

**Testimony Provided to the  
Committee on Small Business' Subcommittee on Investigations,  
Oversight, and Regulations  
United States House of Representatives**

Dr. Roslyn Clark Artis

President

Benedict College

April 30, 2019

## **Dr. Roslyn Clark Artis**

Dr. Roslyn Clark Artis has earned, for the second time, the distinct honor of serving as the first-female President of a collegiate institution in the United States.

On June 30, 2017, Dr. Artis was unanimously appointed by the Board of Trustees as the 14th President of Benedict College. She is the first-female President in the 147-year history of the college which was founded by a woman, Mrs. Bathsheba Benedict, in 1870.

Intentional, professional and thoroughly committed to the proliferation and transformation of colleges and universities that serve underrepresented men and women of color, Dr. Artis brings to Benedict College a depth of knowledge in higher education and enthusiasm for students' success that is unmatched in today's higher education arena.

In her brief tenure at the helm of Benedict, Dr. Artis has led a remarkable institutional transformation that included lowering tuition, increasing academic standards, stabilizing the institution's financial position, streamlining academic degree programs and upgrading the institution's technology infrastructure. These efforts resulted in Benedict College receiving the 2019 ACE/Fidelity Investments Institutional Transformation Award, which recognizes institutions who have met higher education challenges in a particularly innovative or creative way and realized positive results in a relatively short period of time.

Dr. Artis comes to Benedict College from Florida Memorial University in Miami where she served for four years as the 13th President and the first female President in that University's 138-year history. During her tenure, she provided immeasurable leadership and direction to the Florida Memorial University family. Among her many achievements were the significant technology enhancements on campus, new facility construction, innovative partnerships, as well as increased national exposure and resource development for the institution in the areas of STEM, Cybersecurity, and Social Justice.

Dr. Artis is a graduate of Vanderbilt University, where she earned a Doctorate in Higher Education Leadership and Policy. She also holds a Juris doctorate from West Virginia University College of Law, and her Bachelor of Arts degree in Political Science from sister HBCU, West Virginia State University. The consummate professional, Dr. Artis also holds a Certificate of Fundraising Management from Indiana University and a Certificate of Mastery in Prior Learning Assessment from DePaul University.

A native of Beckley, WV, Dr. Artis enjoyed a robust civil litigation practice, prior to embarking on a career in academia. A strong community activist, Dr. Artis is past Chair of the WV Board of Law Examiners and a past president of the Mountain State Bar Association – the oldest minority bar association in the country.

A prolific speaker, critical thinker and fierce advocate for educational access, Dr. Artis has been recognized for her work locally and nationally and is frequently engaged as a mentor, lecturer, and catalyst for strategic transformation. Her passion for education, youth development, and service to the community is manifested through her work with numerous organizations including Delta Sigma Theta Sorority, Inc., the Links, Inc. and Jack & Jill of America.

## Executive Summary

Subcommittee Chairwoman Judy Chu, Ranking Member Ross Spano, and Members of the Subcommittee, thank you for the opportunity to testify today.

My name is Dr. Roslyn Clark Artis, and I serve as the 14<sup>th</sup> President of Benedict College (Benedict). Founded in 1870 by a woman, Bathsheba A. Benedict, the institution is a private co-educational liberal arts institution with 2,100 students enrolled in its 34 baccalaureate degree programs during the 2017-2018 academic year. Benedict has been highly regarded and exceptionally ranked for its programs by several academic and traditional publications, including the Washington Monthly magazine as one of the top baccalaureate colleges in the nation for creating social mobility, producing cutting-edge scholarship, and research.

I was asked to testify before the subcommittee about Benedict's experiences and relationship with the Small Business Administration (SBA). Benedict has a College Business Development Center (BDC) located on campus and this center currently has a Strategic Alliance Memorandum (SAM) with the SBA. The initial SAM was signed by Benedict on October 30, 2013, and the most recent SAM was signed on April 9, 2019. This contractual agreement with the SBA through its South Carolina District Office has the purpose of helping start, maintain, and expand small businesses. Through this agreement since 2013, Benedict has been able to –

- Host three SBA business roundtable discussions in 2013, 2014, and 2015;
- Complete an agreement with the FDIC regional office to utilize the Money Smart Financial Literacy Curriculum with Benedict College students and Community residents in 2014;
- Host a Business Management Training Course for local entrepreneurs N X Level Training in 2016;
- Partner with the Benedict-Allen Community Development Center (CDC) to provide technical assistance pertaining to marketing, accounting, and management to borrowers of the CDC's Benedict Minority Loan Fund from 2013 to 2016;
- Restructure the technical assistance and incubator program within the BDC in 2018; and
- Create the student Innovation Hub program within the BDC in 2018.

