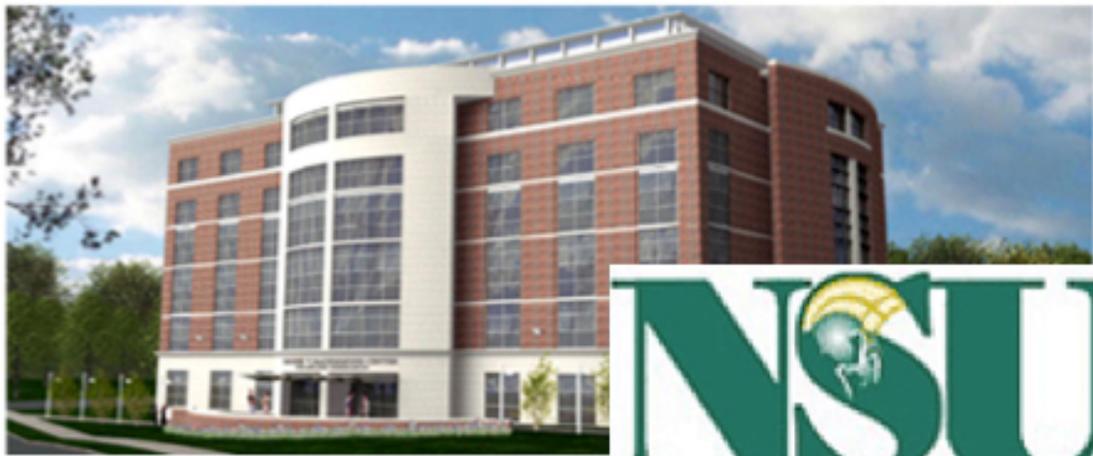


NMTC Higher Ed

# CASE STUDY

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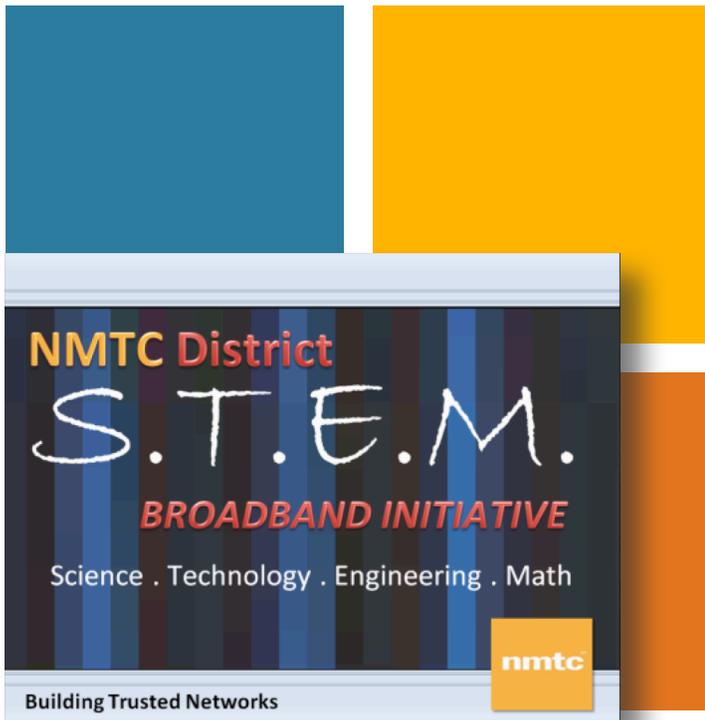
## Norfolk State University RISE Center



**Conceptualization Support work and ICT Contract Award for  
Management of Information/Technology Services**

# NMTC

As a pilot to test the organizational relevance and impact the National Minority Technology Council (NMTC) implemented and executed a plan to help forward an HBCU vision while facilitating a large state contract.



# Supporting Visionary Leaders

## CASE STUDY

### HBCU Innovation & Partnership

February 2002 was the start date for an IT Services contract awarded by Norfolk State University (NSU). This \$15 Million services contract was won by a team of companies led by a minority technology company and a large communications product company, partnered through relationships formed by the National Minority Technology Council. This case study aims to illuminate the framework for both the bid-win strategy that resulted in the contract award and the change in client focus that supported a critical paradigm shift from outsourced IT vendor support, to a visionary partner service provider.

To set the scene then President Dr. Marie V. McDemmond and then Chief of Staff Margot Tyler were convinced that NSU

could pave the way for other HBCU's by creating an enriched environment that would include both faculty and community involvement. Through a NSU Board connection the National Minority Technology Council's Chairman Karl Cureton was included in formative conversations on how technology could strategically play a role in both the funding and enhancement of the proposed RISE (**R**esearch and **I**nnovation to **S**upport **E**mpowerment) Center. The President was mission driven that her Faculty team would play a lead in the formation and implementation of the RISE center and that the Center would be a beacon of excellence in community building through economic development.

