiate successfully



Across the nation, *10,000 Small Businesses* graduates are increasing their revenues and creating new jobs:







# Supporting Your Small Business

## Venture Club

The Dallas College Venture Club (DCVC) is a coworking lab designed for both students and community members who are starting or

running their own business. The shared office space provides access to technology, tools and educational resources that support entrepreneurs at all levels of their growth journey.

Plus, it's a great opportunity to network with fellow entrepreneurs.





# miNiTERN Externship Program



## Student Research Projects for C-Suite Priorities

- The miNiTERN program runs for 10 weeks each semester.
- Students work as a team (4-6 students) to research a topic provided by the host company.
- Students receive 4.8 hours of Continuing Education Units (CEUs) on their transcript.



Improving communication methods to engage residents



Biotechnology for gene therapy, cancer treatment and cellular fertility



Economic impacts of extreme weather, drones for surveying, and customer service strategies



Applications of drones, sensors and satellites with geospatial technologies



Utilization of technology in smart buildings.



Engineering for Smart Cities with transportation, infrastructure, technology and environmental conservation





# CUMU Anchor Learning Network

## Collaborating to measure and scale economic impact

**CUMU** Coalition of Urban and Metropolitan Universities



Since 1989, CUMU has become a leading voice and forum for higher education leaders anchoring and energizing urban and metropolitan communities.

CUMU provides unique opportunities for everyone on your campus—senior leadership, administrators, faculty, staff, students, and partners—to participate in and benefit from CUMU.

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*The Pedagogy of Place-Based Initiatives and Anchor Institutions*

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CUMU hosts the FREE open-source Metropolitan Universities Journal, featuring articles and case studies by higher education institutions and their partners.

