GEORGIA INSTITUTE OF TECHNOLOGY
ENGINEERING EXPERIMENT STATION

PROJECT INITIATION

Date: July 28, 1975

Project Title: A Program to Educate and Assist Minorities in Understanding the Process of Establishing Industrial Type Business Ventures

Project No.: B-454

Project Director: E. A. Bethea

Sponsor: Georgia Community Continuing Education Service; Athens, Ga. 30602

Agreement Period: From June 9, 1975 Until May 31, 1976

Type Agreement: Grant-Letter dated 6/9/75 (Sponsor Proposal No. 75-008-013)

Amount: $8,850* *Includes $5,900 Federal Funds and $2,950 EES Matching Funds

Reports Required: as appropriate

Sponsor Contact Person:
Mr. Bradley C. Courtenay
Training Coordinator
Georgia Community Continuing Education Service
University of Georgia
Athens, Georgia 30602.
Phone: (404) 542-5382

Assigned to: Industrial Development Division

COPIES TO:
Project Director
Director, EES
Director, ORA/GTRI
Assistant Director
Division Chief
EES Accounting
Patent Coordinator

EES Supply Services
Photographic Laboratory
Security—Reports—Property Office
General Office Services
Library, Technical Reports Section
Office of Computing Services
Project File
Other: Sue Corbin; Bonnea Wettlaufer
GEORGIA INSTITUTE OF TECHNOLOGY
OFFICE OF CONTRACT ADMINISTRATION

SPONSORED PROJECT TERMINATION

Date: August 30, 1976

Project Title: "A Program to Educate and Assist Minorities in Understanding the Process of Establishing Industrial Type Business Ventures"

Project No.: B-454

Project Director: E. A. Bethea

Sponsor: Georgia Community Continuing Education Service; Athens, Georgia

Effective Termination Date: 5/31/76 (Grant Expiration)

Clearance of Accounting Charges: 5/31/76

Grant/Contract Closeout Actions Remaining:

- Final Invoice
- Final Fiscal Report
- Final Report of Inventions
- Govt. Property Inventory & Related Certificate
- Classified Material Certificate
- Other

Assigned to: Economic Development Laboratory (School/Laboratory)

COPIES TO:
- Library, Technical Reports Section
- Office of Computing Services
- Director, Physical Plant
- EES Information Office
- Project File (OCA)
- Project Code (GTRI)
- Other

CA-4 (3/76)
July 15, 1976

Georgia Community Continuing Education Service
Center for Continuing Education
University of Georgia
Athens, Georgia 30602

Attention: Mr. Bradley C. Courtenay, Training Coordinator

Subject: COMPLETION REPORT ON TITLE I PROJECT

Dear Brad:

Enclosed is a completion report on a Title I occupational competency project involving an activity entitled "A Program to Educate and Assist Minorities in Understanding the Process of Establishing Industrial-Type Business Ventures." The project is identified by your number 75-008-014 and by our Project No. B-454.

Please let me know if you have any questions or need any additional information.

Sincerely,

Jerry L. Lewis, Associate Director
ECONOMIC DEVELOPMENT LABORATORY

cc: Al Camp w/attachments
    Richard Wiegand
COMPLETION REPORT
TITLE I (HEA) PROJECT ACTIVITY

1. Project Title:
   A Program to Educate and Assist Minorities in Understanding the Process of Establishing Industrial-Type Business Ventures

2. Location of Project:
   Savannah, Georgia
   Jesup, Georgia

3. Primary Institution of Higher Education:
   Georgia Institute of Technology
   Engineering Experiment Station
   Economic Development Laboratory

4. Cooperating Institutions of Higher Education:
   Savannah State College

5. Project Director (Name, Title and Address)
   Edwin A. Bethea, Research Scientist
   Engineering Experiment Station
   Economic Development

6. Identify the Community Problem
   I. Categorize the project in terms of problem area. (Check one)
   - Government
   - Housing
   - Poverty
   - Transportation
   - Environmental Quality
   - Youth Opportunities
   - Recreation
   - Employment
   - Crime/Law Enforcement
   - Health
   - Economic Development
   - Human Relations
   - Personal Development
   - Education/School Systems
   - Community Development
   - Land Use
   - Other - Occupational Competency
9. Project Accomplishments

A. Evaluation

I. Discuss the nature and the findings of the project evaluation. Include an assessment of the project's success in meeting its specific objectives (see §7). In addition, comment on what you see as the reasons for the success or failure of the project. Did the project reach the anticipated target group? Was the level of participation as high as was projected? What outcome is most worthy of dissemination to other states and institutions of higher education?

The returned evaluation sheets indicated that the attendees felt that the method of presentation, information provided and other aspects of the seminars were good or excellent. (see attached overall evaluation sheet attached).

The number of attendees at both seminars were less than projected and in one seminar the target group attendance was far less than expected. In both situations the lack of follow-up and coordination of plans carried out by the co-sponsoring agencies in Savannah, Brunswick and Reedsville was the cause of the lack of participation from the local community.

