

2010 Colloquium on Race and
Poverty
Atlanta, Georgia

Domain Discussion
Report

Domain Name: **Small Business/Employment**

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Domain:

Write Goal #1 Reduce Poverty:

- Teach specific behaviors/change mindset
- Develop multi-faced approach to job creation, business development, unifying community

Strategies:

- Internal investment by clients: have a stake in the process
- Marketing: Seed (idea & Passion), Soil(Teaching) Water(Financing), Grow(Product)
- Economic Development (Hire, Sustain,...

Small Business Con't

- Get people with no experience to the table (stakeholder/ownership)

Domain:

Write Goal #2 Start (Green Businesses)

List 3 Strategies:

- Obtain budget and grass
- Develop educational component
- Change/Alter Mindset from poverty thought process

Measure(s) for Each Strategy

Make Money

Track Success: How many were and now are not in poverty.

Business Con't – Goal 2

- #People above poverty
- # Owning Homes
- In-Crisis Status(Before and After Scale)

Domain:

Write Goal #3

List 3 Strategies:

Measure(s) for Each Strategy