# Building Trusted Networks™

## NMTC facilitated idea creation for HBCU ICT Industry Partnerships

Innovation & Partnership



It became clear that in order to establish funding for the RISE Center proposal NSU needed to elevate the vision of a new facility to the Virginia State Government. In closed-door sessions working with NSU faculty it became obvious that the RISE Center needed to be socialized to the then Secretary of Technology Don Upson (One of our nations first cabinet positions for technology in the US) NMTC had forged a relationship with Secretary Upson and included NSU's agenda to a Council event. The event was funded by Marconi Communications as they understood the strategic nature of NSU's vision and realized the procurement opportunities that the RISE Center and NSU could afford not only locally but nationwide. Marconi had developed internally ideas on how broadband and community empowerment could generate wealth in underserved communities.

As the Council event was being planned for the of Summer of 2000 and stakeholders invited work continued with NSU faculty and Chairman Cureton to frame how NSU could move forward with a facility under the legislative constraints present for a state run university. NSU faculty and the Chief of Staff worked to creatively solve this problem by creating a separate entity that would house both the RISE Center and the programs it would run. NMTC played a role as both an industry sounding board and trusted partner as a great deal of the meetings included sensitive information germane to how best NSU could move forward and achieve the University Presidents vision. E2F was formed as the non-profit that would house the NSU's community and economic development mission.

Founded in 2001, E2F is an independent 501(c)(3) affiliate of Norfolk State University. Their mission is to provide products and services that promote applied research and technological innovations that, in turn, contribute positively to the economic strength of the Hampton Roads region and the Commonwealth of Virginia.

The Council held an elegant event in Richmond Virginia at the historic Jefferson Hotel. Over 250 participants, mainly owners of minority technology companies

attended the gala. Both Secretary Upson and NSU President McDemmond spoke at the dinner. However, the key event was a private event held in one of the Jefferson Hotel's boardrooms. This meeting included NSU President and Secretary Upson and resulted in substantive follow up discussions. The historic importance of the meeting between the then Republican Gubernatorial Administration was not lost. In fact the initial

funding was subsequently sourced by Governor Gilmore's Administration, the same Administration that appointed Don Upson.

The good will developed between Marconi and NSU was based on the common desire to consider technology as a lead economic driver for urban communities. The RFP that generated the contract win for the Marconi led team was posted winter 2000 with a spring submission date. The Council planned a DC event fall of 2001 and NSU was a sponsor. Orals occurred days from the event and it seemed the Marconi team understood not only the requirements but the shift in culture required to managed and develop a new technology initiative as innovative as the RISE Center. The selection of the Marconi led team occurred late 2001 and negotiations concluded January 2002.



Building Trusted Networks™

## Leadership

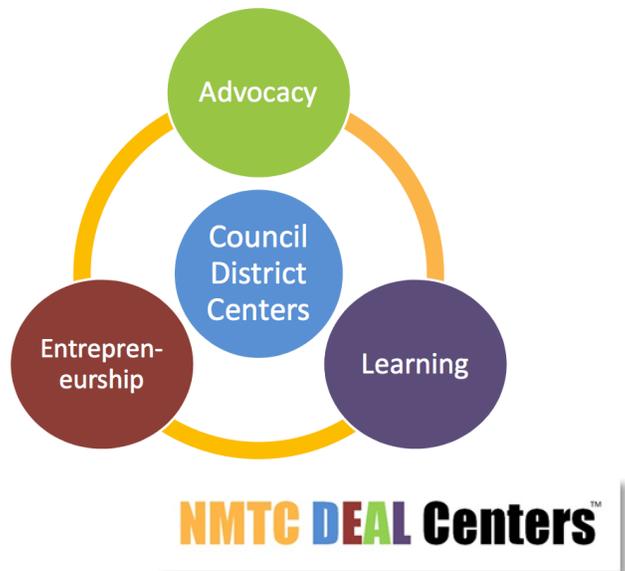
# National Minority Technology Council

## Our Membership is forged by Trust

The National Minority Technology Council was incorporated in Virginia as a non-stock 501 (c)6 trade association. We are highlighting Minority Technology companies from over 30 different states and 40 Districts. The Minority Technology Industry is a vibrant fast growing and viable business segment. The Minority Technology Industry's combined annual revenue is estimated at over \$100 Billion. NMTc represents the over 65,000 minority technology employers and the estimated 500,000 employees who work for these tech companies here in the US and around the world.

Our vision of collaboration programs an increase in community access to opportunities and resources. Our leadership and faith serve to organize the Minority Technology Industry into a powerful and distributed network of vibrant and connected

technology businesses. This inductive capacity will provide breakthroughs in federal contracting that will enable Minority Technology Companies to robustly participate in active and large transactions and engagements, creating jobs and wealth in our urban communities. We aim to build long lasting relationships by forging relevant partnerships that work to consider each stakeholder as an essential, and necessary element of the "deal". Pragmatically the Council has identified federal programs that create tipping points within the urban community. We invite the reader to consider becoming a member of our organization. Our mission focused activities are best suited for companies, agencies, NGO's, Education organizations that understand the need for professional networks that hold trust as the highest currency.



# Contact Us

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