While Benedict has been able to benefit from the SAM with the SBA, there are improvements that could be implemented to further enhance the relationship between the two entities such as:

- As a part of the SAM, developing an action plan or timetable of program activities or events that can be implemented in partnership between Benedict College and the SBA;
- Designating specific resources (program funds, staff, etc.) that can be utilized by both parties for use in implementing the SAM;
- Assisting the college through the use of new and existing SBA relationships;
- Strengthening the SAM by committing financial resources from SBA to assist with business technical assistance through the college's BDC; and
- Having the SBA provide co-branding support with Benedict College to assist with the marketing capacity to increase awareness in the surrounding community of the services provided through the relationship with the SBA.

I would like to thank Chairwoman Nydia M. Velazquez, Representative Alma Adams, and the remaining Members of Congress for requesting that the Government Accountability Office (GAO) look into SBA's entrepreneurship efforts with HBCUs. We learned that SBA's goals, as identified in their 2018 strategic plan submitted to the Secretary of Education and the Executive Director of the White House Initiative on HBCUs, were to "(1) [raise] awareness and [provide] information that would help raise the capacity of HBCUs to participate in federally funded programs, and (2) promote collaboration among HBCUs and SBA resource partners and district offices."

In an effort to accomplish goal number one, both the Small Business Innovation Research and Small Business Technology Transfer programs were mentioned. SBA indicates that these programs are underutilized by HBCUs, but what the report fails to disclose is that funding requested for these very same programs in the FY 2020 budget request was significantly lower at \$3 million compared to the \$5.99 million that was enacted in FY 2019, ***a \$2.99 million dollar decrease.***

SBA's stated goals are a direct response to Executive Order (EO) 13779, and the 116<sup>th</sup> Congress has taken measures to codify this EO. While the United States Senate has already passed S. 461, the HBCU Propelling Agency Relationships Towards a New Era of Results for Students (PARTNERS) Act, there remains concerns in the HBCU community regarding this legislation and whether or not it goes far enough to truly increase transparency within the Federal government. H.R. 1054, the HBCU PARTNERS Act is similar to the Senate bill, but includes stronger provisions that would be supported by the HBCU community.

In conclusion, HBCUs are valuable institutions that not only contribute to society, but provide an invaluable experience for our students, especially our students who are low-income and first generation. I hope to see greater collaboration between SBA and HBCUs, and I also hope to see meaningful legislation passed in the 116<sup>th</sup> Congress to truly strengthen EO 13779.

For more information and details regarding my remarks, I ask that you read my written testimony submitted for your review.

Thank you.

## Full Testimony<sup>1</sup>

### Introduction

Subcommittee Chairwoman Judy Chu, Ranking Member Ross Spano, and Members of the Subcommittee, thank you for the opportunity to testify today.

My name is Dr. Roslyn Clark Artis, and I serve as the 14<sup>th</sup> President of Benedict College (Benedict). Founded in 1870 by a woman, Bathsheba A. Benedict, the institution is a private co-educational liberal arts institution with 2,100 students enrolled in its 34 baccalaureate degree programs during the 2017-2018 academic year. Benedict has been highly regarded and exceptionally ranked for its programs by several academic and traditional publications, including the Washington Monthly magazine as one of the top baccalaureate colleges in the nation for creating social mobility, producing cutting-edge scholarship, and research.

Benedict offers several high-demand fields of study in STEM, Cyber Security, Mass Communication, Sport Management, Business Administration, Engineering, Computer Science, Biology, and Education. Benedict has a diverse faculty of which 80 percent are full-time, and 60 percent hold doctorates or the equivalent. The institution made front-page news in the spring of 2018 when it became the first South Carolina college to lower its tuition by 26 percent. Cutting tuition drew praise from the Commission on Higher Education, South Carolina's education oversight body. The commissioner noted the move that Benedict has made should be applauded because it offers students more access to higher education and affordability.

With a vision to be a leader in providing transformative learning experiences for a diverse student body, defined by superior cultural and professional competencies that are nurtured and developed by faculty, staff and stakeholders who value innovation, customer service, community and industry engagement, Benedict is an institution that is not only a best buy for students, but one that is intentional with how to bring about true student success.

### HBCU History and Statistics

I would like to thank Representative Alma Adams for making the request and Chairwoman Nydia M. Velazquez and the remaining Members of Congress for joining her in requesting that the Government Accountability Office (GAO) look into

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<sup>1</sup> This testimony largely mirrors the testimony given by Dr. Paulette Dillard in that (1) both testimonies are from private HBCUs that are impacted in the same manner by the Federal government and (2) both HBCUs have SAMs with the SBA. You will find the main differences in testimony to be the details regarding the Strategic Alliance Memorandums with the Small Business Administration.

SBA’s entrepreneurship efforts with HBCUs. Before we dive into the findings in the report, I think that it is imperative that we all understand the history of these rich and invaluable institutions we call HBCUs.

