

CENTER ON RACE AND WEALTH

Technical Assistance

C O N F E R E N C E

2011

Providing Technical Assistance and

Research Support to

Ford Foundation

Asset Building Coalition Grantees

MARCH 16-18, 2011

WASHINGTON, DC





HOWARD
UNIVERSITY

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Washington, DC 20001
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Center on Race and Wealth

March 16, 2011

Dear Conference Participant:

Welcome to the 2011 Center on Race and Wealth (CRW) Technical Assistance Conference in Washington, DC. The CRW is pleased to be able to provide opportunities for Ford Foundation state and regional asset building coalition grantees and their partners to discuss strategies to enhance their asset building work.

The primary objective of the Technical Assistance Conference is to provide participants with information and knowledge to work more effectively in the field of asset building. We also hope to strengthen the relationship of our Associates and their graduate assistants with each of you as we explore our emerging partnership goals.

We are excited to be a part of this initiative, and are glad that you are here with us.

Sincerely,

Charles L. Betsey
Co-Principal Investigator

Rodney D. Green
Co-Principal Investigator





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HOWARD UNIVERSITY CENTER ON RACE AND WEALTH

The Howard University Center on Race and Wealth (CRW) was created in 2007 through a grant from the Ford Foundation. It is housed in the Economics Department and is led by Dr. Charles L. Betsey and Dr. Rodney D. Green. The goal of the Center is to enrich the dialogue and research on asset building, wealth accumulation, and racial wealth disparities. It supports the Ford Foundation's initiative on *Building Economic Security over a Lifetime* by assessing the research and technical assistance needs of the Initiative's state and regional coalition grantees and enlisting a team of experienced researchers at universities across the country—the Center Associates—to conduct studies on asset building issues of interest to the coalitions. The work of this virtual “think tank” of academic researchers is supported by research assistants from the graduate economics program at Howard University.

Center Associates and their graduate assistants work with coalition grantees to support each coalition's specific mission with regard to wealth creation education and advocacy in its particular region.

The Center holds an annual conference in Washington, DC on moving from research to policy ideas and advocacy for coalition leaders and their community-based organization partners, Center Associates, research assistants, and other affiliates of Ford's *Building Economic Security over a Lifetime* initiative.

For additional information, please contact:

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OVERVIEW AND IMPORTANT INFORMATION

CONFERENCE OVERVIEW

The Howard University Center on Race and Wealth (CRW) welcomes you to its first annual Technical Assistance Conference. The conference is supported by a grant from the Ford Foundation and is part of Ford's *Building Economic Security over a Lifetime* initiative.

This year's topics were selected based on the responses of coalition grantees and their affiliates to a 2010-2011 survey conducted by the CRW. The conference presents training and technical assistance in five topics identified by survey respondents as most needed.

The three-day conference brings together a diverse group of asset building coalition representatives and their affiliates from eight states—Alabama, California, Florida, Illinois, Louisiana, Mississippi, Oklahoma, and Texas—CRW research associates from four universities throughout the country, research assistants from Howard University, CRW staff, and Ford Foundation representatives.

We hope you will find the sessions beneficial.

Thank you for your continued work in asset building and in seeking solutions to the racial wealth gap. Please enjoy the conference and your stay in Washington, DC.

CONFERENCE TOPICS

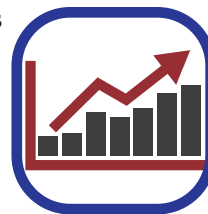
The conference offers five distinct sessions covering topics identified as priorities by respondents to the 2010-2011 CRW Survey of Training and Technical Assistance Needs.

CRW AT-A-GLANCE

- Seeks to enrich the dialogue and research on asset building, wealth accumulation, and racial wealth disparities



- Supports the Ford Foundation's initiative on Building Economic Security over a Lifetime by assessing the research and technical assistance needs of the Initiative's state and regional coalition grantees



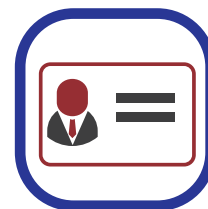
- Enlists a team of experienced researchers at universities across the country to conduct studies on asset building issues of interest to the coalitions



- Provides support to CRW academic researchers through research assistants from the graduate economics program at Howard University



- Holds an annual conference in Washington, DC on moving from research to policy ideas and advocacy.



