



25th

Annual Report

2010-2011

Economic
Development
University
Center

Technical Assistance Project
No. 01-66-08661.02

University of Puerto Rico
Mayagüez Campus

Clients, Partners, and Colleagues:

I hereby present you with the EDUC's June 2011 Annual Report, another year of significant challenges as our institution, collaborators and clients continue to deal with a very weak economy. Nevertheless, we are pleased to report that, through innovation and optimism, a great deal was accomplished to help our clients retain or create jobs, promote economic growth and become more resilient.

Through its three main services components the EDUC provided individual long term economic development assistance to seventeen governmental or nonprofit entities; capacity building professional development to 603 development practitioners; and information counseling to over 152 government officials, community leaders, entrepreneurs or business executives. In summary, our activities during the past year have the potential to help retain 950 jobs, create around 431 new jobs opportunities as well as generating \$3.154 million in public and \$8.650 million in private investment.

We dedicate these accomplishments to our internal and external network of collaborators and to the thousands of private and public sector officials that enthusiastically work to improve the economic opportunities of our fellow citizens.

We are particularly grateful to the Economic Development Administration of the US Department of Commerce, our main sponsor and partner throughout the years, for facilitating by their continued support the important role the EDUC has played in mobilizing university resources to promote economic development.

José I. Vega
José I. Vega Torres, Ph.D.
Director

950 jobs retained
431 jobs created

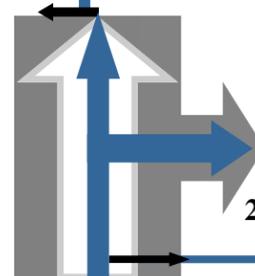
\$8.6 million in private investment
\$3.154 million in public investment

100% satisfaction rating
100% goals accomplished



TABLE OF CONTENT

INTRODUCTION.....	3
TECHNICAL ASSISTANCE SERVICES.....	5
WORK PROGRAM ACCOMPLISHMENTS.....	6
INSTITUTIONAL SUPPORT & INTEGRATION....	9
MEDIA COVERAGE.....	11

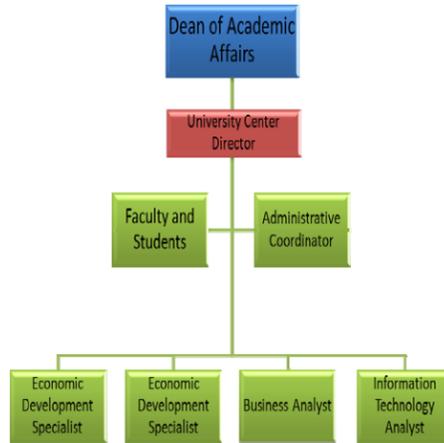


Introduction

The Economic Development University Center (EDUC) was established in September of 1986. The Center operates from the Mayaguez Campus (UPRM) of the State University System that comprises three main campuses and eight university colleges.

The Mayaguez Campus encompasses the Schools of Engineering, Agriculture, Arts and Sciences, and Business Administration as well as the Agricultural Extension Service, Sea Grant Program and Continuing Education community outreach programs. The Campus is recognized as a land grant, space grant, and sea grant university.

The EDUC plays an instrumental role in the efforts undertaken by the Mayaguez Campus to facilitate and promote economic development activities for the entire Island. Services are delivered by staff and a pool of faculty and students with appropriate expertise.



The staff is comprised of qualified professionals with relevant expertise and a demonstrated capacity to provide quality assistance and integrating other university technical resources.