HBCUs were created as early as 1837 to provide African Americans access to higher education. Noted for their contributions in educating “black, low-income and educationally disadvantaged Americans,” the 101 accredited HBCUs today constitute the class of institutions that satisfy the statutory definition of the term “HBCU” as defined in the *Higher Education Act of 1965*.

HBCUs disproportionately enroll low-income, first-generation and academically underprepared college students—precisely the students that the country most needs to obtain college degrees. In 2017:

- Nearly 300,000 students attended HBCUs<sup>2</sup>;
- More than 75 percent of HBCU students were African Americans; and
- 70 percent of all students at HBCUs received federal Pell Grants, and 78 percent of these students received federal loans.<sup>3</sup>

HBCUs comprised 3 percent of all two- and four-year non-profit colleges and universities, yet they:

- Enroll 10 percent of African American undergraduates;
- Produce 17 percent of all African American college graduates with bachelor’s degrees; and
- Graduate 24 percent of African Americans with bachelor’s degrees in STEM fields.<sup>4</sup>

A 2015 Gallup survey confirms that HBCUs are providing African American students with a better college experience than African American students at other colleges and universities.

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<sup>2</sup> U.S. Department of Education, National Center for Education Statistics. (2019). *Digest of education statistics 2018* [Table 313.20]. Retrieved from [https://nces.ed.gov/programs/digest/d18/tables/dt18\\_313.20.asp](https://nces.ed.gov/programs/digest/d18/tables/dt18_313.20.asp)

<sup>3</sup> UNCF Patterson calculations using U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System.

<sup>4</sup> Ibid.

- 55 percent of African American HBCU graduates say their college prepared them well for post-college life versus 29 percent for African American graduates of other institutions.<sup>5</sup>

HBCUs attained these results at an affordable price for students—that is, the cost of attendance at HBCUs is about 30 percent lower, on average, than other colleges—despite limited operating budgets and endowments that are roughly half the typical size of other four-year public and private non-profit colleges and universities.

Since our founding, HBCUs have been, and continue to be, under-resourced institutions. An issue brief produced by ACE (American Council on Education) and UNCF (United Negro College Fund, Inc.) revealed the following:

- Public HBCUs rely more heavily on federal, state, and local funding in comparison with their non-HBCU counterparts (54 percent of overall revenue vs 38 percent);
- Private HBCUs depend a little bit more on tuition dollars than their non-HBCUs counterparts (45 percent compared with 37 percent);
- Private gifts, grants, and contracts constitute a smaller portion of overall revenue at private HBCUs compared to their non-HBCU counterparts (17 percent vs 25 percent);
- Public and Private HBCUs experienced the largest declines in federal funding per full-time equivalent student between 2003-2015; and
- In both the public and private sectors, HBCU endowments lag behind those of non-HBCUs by at least 70 percent.<sup>6</sup>

Despite being under-resourced institutions, HBCUs have a large economic impact that often goes unnoticed by most. In 2017, UNCF released a report detailing the economic impact of HBCUs. The report revealed that in 2014, the impact of HBCUs on their regional economies included:

- \$10.3 billion in initial spending, which includes spending by the institution for personnel services, spending by the institution for operating expenses, and spending by students;

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<sup>5</sup> Gallup, Inc. (2015). *Gallup-USA funds minority college graduates report*. Retrieved from UNCF Website: [https://www.uncf.org/wp-content/uploads/PDFs/USA\\_Funds\\_Minority\\_Report\\_GALLUP-2.pdf](https://www.uncf.org/wp-content/uploads/PDFs/USA_Funds_Minority_Report_GALLUP-2.pdf)

<sup>6</sup> Williams, K.L. & Davis, B.L. (2019). *Public and private investments and divestments in historically black colleges and universities*. Retrieved from American Council on Education Website: <https://www.acenet.edu/news-room/Pages/Public-and-Private-Investments-and-Divestments-in-HBCUs.aspx>



- An employment impact of 134,090 jobs, which approximately 43 percent were on-campus jobs and 57 percent were off-campus jobs;
- \$10.1 billion in terms of gross regional product, which is a measure of the value of production of all industries;
- A work-life earnings of \$130 billion for the Class of 2014, which is 56 percent more than they could expect to earn without their 2014 certificates or degrees; and
- A total economic impact of \$14.8 billion.<sup>7</sup>

In addition to the positive impact HBCUs make on the overall economy, HBCUs also have a strong impact academically when observed at the state and local level. An upcoming report to be released by UNCF shows that:

- HBCUs comprised 8.5 percent of the four-year institutions across the 21 states and territories in the analysis;
- Across the 21 states and territories in the analysis, HBCUs enrolled, on average, 24 percent of all black undergraduates pursuing a bachelor's degree in a college or university in 2016;
- Across the 21 states and territories in the analysis, on average, 26 percent of all black bachelor's degree recipients graduated from an HBCU in 2016; and
- In my home state of North Carolina, HBCUs are 16 percent of the four-year institutions, but enroll 45 percent of all black undergraduates and award 43 percent of all black bachelor's degrees in the state.<sup>8</sup>