REGISTRATION AND MEETING ROOMS

Registration for the CRW Technical Assistance Conference is located in the Registration Room on the hotel's Ballroom level. The registration desk is open at the following times:

- Wednesday, March 16 – 1:00 p.m. to 5:00 p.m.
- Thursday, March 17 – 7:00 a.m. to 8:30 a.m.

All sessions will be held in Salons CD located on the hotel's Ballroom level. The reception on Thursday, March 17 will be held in Salon E, also on the Ballroom level.

VIDEOTAPED SESSIONS

All sessions are being videotaped and recorded. Please note that your attendance at these sessions will be considered as your tacit permission to be videotaped during the session and/or recorded if you participate in the Q & A sessions.

MEETING ETIQUETTE

As a courtesy to the presenters and other conference participants, please observe the following rules of meeting etiquette:

- Arrive a few minutes before the session start time.
- Silence your electronic devices prior to entering the sessions.
- If you need to leave the room, please wait for a break between speakers.

FEEDBACK

Your feedback on the Conference is welcome and is very important to us. An evaluation form will be available at the end of the conference for you to complete.

MEETING VENUE

Marriott at Metro Center
775 12th Street NW
Washington, DC 20005
Phone: 202-737-2200

IMPORTANT INFORMATION

Please wear your name badge at all times, as it is required for admission to all conference sessions and catered events. CRW staff are available to assist you with any questions you may have throughout the Conference. Please let us know if there is anything we can do to make the conference a successful experience for you!

DISCLAIMER

The CRW Technical Assistance Conference has been funded by the Ford Foundation. The CRW's agenda does not necessarily reflect the Ford Foundation's views or policies, nor do mentions of trade names, commercial products, or organizations imply endorsement by the Ford Foundation.



SCHEDULE OF EVENTS

WEDNESDAY, MARCH 16, 2011

1:00 p.m. - 5:00 p.m. **Registration Open**

THURSDAY, MARCH 17, 2011

7:00 a.m. - 8:30 a.m. **Registration and Breakfast**

8:30 a.m. - 9:00 a.m. **Opening Session**

Welcome

Rodney D. Green

*Co-Principal Investigator,
Howard University
Center on Race and Wealth*

Kilolo Kijakazi

*Program Officer, The Ford
Foundation*

9:00 a.m. - 10:00 a.m. **Keynote Address**

Introduction

Charles L. Betsey

*Co-Principal Investigator,
Howard University
Center on Race and Wealth*

*The Real Economy for Real People: America's
Growing Divide between the Rich and the Rest*

James H. Carr

*Chief Business Officer,
National Community
Reinvestment Coalition*

10:00 a.m. - 10:15 a.m. **Break**

10:15 a.m. - 11:45 a.m. **Session I**

*Identifying Policy Research Priorities in a
Changing Political Landscape*

Avis Jones-DeWeever

*Executive Director, National
Council of Negro Women*

12:00 p.m. - 1:15 p.m. **Lunch**

1:30 p.m. - 3:00 p.m. **Session II**

*Analysis of Wealth/Asset Building Using
Public Data Sets*

Wilhelmina A. Leigh

*Senior Research Associate,
Joint Center for Political and
Economic Studies*

Ying Li

*Research Analyst, Joint Center
for Political and Economic
Studies*

3:00 p.m. - 3:15 p.m. **Break**

3:15 p.m. - 4:45 p.m. **Session III**

*Learning from Rural Community Development
Innovations*

Bárbara Robles

*Senior Research Liaison,
Division of Consumer and
Community Affairs, Board of
Governors of the Federal Reserve
System*

5:30 p.m. - 7:30 p.m. **Evening Reception**

FRIDAY, MARCH 18, 2011

7:00 a.m. - 8:00 a.m. **Breakfast**

8:00 a.m. - 10:00 a.m. **Session IV**

Crafting Your Message to Engage the Media

Liz Wainger

Founder, Wainger Group

10:00 a.m. - 10:15 a.m. **Break**

10:15 a.m. - 11:45 a.m. **Session V**

*The Color of Wealth: Building Capacity to Advocate
for Asset Policies*

Maya Rockeymoore

*President & CEO, Global
Policy Solutions*

12:00 p.m. - 1:00 p.m. **Lunch**

1:30 p.m. - 3:00 p.m. **Session VI**

*Group Meetings: CRW Associates, Coalition
Grantees, and Coalition Partners*

3:00 p.m. - 3:15 p.m. **Break**

3:15 p.m. - 3:30 p.m. **Closing Session**

SESSION DESCRIPTIONS

KEYNOTE ADDRESS

The Real Economy for Real People: America's Growing Divide between the Rich and the Rest