MISSION STATEMENT

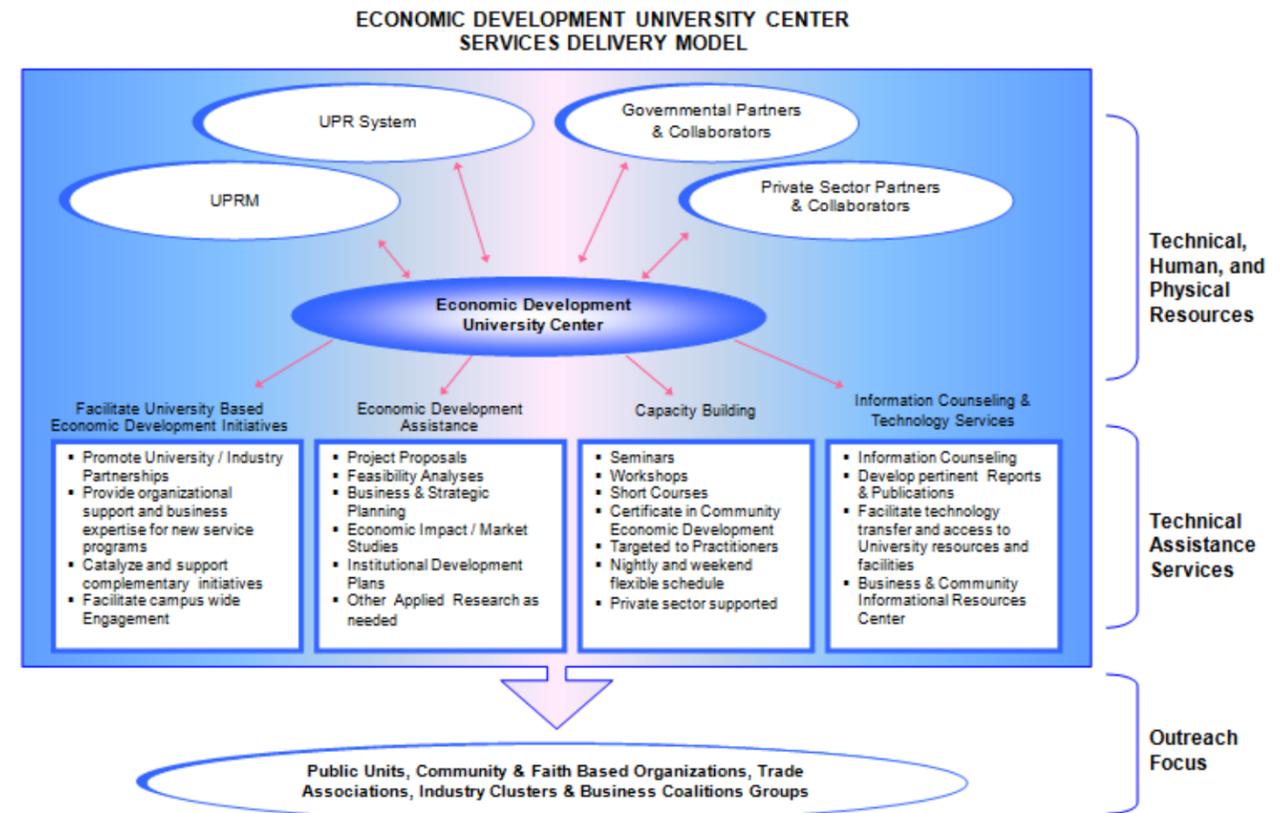
“Mobilize the multidisciplinary human and technical resources of the University to support economic development initiatives of public and private nonprofit entities throughout the Island while serving as instrument to strengthen research and education among colleges and facilitate university/ community engagement.”



EDUC's Staff with the Centroamerican Games Pools Complex in the Background. From left to right Gerardo Cuevas, Information Technology Analyst; Glennys Rivera, Economic Development Specialist; Maria Roman, Administrative Coordinator; Patricia Valentín, Economic Development Specialist, Vera Santiago, Business Analyst; and Jose Vega, Director.

SERVICE AREA & TARGET AUDIENCE

The Center service area covers the Commonwealth of Puerto Rico and its 78 municipalities, including two smaller islands municipalities. Its main target audience comprises the 78 municipal governments, around fifteen state agencies engaged in economic development activities and a number of community and faith-based development organizations throughout the Island.



TECHNICAL ASSISTANCE WITH ISLANDWIDE GEOGRAPHIC COVERAGE



Legend

- Advanced Technology Center (ATC), Municipality of Barceloneta.
- Bio Process Research & Workforce Development Complex, Municipality of Mayagüez.
- Biotechnology Research & Learning Center PUCPR, Municipality of Ponce.
- Training and Employment Center for Persons with Disabilities, Municipality of Aibonito.
- Center for Emerging Enterprises in Science & Technology, Municipality of Caguas.
- Entrepreneurship Support Center, Municipality of Ceiba.
- Partners for Community, Inc. Crece Tu Empresa Program.

Technical Assistance Services



Economic Development Assistance:

This component aims to provide technical advice or applied research support to public units and private non-profit organizations on economic development issues, projects, and programs to help them retain or create jobs.

This long term assistance could comprise the preparation of project proposals or economic development studies such as strategies, feasibility, market, economic impact or planning analyses to promote economic development, job creation and investment in the private sector.

The planned work program called for providing sixteen public units or private non-profit organizations, including on-going clients from the previous fiscal year, with individual economic development assistance.



Capacity Building:

This component seeks to deliver workshops, courses, academies or conferences on economic development and social entrepreneurship topics. Recurrent offerings include a the Certificate in Community Economic Development in collaboration with the Continuing Education Program (CEP) and other single courses and capacity building activities ranging from one day workshops to several days. This year a new Professional Certificate in the Management of Non Profit Development Corporations was launched with great success also in collaboration with the CEP. The planned work program called for delivering or closely collaborating in at least twelve educational relevant activities.