## GAO Report Findings

While the GAO report does not address the resources directly at HBCUs, this report does examine “(1) federal priorities and SBA goals related to working with HBCUs, and (2) SBA’s key programs and outreach activities for fostering entrepreneurship, particularly with HBCUs, and what is known about HBCU participation in these programs and activities.”<sup>9</sup> We learned that SBA’s goals, as identified in their 2018 strategic plan submitted to the Secretary of Education and the Executive Director of the White House Initiative on HBCUs, were to “(1) [raise] awareness and [provide] information that would help raise the capacity of HBCUs to participate in federally funded programs, and (2) promote collaboration among HBCUs and SBA resource

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<sup>7</sup> Humphreys, J.M. (2017). *HBCUs make America strong: The positive economic impact of historically black colleges and universities*. Retrieved from UNCF Website: <https://www.uncf.org/programs/hbcu-impact>

<sup>8</sup> Saunders, K. & Nagle, B.T. (2018). *HBCUs punching above their weight: A state-level analysis of historically black college and university enrollment and graduation*. Washington, DC: UNCF Frederick D. Patterson Research Institute

<sup>9</sup> Ortiz, A.M. (2019). *Small business administration: Key entrepreneurship programs and activities do not specifically target historically black colleges and universities, but collaboration exists with some schools*. Washington, DC: U.S. Government Accountability Office.

partners and district offices.”<sup>10</sup> The report goes on to describe ways that HBCUs could collaborate with SBA by identifying Small Business Development Centers (SBDC), Women’s Business Centers (WBC), SCORE chapters, and Strategic Alliance Memorandums (SAM) as ways for HBCUs to engage. From this, we learned that:

- out of 63 total organizations that receive funding for SBDCs, HBCUs only account for 2 of those organizations;
- out of more than 900 service centers in the SBDC network, HBCUs only account for 16 of those centers; and
- out of 206 strategic alliance memorandums, HBCUs only account for 24 of those memorandums.

It is not surprising that there is not more HBCU representation in the aforementioned ways HBCUs could collaborate with SBA, but what is surprising is what I have to say next. The report goes on to explain SBA’s first goal to provide HBCUs with information on accessing and competing for federal grants and contracts in a bit more detail. Both the Small Business Innovation Research and Small Business Technology Transfer programs are mentioned. SBA indicates that these programs are underutilized by HBCUs, but what the report fails to disclose is that funding requested for these very same programs in the FY 2020 budget request was significantly lower at \$3 million compared to the \$5.99 million that was enacted in FY 2019, **a \$2.99 million dollar decrease**. There are a total of 11 agencies that participate with the SBA regarding these two programs and only agencies with extramural budgets for research and development in excess of \$1 billion are required to set aside certain targeted amounts for small business innovation.

## **Strategic Alliance Memorandum**

### Initial SAM with SBA

I was asked to testify before the subcommittee about Benedict’s experiences and relationship with the Small Business Administration (SBA). Benedict has a College Business Development Center (BDC) located on campus and this center currently has a Strategic Alliance Memorandum (SAM) with the SBA. The initial SAM was signed between the BDC and the SBA on October 30, 2013.<sup>11</sup> This initial contractual agreement with the SBA through its South Carolina District Office had a purpose of developing and fostering a working relationship to strengthen small business development in the local area.

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<sup>10</sup> Ibid.

<sup>11</sup> See enclosure 1

The BDC was established in 2002 with a mission to expand Benedict's role and overall effectiveness in addressing the economic and business development needs of small and minority-owned businesses in the metropolitan area of Columbia, South Carolina and throughout the State. At the BDC's core, it seeks to aid in job creation, increased business development, and more entrepreneurial opportunities for low-to-moderate income persons. In practice the BDC seeks to do the following:

- expand and enhance the number of small and minority-owned businesses in the local community;
- provide financial and technical support to these small businesses;
- provide business training to local small businesses;
- reduce business formation overhead costs to small businesses; and
- provide a vehicle to increase contracting opportunities between small businesses and large corporations.

Through this agreement since 2013, Benedict has been able to –

- Host three SBA business roundtable discussions in 2013, 2014, and 2015;
- Complete an agreement with the FDIC regional office to utilize the Money Smart Financial Literacy Curriculum with Benedict College students and Community residents in 2014;
- Host a Business Management Training Course for local entrepreneurs N X Level Training in 2016;
- Partner with the Benedict-Allen Community Development Center (CDC) to provide technical assistance pertaining to marketing, accounting, and management to borrowers of the CDC's Benedict Minority Loan Fund from 2013 to 2016;
- Restructure the technical assistance and incubator program within the BDC in 2018; and
- Create the student Innovation Hub program within the BDC in 2018.

