

Meet The
Community Engagement &
Economic Development Team



ENGAGE

Transforming Lives Through Engaged Partnerships



UTRGV Fostering Community
and Economic Development
Opportunities

Dear Community Partners, Colleagues and Friends,

Welcome to UTRGV's Office of Community Engagement and Economic Development. Our mission is to facilitate university - community partnerships and engage in opportunities that enhance regional prosperity.

We link university resources with the talents and knowledge of our constituents, to help foster a region with robust economies, a thriving quality of life and engaged citizen leaders. We work across all divisions of the university as an institutional support unit to advance community engagement on our five campuses.

We invite you to meet our team and learn about our programs and services in this newsletter. Six centers offer technical assistance in the areas of small business development, economic research, nonprofit management, business incubation and commercialization, government contracting and veteran business development.

We are proud to report that in 2017,

- **More than 7,226 individuals received training;**
- **3,483 consulting or technical assistance sessions were conducted**
- **10,291 UTRGV students completed 25,959 volunteer or service learning hours in the community;**
- **and, a projected economic impact of \$141,386,588.00 from services provided.**

We look forward to working collaboratively with existing and new partners on programs and initiatives that contribute to the economic and intellectual vitality of the Rio Grande Valley.

We welcome the opportunity to partner with you soon.



Cristina Trejo-Vasquez
Associate Vice President for
Community Engagement & Economic
Development

ENGAGEMENT NUMBERS

TRAININGS



ENGAGEMENT ZONE PLATFORM

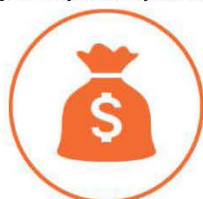


OUTREACH



PROJECTED ECONOMIC IMPACT

\$141,386,588



TECHNICAL ASSISTANCE AND CONSULTING



"The advisers at the Veterans Business Outreach Center have helped me in so many ways. They constantly stayed in contact with me to see how I am doing. They advised me on programs and other avenues to secure government contracts that I might not have thought about. This all made possible through the VBOC."

Trey Chandler
U.S. Army Veteran & Entrepreneur -
Metal Supermarkets

"The Procurement Technical Assistance Center was instrumental in guiding me through the process and paperwork of becoming certified. The competitive advantage that these certifications give me is now enabling me to look outside the Valley. I strongly encourage any interested business to seek out PTAC's assistance."

Nancy W. Russell
President, Rhino Contractors, LLC
Harlingen, Texas

"We use the Data and Information Systems Center to evaluate our annual McAllen Holiday Parade, the largest illuminated holiday and helium balloon parade in Texas. Their survey data and analysis is critical in helping us market and assess the economic impact of the event, which attracted more than a quarter million people last year."

Joe Vera
Assistant City Manager, City of McAllen

"The Entrepreneurship and Commercialization Center is great! Thank you for your time to help me fill in the blanks to things I knew nothing about. With your help I truly feel that my business will be successful."

Luis Rivera
Owner Triple Threat Cleaning Services,
Port Isabel, Texas

"One of the most valuable experiences of my life. my only regret is that I didn't have these resources before I started my business but I feel confident going forward, Thank you ECC."

Rachel Udow
Owner, The Prelude
Harlingen, Texas

COMMUNITY ENGAGEMENT



Beverly Gonzales, Administrative Associate and Dr. Doris Mendiola, Data and Research Manager

Community Engagement serves as a liaison between the university and the community.

Community Engagement fosters relationships between UTRGV and the community to promote service, service-learning, civic engagement, and community engaged teaching and research. Staff also helps to build the institutional infrastructure that facilitates community engagement, such as the management of the university's volunteer platform known as The Engagement Zone.

The Nonprofit Resource Center (NRC) supports the advancement of the nonprofit sector through professional development, technical assistance, capacity building and networking. Additionally, The NRC helps coordinate activities at six UTRGV Community Hubs in partnership with Community Centers in Alamo, Alton, La Feria, San Carlos, La Victoria, and Proyecto Desarrollo Humano in Peñitas.

Community Engagement is dedicated to strengthening the social, economic, and environmental well-being of people in the Rio Grande Valley by linking university resources with those of the community to address the region's most critical needs.