The most significant outcome that is worthy of dissemination to other states and institutions is that there is still a need for seminars of this nature in the minority community. Should such seminars be undertaken in the future it is recommended that a more adequate budget be provided.

II. Will the program itself continue beyond this period of Title I funding? If so, under what sponsorship or support? (Check one)

- Continued under Title I
- Continued with other Federal funding
- Continued with non-Federal funds

- Accomplished purpose, no further plans
- Unsuccessful, no further funding
- Other (specify) Discontinued due to lack of continued funding

- X
B. Relative to Institution(s) of Higher Education

Indicate the impact of the project upon on-going program(s) of participating colleges and universities. Have changes occurred, or are they anticipated, in the organization, curriculum, budget, community service program, or other aspects of the institution(s)? Describe any planned or unexpected "spin-offs" involving additional funds or activities generated:

N/A

C. Relative to the Community

Specify the extent and the nature of the involvement in the project of community leaders, citizens, public and private agencies, and state and local government. Were they, for example, involved in the initiation of the proposal and/or the planning and development of the project? Have any new community agencies, organizations or groups been established as a result of this project? Has the community service capability of existing agencies and organizations been increased? If so, please describe:

The local leaders, through area business organizations and community action agencies were involved in co-sponsoring the seminar. The Community Action agencies submitted letters indicating their interest and willing users to support such a seminar effort. (see attached letters)

No new agencies, community agencies, organizations, or groups were established as a result of the seminar. The existing agencies, both community action agencies and business development agencies services to potential and existing business persons should be enhanced since they are now more knowledgeable about the resources that are available to provide technical and managements assistance available within the state.
10. Geographic area served by the Project (Check one)

- Urban  x Metropolitan  Suburban
- Rural  Statewide  Other (specify)

11. Prior History of the Project (Check one)

- New Report  Expansion or improvement of a non-CSCE project
- Continuation of CSCE Project
- Revision of CSCE Project

12. Faculty Involvement (List the faculty members involved in the project, the nature of their activity, their academic discipline, and the percentage of their time spent on the project.)

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Activity</th>
<th>Discipline</th>
<th>% of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>No faculty involvement.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. Student Involvement (If applicable, indicate the nature of student involvement in the project as well as the number of students engaged in each activity.)

A. Instructors  D. Researchers/Data Collectors
B. Interns  E. Other (specify in each instance)
C. Consultants (Tech. Assistance)

Activity  No. of Students

The seminar was not directed toward student participation specifically, however, Savannah State College was contacted and asked to inform their business major students. Several students attended, but none were involved in the seminar's presentation.
Demographic Data

Demographic data on all actual participants should be collected and reported for each project. The data should be summarized in terms of sex, age, education and occupation. In addition, a brief narrative of the general characteristics of the participants should be included (i.e. were they city councilmen, upper level managers, housewives, etc? Were they the group for whom the project was intended?)

I. Demographic Summary:

<table>
<thead>
<tr>
<th></th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A. Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 21:</td>
<td>none</td>
<td>none</td>
</tr>
<tr>
<td>21-35:</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>36-55:</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Over 55:</td>
<td>none</td>
<td>none</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>B. Educational Level</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior High School:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College below baccalaureate:</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Baccalaureate:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate or Professional:</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>C. Occupational Classification</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Semi-Professional:</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Skilled:</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Semi-Skilled:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unskilled:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (specify):</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>D. Number of Participants by Ethnic Minority Served:</strong></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a. American Indians</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. American Orientals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. American Negroes</td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>d. Mexican Americans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Cubans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Puerto Ricans</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

II. Narrative Description:

The participants were a mixture of business persons, potential business persons and community action personnel who were engaged in assisting persons or groups considering or already operating business ventures. Although the desired attendance of business persons and potential business persons was below expectation the project did reach a segment of the target group. Additionally the information will be disseminated to target persons and groups that were not present through staff persons from agencies involved in helping persons desirous of establishing business ventures.
15. **Major Evaluation Procedure:**
   - **X** a. Participant reactions
   - b. Administration of pre and post tests to participants
   - c. Staff appraisal of changed group practices
   - d. Other (specify)

16. **Project Materials** [Describe the materials produced for and by the project (i.e. curriculum materials, films, etc.) and indicate whether copies are available for dissemination.]

   Slides, films, handouts, charts, and diagrams.