### Second SAM with SBA

On April 9, 2019, the BDC signed another SAM with SBA<sup>12</sup>. This agreement was officialized to help start, maintain, and expand small businesses with the overall primary goal of meeting the needs of the business community. Specifically, SBA's role is to:

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<sup>12</sup> See enclosure 2

- provide the BDC with updated information about SBA's program and services;
- upon request, make SBDCs, SCORE, WBDs, and Veteran Business Outreach Centers (VBOCs) available to the BDC for support;
- provide access to SBA pamphlets, brochures, and other resource material upon request;
- advise the BDC of events that may impact its mission;
- provide speakers, counselors, and other technical assistance resources to participate in BDC workshops and other activities;
- invite BDC's clients and members to attend local SBA-sponsored events and offer SBA-sponsored training at BDC's sponsored events;
- provide a text-only hyperlink from SBA's website to the BDC's website;
- provide information and training to the BDC's staff on SBA programs and services; and
- assign a local point of contact to serve as liaison between SBA and the BDC.

BDC's role in the agreement includes:

- cooperating with SBA's resource partners (SBDCs, SCORE, WBDs, VBOCs, etc...) to provide necessary information to its clients and members about business development services;
- disseminating updated information provided by SBA when needed;
- distributing SBA pamphlets, brochures, and other publications;
- informing clients and members of SBA's programs and services, to include referrals to SBA's Resource Partners;
- providing speakers for SBA-sponsored events when needed;
- providing a text-only hyperlink from BDC's website to SBA's website; and
- assigning a local point of contact to serve as a liaison between the BC and SBA.

### Further Needs

While Benedict has been able to benefit from the SAM with the SBA, there are improvements that could be implemented to further enhance the relationship between the two entities such as:

- As a part of the SAM, developing an action plan or timetable of program activities or events that can be implemented in partnership between Benedict College and the SBA;

- Designating specific resources (program funds, staff, etc.) that can be utilized by both parties for use in implementing the SAM;
- Assisting the college through the use of new and existing SBA relationships;
- Strengthening the SAM by committing financial resources from SBA to assist with business technical assistance through the college's BDC; and
- Having the SBA provide co-branding support with Benedict College to assist with the marketing capacity to increase awareness in the surrounding community of the services provided through the relationship with the SBA.

### **Policy Recommendation**

The SBA submitted an agency plan to the Secretary of Education and the Executive Director of the White House Initiative on HBCUs due to Executive Order (EO) 13779 released on February 28, 2017 by President Donald J. Trump. In this EO, the Secretary of Education and the Executive Director of the White House Initiative on HBCUs are mandated to identify agencies that regularly interact with HBCUs and have them prepare an annual plan describing efforts to strengthen the capacity of HBCUs to participate in applicable Federal programs and initiatives.<sup>13</sup>As described in the GAO report, this type of EO was first written in 1980, under EO 12232, in the Administration of President Jimmy Carter and established the White House Initiative on HBCUs.

Although the Trump Administration followed suit and introduced an EO regarding the White House Initiative on HBCUs, this Administration also wanted to inquire about ways to further enhance the EO as well. Birthed from this were conversations with select representatives of the HBCU community and an introduction of S. 461, the HBCU Propelling Agency Relationships Towards a New Era of Results for Students (PARTNERS) Act. This bill, led by Senators Tim Scott and Chris Coons, gained 15 bipartisan cosponsors and passed the United States Senate on February 12, 2019 by unanimous consent. In the United States House of Representatives, a similar bill was also introduced, H.R. 1054, the HBCU PARTNERS Act, led by Representatives Alma Adams and Mark Walker, with 8 bipartisan cosponsors.

While I am thankful that Congress is in the process of codifying EO 13779, I would be remiss if I did not express some concern from those of the HBCU community regarding the version that passed the Senate. The law is binding, but EO's have a greater degree of flexibility. I am happy that EO 13532 further enhanced the White House Initiative on HBCUs to express the importance of working with our institutions, and I am happy that an EO 13779 continued this effort.

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<sup>13</sup> Exec. Order No. 13779, 82 FR 12499 (2017).

S. 461 was intended to codify EO 13779 but made some changes to both strengthen and weaken the EO. For instance, the legislation strengthened the EO by adding additional language to:

- mandate that agencies who submit a plan describe any progress made towards advancing or achieving goals and efforts from previous agency plans;
- require the head of each applicable agency to submit their agency plans to the Senate Committee on Health, Education, Labor, and Pensions and the House Committee on Education and Labor; and
- mandate that the President's Board of Advisors advise the President in improving government-wide strategic planning related to HBCU competitiveness to align Federal resources and provide the context for decisions about HBCU partnerships, investments, performance goals, priorities, human capital development and budget planning.

The legislation weakened the EO by not including the requirement that the President's Board of Advisors "shall include representatives of a variety of sectors, including philanthropy, education, business, finance, entrepreneurship, innovation, and private foundations, as well as sitting HBCU presidents." S. 461 simply remains silent regarding who would serve on this important Board, and I believe that clarity should be provided especially since this is something that would be codified.