SERVICES:

- Nonprofit Development
- Faculty Development
- Community Partnership Development
- Community Resource Center Hubs Development
- Engagement Zone volunteer platform

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DATA AND INFORMATION SYSTEMS CENTER



Michael Uhrbrock, Associate Director of Economic Development and Sai Mullapudi, Business Economic Research Associate IV

Finding the right data and information for your proposal, business plan, presentation, grant application, development, or project can be time-consuming and difficult with the vast sea of data and information that is on the Internet.

The Data and Information Systems Center (DISC) can help with professional staff, resources, and expertise. DISC is your source for data, research, impact analysis, and maps.

DISC works with real estate professionals, engineers, governments, investors, economic development corporations, schools, nonprofits, consultants, bankers, attorneys, planners, politicians, entrepreneurs, and grant writers for their data and information needs.

SERVICES:

- Census data (one of 54 Census Information Centers in the U.S.)
- Economic impact analysis
- Fiscal impact analysis
- Festival/event surveys
- EB-5 project job creation analysis
- Community needs assessments
- Market research
- Secondary data gathering and data analysis
- Market potential, demographic, business, site location reports
- GIS web applications
- Maps creation (thematic, satellite, street)
- Tableau dashboards and visualizations
- Custom and Printed color maps

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ENTREPRENEURSHIP AND COMMERCIALIZATION CENTER



From left to right: Julio Quiroga, Administrative Coordinator; Maria Julia Villalonm Econ Dev Marketing and Research Coordinator; Linda Ufland, Entrepreneurship and Commercialization Center Manager, and Perla Feria, Program Specialist

New and emerging entrepreneurs who wish to develop and expand their ventures may find a business start-up environment at the Entrepreneurship and Commercialization Center (ECC). The Center serves as a real life entrepreneurship laboratory, including low-cost workspace, shared equipment, expertise, mentorship and the comradeship of other entrepreneurs.

A tiered incubation model is designed to meet the individual needs of entrepreneurs at different levels of development where entrepreneurs may collaborate.

ECC also provides UTRGV students employment and internship opportunities designed to promote experiential learning experiences while serving area communities.

SERVICES:

- Business Incubation
- Tiered incubation with four unique programs
- Virtual Incubator Space
- Business Planning and Development
- Mentoring and Development through incubation period
- Market research analysis
- Educational Speaking Series
- Networking Events
- Technology Commercialization
- Market feasibility

PROCUREMENT TECHNICAL ASSISTANCE CENTER



From left to right: Rey Soto, Procurement Business Advisor; Sandra San Agustin, Program Assistant; Orlando N. Castaneda, Sr. Procurement Business Advisor; Eva Martinez, Administrative Associate, and Hector Landez, Program Director

Navigating the maze of governmental contracting can be overwhelming for businesses. There is help at the Procurement Technical Assistance Center (PTAC). Advisors provide technical services through trainings and one-on-one counseling to persons interested in obtaining contracts with local, state, and federal governmental entities. They also help businesses obtain state and federal certifications and understand the contracting process.

The goal of the PTAC is to increase the number and types of businesses selling products and services to local, state, and federal agencies. PTAC takes pride in serving the communities by providing resources and networking opportunities for business owners. The PTAC serves the Rio Grande Valley and the surrounding counties of Maverick, Zapata and Brooks.

SERVICES:

- Advising and confidential counseling
- Workshops and seminars on procurement related topics
- An understanding of the requirements for government contracting
- Opportunities to network with other business owners to form lasting and profitable partnerships
- The know-how to obtain and perform federal, state, and local government contracts

CONNECT WITH

ENTREPRENEURSHIP AND COMMERCIALIZATION CENTER
1601 E. PRICE ROAD, SUITE E, RM. 116, BROWNSVILLE, TEXAS
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SMALL BUSINESS DEVELOPMENT CENTER



Front row left to right: Maria D. Juarez, Executive Director; Crisitina Cantu, Senior Business and Trade Advisor; Eva Martinez, Administrative Associate; Marcela Arrendondo, Senior Business and Trade Advisor; and Janie Caballero, Director of Special Programs
Back row left to right: Arturo Gonzalez, Senior Business and Trade Advisor; Aaron Gonzalez, Senior Business and Innovation Advisor; Esperanza Delgado, Training Coordinator; and Mariana Hernandez, Administrative Assistant.