Information Counseling & Technology Services:

This component intends to provide information counseling services, access to technology tools, and develop educational materials relevant to economic development practitioners, communities and businesses. This is undertaken mainly through the Business & Communities Information Resources Center (BCIRC) initiative in collaboration with the Bureau of the Census. At least, one hundred fifty information counseling cases are expected to be handled during a particular year. The Center also supports a website targeting community & faith based nonprofit enterprises to promote social entrepreneurship.



The EDUC is also chartered to facilitate the planning and implementation of complementary outreach initiatives that will further the engagement level and impact of UPRM economic development efforts. These initiatives, besides promoting economic growth by themselves, expand the network of EDUC collaborators within the University.



Work Program Accomplishments

Economic Development Assistance

The EDUC provided individual long term economic development assistance to seventeen governmental or nonprofit entities. Examples of results include the very successful first group and second group of *Crece Tu Empresa Program* which has so far helped retain 120 jobs and create another 34 jobs, the inauguration of the Agro-Biotechnology Learning and Research Center by the Pontifical University Catholic of Puerto Rico at Ponce; and the approval of the Puerto Rico Renewable Energy Cluster Roadmap and Investment Strategy grant.

The Biotechnology and Agro-biotechnology Research & Learning Center was inaugurated in March 2011. CEIBA (by its acronyms in Spanish) has been conceptualized to promote scientific and corporate research that will strengthen the productivity and commercial capabilities of firms in the southern region.

CEIBA offers innovative research, capacity-building trainings in biotechnology and agricultural biotechnology, contributes to an increase in the number of highly skilled agro and biotechnology professionals and entrepreneurs. It houses research and development activities research that add value and enhances firm and regional competitiveness. Some of these Agro Bio regional Companies are Monsanto Caribe Inc., Pioneer Hi-Bred of Puerto Rico, Mycogen Seeds, among others.



Agro-Biotechnology Learning & Research Center
Pontifical Catholic University of PR at Ponce.



A second group of the *Crece tu Empresa* program initiated their training in September. The group comprising 12 enterprises completed the training program in December 2010.

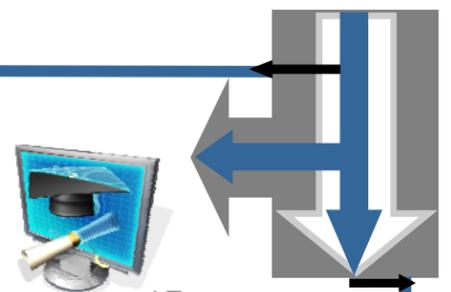
A SAMPLE OF 2010-11 ECONOMIC DEVELOPMENT ASSISTANCE CLIENTS:

- Municipality of Caguas
- Puerto Rico Planning Board
- Puerto Rico Community Foundation
- Puerto Rico Industrial Development Company
- Puerto Rico Techno-economic Corridor (PRTEC)
- East Central Technological Initiative (INTECO)
- Pontifical University Catholic of Puerto Rico
- Partners for Community, Inc.
- Winston Salem Industries for the Blind, Inc.
- Youth of Puerto Rico at Risk. Inc.
- Puerto Rico Manufacturers Association



Capacity Building

Professional Certificate in the Management of Non-Profit Corporation



The EDUC graduated the first group of 37 participants of the Professional Certificate in the Management of Non-profit Corporations. There are a variety of staff or board members of nonprofits, volunteers, consultants and individuals who want to learn how to effectively administer a social enterprise to promote community wellbeing.



The participants are from different areas of Puerto Rico. The majority of attendees are from beyond the western region and they connected to online weekly classes and one monthly traditional meeting.

COURSES AND ACTIVITIES DURING THIS YEAR:

- 1) Introduction to the Third Sector
- 2) Organizational Requirements for Non Profit Organizations
- 3) Proposal Preparation
- 4) Media Relations for the Nonprofit Enterprise
- 5) How to Request the Federal Charitable Tax Exemption
- 6) Strategic Planning for Non Profit Corporations
- 7) Human Resources Management in Nonprofit Enterprise
- 8) Responsibilities and Effective Supervision for a Board of Directors
- 9) Financial Management in the Nonprofit Enterprise
- 10) Marketing tools for Non Profits
- 11) Social Entrepreneurship
- 12) How to start a Small Business
- 13) Funds and Financing for Small Businesses
- 14) Viability Studies



How to Start a Small Business Course

Three sections on the How to Start a Small Business Course were developed during this year as part of the collaborative initiative with the Continuing Education Program (CEP). This basic course for entrepreneurs with a business idea include the "Kit Empresarial" book to guide the attendees in the process to make the Business Plan. One of the sessions was an online class by WizIQ virtual classroom.