The legislation also allows the Secretary of Education, in consultation with the Executive Director of the White House Initiative on HBCUs, to determine which Federal agencies "regularly interact" with HBCUs in order to mandate those agencies to submit agency plans. While previous EOs have included language allowing the Secretary of Education to determine which agencies would need to submit agency plans, a looming question remains as to the consistency of the agencies that would be considered to "regularly interact" with HBCUs from Administration to Administration.

I strongly believe that our Federal government should be more transparent with their efforts to work with institutions like mine, and I believe that Congress could do a better job at oversight of the Federal government regarding their interactions with HBCUs if all agencies were required to submit an agency plan. I completely understand that not all agencies would have a relationship with HBCUs and in this case, it would be beneficial that these agencies simply state in their plan any efforts they could potentially take to identify specific HBCU initiatives and resources that could benefit the HBCU community. This proposal does not mandate that any resources be spent on HBCUs, but simply requests that all Federal agencies be

transparent and tell Congress, the Secretary of Education, and the Executive Director on the White House Initiative on HBCUs what is happening within the agency as it pertains to HBCUs.

H.R. 1054 seeks to also codify EO 13779 and not only does it include the aforementioned language that strengthens the EO, it also mandates that all Federal agencies submit an agency plan.

## **Conclusion**

In conclusion, Benedict is one of many HBCUs that are providing a high-quality education at an affordable price. Consistent with the mission of all HBCUs, Benedict is no stranger to taking a chance on those students who most would forget. Every low-income student deserves a chance to pursue their dreams and live a life free from poverty. I am proud to represent such a fine institution, and I am honored to present this testimony to you today. I hope to see greater collaboration between SBA and HBCUs, and I also hope to see meaningful legislation passed in the 116<sup>th</sup> Congress to truly strengthen EO 13779. I commend the Members of this committee for your service and for addressing these important issues.

Thank you.



# Strategic Alliance Memorandum

*with the*

**United States Small Business Administration**

*and the*

**Benedict College Business Development Center**

## **I. PURPOSE**

The United States Small Business Administration (SBA) and the **Benedict College Business Development Center (BDC)** (each a “Party” or, collectively the “Parties”) are joined by a common mission; **helping start, maintain, and expand small businesses**. The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

**Established in 2002 as the brainchild of Benedict College's Harvard-educated President, Dr. David Swinton, the Benedict College Business Development Center (BDC) was created with a mission to expand the college's role and effectiveness in addressing the economic and business development needs of small and minority businesses. The center's goal is to create jobs, increase business development and provide entrepreneurial opportunities for low-to-moderate income persons.**

**The mission of the BDC is to act as a catalyst for business development by increasing the economic capacity of small and minority-owned business in the metropolitan Columbia area and throughout South Carolina. BDC's Core Objectives are to expand and enhance the number of small and minority-owned businesses in the community, provide financial and technical support, and business training to entrepreneurs, reduce business formation overhead costs to small businesses and provide a vehicle to increase contracting opportunities between small businesses and large corporations**

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and **BDC** in order to strengthen and expand small business development in the local area. The Parties acknowledge that specific joint training and outreach activities contemplated under this SAM require further negotiations and a separate signed agreement developed pursuant to SBA's cosponsorship authority. Nothing in this SAM permits **BDC** to use the SBA logo or seal. The “U.S. Small Business Administration” name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to **BDC**.



In order to further their common goals, the Parties agree to the following:

## II. SCOPE AND RESPONSIBILITIES

### **SBA Undertakings:**

Within the limits of its available and/or appropriated resources, the SBA through its **South Carolina District Office** will:

- Provide **BDC** with up-to-date information about SBA's programs and services.
- Make available, upon request, information regarding SBA's resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, Women's Business Centers (WBCs) and the Veteran Business Outreach Centers (VBOCs) (collectively, "SBA's Resource Partners").
- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other publications.
- Advise **BDC** of events that may impact its mission.
- Provide speakers, consistent with SBA rules and policy, to participate in **BDC** workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite **BDC's** clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at **BDC's** location when appropriate.
- Provide a text-only hyperlink from SBA's website to **BDC's** website pursuant to SBA's linking policies.
- Provide information to **BDC's** staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and **BDC**.

### **BDC Undertakings:**

Within the limits of its available resources, the **Benedict College Business Development Center** will:

- Cooperate with SBA's Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its clients/members SBA pamphlets, brochures, and other publications.
- Inform **BDC's** small business clients/members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from **BDC's** website to SBA's website.
- Assign a local point of contact to serve as liaison between **BDC** and SBA.

## III. TERM

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two years from date of signature unless otherwise terminated by one or both Parties as per paragraph V below.