Whether it is growing or starting a business, the University of Texas Rio Grande Valley Small Business Development Center (UTRGV SBDC) can be your source for help. The UTRGV SBDC motto is "Making Dreams Come True, One Business at a Time!"

Certified and professional business advisors provide an array of management and technical assistance services to strengthen business performance and sustainability. Free workshops and seminars on numerous aspects of small business development and management offer opportunities to develop new professional relationships, keep current on best practices and latest trends, obtain new knowledge and gain access to new tools.

UTRGV SBDC programs promote local and regional economic development by advancing business growth and the formation of new enterprises.

SERVICES:

Technical assistance, consulting and training in:

- Business Continuity(Emergency preparedness)
- Business Planning and Financing
- Business Start-up
- Corporate Contracting
- Financial Managemnet and Accounting
- Innovation and Commercialization
- Insurance
- International Trade
- Leadership and Management
- Marketing and Social Media

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VETERANS BUSINESS OUTREACH CENTER



From left to right: Marcus Villagran, Business Outreach Specialist; Sandra San Agustin, Program Assistant; Eva Martinez, Administrative Associate, and Juan Santos, Program Director

The Veterans Business Outreach Center is helping military members transition from active duty into civilian life and into business ownership. The Center focuses on creating and retaining businesses and contributing to the success of entrepreneurs who are members of the U.S. military community.

VBOC provides business training, counseling, technical assistance, and mentoring to veterans, disabled-veterans, reservist, National Guard, and active duty personnel and their spouses.

A core offering is the Boots to Business, a two-step entrepreneurship training program for those interested in learning more about the opportunities and challenges of business ownership. The two-day course is offered by the U.S. Small Business Administration (SBA) as training track within the Department of Defense's Transition Assistance Program (TAP).

UTRGV is one of 20 organizations participating in a fully-funded cooperative agreement with the U.S. Small Business Administration to host a VBOC to serve veterans in business.

SERVICES:

- Business Plan Development
- Market Research
- Financial Projections
- Access to Capital
- Entrepreneurship Trainings
- Counseling and Mentorship

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OUR MISSION

THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY

To transform the Rio Grande Valley, the Americas, and the world through an innovative and accessible educational environment that promotes student success, research, creative works, health and well being, community engagement, sustainable development, and commercialization of university discoveries.

THE DIVISION OF

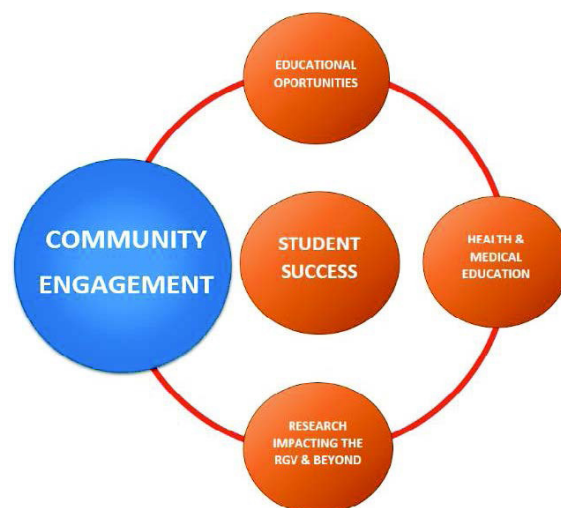
GOVERNMENTAL AND COMMUNITY RELATIONS

Transforming lives through engaged partnerships

THE OFFICE OF COMMUNITY ENGAGEMENT AND ECONOMIC DEVELOPMENT

Fostering and engaging in community and economic development opportunities, bringing together community and UTRGV resources to enhance regional prosperity

OUR PRIORITIES



"The distinct profile of UTRGV as a distributed university in a region of great economic vibrancy, but also great public need, demands that community engagement be embedded in the UTRGV culture. The UT System's Quantum Leaps clearly call for institutions of higher education to adhere to the highest standards of academic excellence while transforming the region they serve. Therefore, we seek to build a strong institutional infrastructure that supports more developed networks and sustainable partnerships... Community engagement knows no boundaries as it provides opportunities through local, state, federal, and global platforms via engaged scholarship, research, teaching, learning, and creative activities."

Retrieved from: http://www.utrgv.edu/strategicplan/_files/documents/pdf/16094_aa_strategic_plan_full_document_proof_4.pdf

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