Information Counseling & Technology Services

A total of 152 information-counseling cases were handled during this year through the Business and Communities Information Resources Center (BCIRC). The technical assistance clients responding the evaluation form rated the service with a 10 in a scale of 1 to 10 and commented very positively about the support and assistance provided.

The information provided from studies, census, or referrals to computerized searches on Internet databases and customized socio-economic statistical summaries. Technology services included client access to the BCIRC resources and online resources in www.empresasocial.uprm.edu.

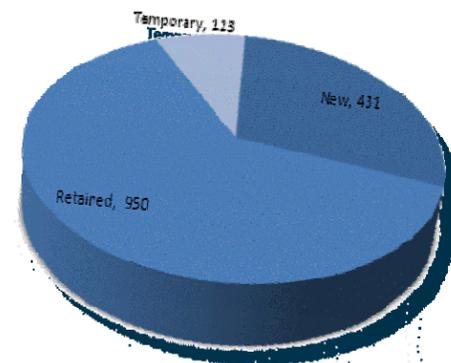


Examples information requests:

- Aging group population statistics
- Data about suppliers and competitors for new business
- Marketing tools
- Financial administration
- Writing and development proposals

Potential Impact on Employment & Investment

The potential economic impact of the projects completed or on-going during the fiscal year ending in June 2011 in terms of employment is summarized in the next chart:



Sample comments from our clients:

"The quality of staff, dedication, responsibility and commitment was noted at all times. Thanks to the EDUC for taking the lead in organizing the Quest event, along with staff from the University of Puerto Rico Mayagüez Campus and the staff of the Puerto Rico Manufacturers Association (PRMA)"

Mr. Gonzalo Serrano
PRMA

The potential economic impact of projects in terms of investment promotion was:

\$3,154,800 in public investment
and
\$8,650,500 in private investment.



Institutional Support & Integration

As part of the Entrepreneurial Agenda of the School of Business, a series of promotional and sales activities were developed for university entrepreneurs. The initiative “Collegiate Entrepreneurs in Business” was aimed at students, faculty and university related ventures to promote an entrepreneurial mindset.

The businesses participated in the workshop “How increase your sales in a trade fair” by the EDUC. They learned about sales and negotiation skills, business models and other related aspects to improve their business competitiveness. The attendees received free publicity by means of the media coverage during the three events: Christmas (December), San Valentines (February) and Mothers Day (May) trade fairs.



A group of over 50 entrepreneurs participated of the three events in December 2010, February and May 2011. They exposed their services and products to the judgment of consumers, made new contacts and obtained significant revenues from sales.



The EDUC collaborated as partner in the initiative by the Agricultural Extension Service to develop agribusinesses within the Lajas Valley Agricultural Reserve.

This program sought to promote job creation in Lajas that exhibits an unemployment rate of over 20% by assisting farmers in launching feasible business ventures.



The UPRM in coordination with EDUC served as host of the annual Quest competition of the Puerto Rico Manufacturers Association (PRMA). Quest is an initiative that seeks to improve the competitiveness of PRMA affiliates that promotes and recognizes the continuous improvement efforts of local industries. The competition demonstrates the principles and techniques of improving performance through participation and innovation. An average of 30 companies presented around 40 innovation projects that were depicted through posters and evaluated by a jury, composed by professors of the UPRM. Those projects represented \$43 million in savings for the companies that participated.



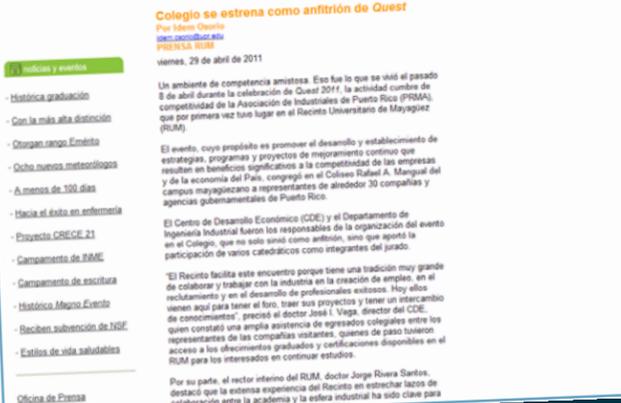
Boys and Girls Club won the first place in the category of service.



Various departments of the UPRM presented their booth with valuable information for all participants.

Media Coverage

Media Coverage



ECONOMIC DEVELOPMENT UNIVERSITY CENTER
UNIVERSITY OF PUERTO RICO—MAYAGUEZ

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