## IV. AMENDMENT

The Parties agree to consult each other on any amendment, modification or clarification to the provisions of this SAM. This SAM may only be amended or modified in writing and shall be consistent with applicable laws, regulations and SBA policy.

**V. TERMINATION**

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

**VI. RELATIONSHIP**

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to BDC and SBA.

**VII. RESPONSIBLE OFFICIALS**

The responsible officials and points of contact for administrative matters pertaining to this SAM are:

**Benedict College BDC:**

Gerald H. Smalls  
Dean of the School of Business  
1600 Harden Street  
Columbia, SC 29204  
803-517-6223  
[smalls@benedict.edu](mailto:smalls@benedict.edu)

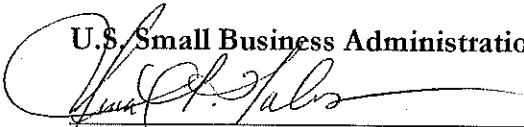
**U.S. Small Business Administration:**

Elliott O. Cooper  
SBA District Director, South Carolina  
1835 Assembly Street, Room 1425  
Columbia, SC 29201  
803-765-5339  
[elliott.cooper@sba.gov](mailto:elliott.cooper@sba.gov)

**VIII. SIGNATURES**

The signatories below represent that they have the authority to make such commitments on behalf of their respective organization:


**U.S. Small Business Administration:**

  
\_\_\_\_\_

Mina Wales, Deputy Assistant Administrator  
Office of Public Communications and Public Liaison

10-31-13

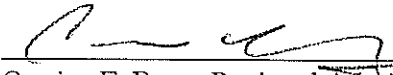
Date

  
\_\_\_\_\_

Elliott O. Cooper, District Director, South Carolina

10-30-13

Date

  
\_\_\_\_\_

Cassius F. Butts, Regional Administrator, Region IV

10-30-13

Date

**Benedict College Business Development Center:**

  
\_\_\_\_\_

Dr. David H. Swinton, CEO and President of Benedict College

10-30-13

Date



# Strategic Alliance Memorandum


United States Small Business Administration (SBA)


And

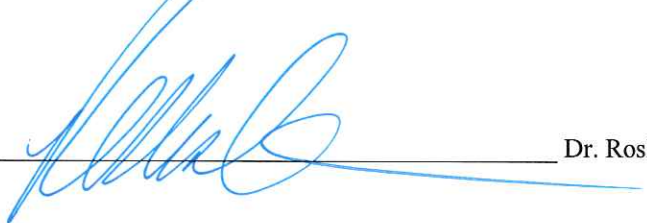
Benedict College Business Development Center

The above mentioned parties hereby acknowledge receipt of the Strategic Alliance Memorandum  
on

April 9, 2019.

  
\_\_\_\_\_ Mr. Ashley Bell, SBA Regional Administrator, Region 4

  
\_\_\_\_\_ Mr. R. Gregg White, SBA South Carolina District Director

  
\_\_\_\_\_ Dr. Roslyn Artis, President, Benedict College



U.S. Small Business  
Administration

# Strategic Alliance Memorandum

*with the*

**United States Small Business Administration**

*and the*

**Benedict College Business Development Center**

## **I. PURPOSE**

The United States Small Business Administration (SBA) and the Benedict College Business Development Center are joined by a common mission; **helping start, maintain, and expand small businesses**. The Parties will work together in the spirit of cooperation and open communications, consistent with law, with the primary goal of meeting the needs of the small business community.

The Benedict College Business Development Center (BDC) was established in 2002 and created with a mission to expand the college's role and effectiveness in addressing the economic and business development needs of small and minority businesses. The center's goal is to create jobs, increase business development and provide entrepreneurial opportunities for low-to-moderate income persons.

The mission of the SBA is to aid, counsel, assist and protect the interests of small business by providing financial, contractual and business development assistance and advocating on their behalf within the government. SBA district offices deliver SBA programs and services to the public. Each Party has separate services and resources which, when delivered in coordination with each other, will provide maximum benefits to the small business communities served.

The purpose of this Strategic Alliance Memorandum (SAM) is to develop and foster mutual understanding and a working relationship between the SBA and Benedict College Development Center in order to strengthen and expand small business development in the local area.

The Parties acknowledge that beyond the information sharing contemplated under this SAM, any specific joint training and outreach activities will require a separate signed agreement developed pursuant to SBA's Cosponsorship Authority.