17. Express your judgment on the relationship of this project to the overall State program of Community Service and Continuing Education. (Title I, HEA)

   This project appears to be directly related to the states' program of Community Service and Continuing Education since it meets both a community need and an educational need. Residents in the state, and especially minority groups, are not as familiar with the resources and the process of developing manufacturing type enterprises. These seminars provide a needed community service to a segment of the adult minority community that is both educational and informative, since they deal with an aspect of business development and its process that is relatively new to aspiring minority businesspersons.
COMPREHENSIVE EVALUATION SHEET

INCREASING MINORITIES AWARENESS OF MANUFACTURING OPPORTUNITIES SEMINAR

The purpose of this evaluation is to give Georgia Tech's Industrial Service Division the benefit of your appraisal of the above seminar. Your comments and recommendations will be used for guidance in improving future program presentations. Please be frank in your evaluation and do not sign this sheet.

Place a check (____) in the appropriate column beside the question.

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Method (lecture/conference) of the presentation was:</td>
<td>6</td>
<td>7</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The length of the presentation was:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. The opportunity for attendees to participate in the Seminar was:</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. The question and answer periods provided were:</td>
<td>3</td>
<td>10</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>5. The instruction and information provided attendees about looking for manufacturing opportunities.</td>
<td>5</td>
<td>9</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. The information provided about the steps involved in starting a manufacturing venture.</td>
<td>9</td>
<td>5</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Overall, I would evaluate the Seminar as:</td>
<td>6</td>
<td>8</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>8. What specific things did you like about the Seminar?</td>
<td>Seminar was very informative and well organized with good use of visual aids.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. What specific things could have been done to have made the Seminar more beneficial and informative.</td>
<td>*Advertisement to prospective business owners and more audience participation motivated by seminar leaders.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Comment most often made in this category.*
Mr. Edwin A. Bethea, Head
Minority Business Development
Engineering Experiment Station
Georgia Institute of Technology
Atlanta, Georgia 30332

Dear Mr. Bethea:

This letter is in reference to your letter dated July 30, 1975.

I will be glad to meet with you on August 13, 1975, at 10:00 A.M. here at my office, located at 529 Norwich Street, Brunswick, Georgia to discuss details of the project.

Sincerely,

Leonard Dawson
Executive Director
LD: jb
Mr. Edwin A. Bethea  
Minority Business Development  
Industrial Development Division  
Georgia Institute of Technology  
Atlanta, Georgia  30332

Dear Ed:

First, let me again express my thanks for the presentation you made to our group last Wednesday. The staff feels that it was like a dose of spring tonic.

I feel that if this kind of presentation could be made throughout the state, minority groups would get a better understanding of the resources available through organizations such as yours.

As you know Ed, we are a rural multi-purpose Community Action Agency with an Economic Development Program being one of its components. Our primary mission is to act as catalyst to enhance the economic development of minority and disadvantaged people. Our achievements in commercial endeavors (small business start-ups, management assistance, small business expansion) has been highly successful, but we feel that not enough is being done in industrial opportunities for the above mentioned target groups.

We would appreciate the opportunity to work with you and other members of the division in setting up a network of groups of interested persons in our area of coverage and I am sure there are others with programs similar to ours that would assist you in this endeavor.

Again, let me say that I feel that the salvation of minority groups could very well rest in the area of production.

Keep me informed on whatever progress you are achieving in this endeavor.

Sincerely,

Willie A. Smith  
Program Director  
Economic Development
November 4, 1975

Ms. Essie Thompson  
Savannah Business League  
P. O. Box 795  
Savannah, Georgia 31402  

Dear Ms. Thompson:

Enclosed is the tentative agenda for the Industrial Development Seminar that we discussed earlier by phone. The contact from Georgia Tech is Edwin Bethea, Head, Minority Business Development, Engineering Experiment Station, Georgia Institute of Technology, Atlanta, Georgia 30332.

We have scheduled the Seminar for Friday, November 21, 1975 from 9:00 - 5:00 at the Conference Room of the Department of Human Resources, 2 East Henry Street.

As advised by Mr. Bob James, SBL will stimulate the minority business community to participate. In perusing the tentative agenda, it is my feeling that it will be time well spent.

Thank you for your interest.

Sincerely,

(Ms.) Pat Smith  
DEPUTY DIRECTOR FOR OPERATIONS

EXECUTIVE DIRECTOR

cc: Mr. Edwin Bethea  

Enclosure

An Equal Opportunity Employer


A Community Action Agency
November 4, 1975

Mr. Edwin A. Bethea, Head
Minority Business Development
Engineering Experiment Station
Georgia Institute of Technology
Atlanta, Georgia 30332

Dear Mr. Bethea:

Please excuse my delinquency in responding to you. We have scheduled
the proposed seminar at the Conference Room of the Department of Human Re­
sources for November 21, 1975.

I have talked to Mr. Bob James at Carver Bank and he has agreed to
arrange for participants for the seminar through Ms. Essie Thompson of the
Savannah Business League. I have talked to her by phone and also written
her a letter of which you will receive a copy.

We are looking forward to working with you further.

Sincerely,

( Ms. ) Pat Smith
DEPUTY DIRECTOR FOR OPERATIONS

John H. Finney
EXECUTIVE DIRECTOR

PS:JHF/sac
Enclosure