In order to further their common goals, the Parties agree to the following:

## **II. SCOPE AND RESPONSIBILITIES**

### **SBA Undertakings:**

Within the limits of its available and/or appropriated resources, the SBA through its South Carolina District Office will:

- Provide the BDC with up-to-date information about SBA's programs and services.
- Make available, upon request, access and support regarding SBA's resource partners, including but not limited to, the Small Business Development Centers (SBDCs), SCORE, Women's Business Centers (WBCs) and the Veteran Business Outreach Centers (VBOCs) (collectively, "SBA's Resource Partners").
- Make available, upon request and subject to their availability, SBA pamphlets, brochures, and other resource materials.
- Advise the BDC of events that may impact its mission.
- Provide speakers, counselors and other technical assistance resources consistent with SBA roles and policy, to participate in BDC workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics.
- Invite the BDC's clients/members to attend local SBA-sponsored events and offer SBA-sponsored training at BDC's sponsored events when appropriate.
- Provide a text-only hyperlink from SBA's website to the BDC's website pursuant to SBA's linking policies.
- Provide information and training to the BDC's staff on SBA programs and services available to local small businesses.
- Assign a local point of contact to serve as liaison between SBA and the BDC.

### **BDC Undertakings:**

Within the limits of its available resources, the Benedict College Business Development Center (BDC) will:

- Cooperate with SBA's Resource Partners to provide information to its clients/members about business development services to small businesses when appropriate.
- Keep abreast of and disseminate up-to-date information provided by SBA when appropriate.
- Make available to its clients, members SBA pamphlets, brochures, and other publications.
- Inform the BDC's small business clients/members of SBA's programs and services including referrals to SBA's Resource Partners when appropriate.
- Upon request, provide speakers for SBA-sponsored events when appropriate.
- Provide a text-only hyperlink from BDC's website to SBA's website.
- Assign a local point of contact to serve as liaison between the BDC and SBA.

## **III. USE OF SBA NAME AND LOGO**

All materials bearing the SBA name or logo must be approved in advance by SBA's Responsible Program Official. Use of SBA's logo must be accompanied by the following

statement: "Use of the SBA logo is authorized by a Strategic Alliance Memorandum. Reference to SBA is not an endorsement of the views, opinions, products or services of any person or entity." The SBA logo may only be used to promote SBA and/or its programs, activities, and services. SBA's logo cannot be used in a way that suggests the Agency is endorsing any individual, organization, product, or service or in a way which implies that an improper relationship exists between SBA and an outside party. SBA's logo also must not be used in any manner that is liable to bring the Agency into a negative light, such as in connection with any products or services related to alcohol, gambling or adult entertainment industries. Further, SBA's logo must not be used in connection with any lobbying efforts, any political activities, or any religious symbols.

The "U.S. Small Business Administration" name shall be used only in a factual manner, consistent with applicable law, and shall not promote or endorse any products or services of any entity including but not limited to **Benedict College Business Development Center**. Nothing in this SAM permits **Benedict College Business Development Center** to use the SBA official seal.

#### **IV. TERM**

Cooperation under this SAM will commence upon signing by both Parties and will continue for a period of two years from date of signature unless otherwise terminated by one or both Parties as per paragraph VI below.

#### **V. AMENDMENT**

The Parties agree to consult each other on any amendment, modification or clarification to the provisions of this SAM. This SAM may only be amended or modified in writing and shall be consistent with applicable laws, regulations and SBA policy.

#### **VI. TERMINATION**

Either Party may discontinue its participation under this SAM at any time, with or without cause, upon thirty (30) days written notice to the other Party.

#### **VII. RELATIONSHIP**

This SAM does not authorize the expenditure of any funds. Accordingly, this SAM shall not be interpreted as creating any binding legal obligations between the Parties nor shall it limit either Party from participating in similar activities or arrangements with other entities. Nothing contained herein shall be construed to create any association, partnership, joint venture or relation of principal or agent or employer and employee with respect to **Benedict College Business Development Center** and SBA.

#### **VIII. RESPONSIBLE PROGRAM OFFICIAL**

The SBA Responsible Program Official for this Strategic Alliance Memorandum is R. Gregg White

#### **IX. POINTS OF CONTACT**

The points of contact for administrative matters pertaining to this SAM are:

**Benedict College Business Development Center:**

Name: Dr. Roslyn C. Artis  
Title: President and CEO, Benedict College  
Address: 1600 Harden Street, Columbia, SC 29204  
Email: roslyn.artis@benedict.edu

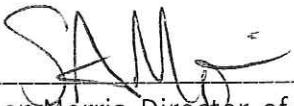
**U.S. Small Business Administration:**

Name: R. Gregg White  
Title: SBA District director, South Carolina  
Address: 1835 Assembly Street, Columbia, SC 29201  
Email: Richard.white@sba.gov

**X. SIGNATURES**

The signatories below represent that they have the authority to make such commitments on behalf of their respective organization. This SAM may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement.

**U.S. Small Business Administration:**

  
\_\_\_\_\_  
Stephen Morris, Director of Strategic Alliances

3-28-19  
Date

**U.S. Small Business Administration:**

  
\_\_\_\_\_  
R. Gregg White, District Director, South Carolina

4/9/19  
Date

**Benedict College Business Development Center:**

  
\_\_\_\_\_  
Dr. Roslyn C. Artis, President and CEO, Benedict College

4/9/19  
Date