The current economic crisis has shown how current measures of economic performance increasingly mask the reality of life for millions of Americans. On the one side of the economic ledger, GDP is positive, earnings at the nation's largest corporations are at record levels, stock prices are soaring, and large companies are sitting on trillions of dollars of cash and other liquid assets. On the other side of the ledger, official unemployment remains at 9 percent, with the broader measure of unemployment exceeding 16 percent; the number of people living in poverty, as well as the share experiencing severe poverty, continues to grow, small firms are struggling to keep their doors open, job creation is anemic, and millions of families continue to lose their homes and savings to foreclosure. These statistics reflect the growing disparity between the economic well being of the nation's wealthiest families and corporations, and the increasingly desperate situation for working class America. Absent a change in public policy, these trends are likely to continue, driven more by public policies than market forces. This presentation will examine the growing wealth divide in America, explore its causes and potential consequences, and discuss actions needed to gain control of this economically unhealthy and unsustainable course for the US economy.

James H. Carr, Chief Business Officer, National Community Reinvestment Coalition, Washington, DC

SESSION I

Identifying Policy Research Priorities in a Changing Political Landscape

Today's deficit-focused political climate presents a significant challenge to asset-building advocates everywhere. Yet the need to utilize research for effective policy action is perhaps more important now than ever. This highly interactive session will guide participants along the path of developing a comprehensive policy research agenda which takes into account the ever-increasing wealth-building needs of vulnerable communities. Such an agenda must recognize both the current political context and the opportunities on the horizon in connection with the 2012 Presidential campaign season.

Avis Jones-DeWeever, Executive Director, National Council of Negro Women, Washington, DC

SESSION II

Analysis of Wealth/Asset Building Using Public Data Sets

This session will enable attendees to understand and use publicly available data about wealth at the community level. Issues associated with collecting wealth data and its availability at other geographic levels also will be addressed.

Wilhelmina A. Leigh, Senior Research Associate, Joint Center for Political and Economic Studies, Washington, DC

Ying Li, Research Analyst, Joint Center for Political and Economic Studies, Washington, DC

SESSION III

Learning from Rural Community Development Innovations

Several key development issues face low to moderate income communities in both urban and rural sectors: creating jobs, educating and retaining youth, closing the digital divide, maintaining safe and sustainable food markets, place-based entrepreneurship with export capacity, and learning to capture elder leadership legacies for the next generation. This presentation focuses on identifying and highlighting cultural and legacy assets in communities of color that can be leveraged to create a link between policy and practice while cultivating partnerships between rural and urban development initiatives

Barbara Robles, Senior Research Liaison, Division of Consumer and Community Affairs, Board of Governors of the Federal Reserve System, Washington, DC

SESSION IV

Crafting Your Message to Engage the Media

Good solid messaging and smart dissemination and positioning of those messages can help get information about the important work that coalitions are doing from your desk into newspaper stories, blogs and television coverage. The workshop focuses on what makes for good messaging, fitting

your message into the larger picture of poverty reduction and asset building, defining audiences and goals, identifying avenues for dissemination, and building relationships with media and bloggers.

Liz Wainger, Founder, Wainger Group, Rockville, MD

SESSION V

The Color of Wealth: Building Capacity to Advocate for Asset Policies

This session will explore asset building policies that can help to close the racial wealth gap. The session will also focus on advocacy strategies and tools that can strengthen efforts to advance asset building policies.

Maya Rockey Moore, President & CEO, Global Policy Solutions, Washington, DC

SESSION VI

Group Meetings: CRW Associates, Coalition Grantees, and Coalition Partners

CRW Associates and coalition representatives and their partners will meet to discuss next steps in moving forward.



SPEAKER BIOGRAPHIES

CHARLES L. BETSEY

Charles Betsey is Interim Dean of the Howard University Graduate School and Professor of Economics and serves as co-Principal Investigator of the Center on Race and Wealth. Dr. Betsey served as chairman of the economics department from 1990-1996 and as interim chair from 2003-2005. Prior to joining the faculty of Howard University he was on the faculty at a number of universities and served in various research organizations, including as study director for a National Research Council panel.

Dr. Betsey's current research interests include financial literacy, consumption behavior and wealth accumulation of African-Americans, and pay and compensation policies in the market for college faculty. His recent publications include an edited volume of articles on Historically Black Colleges and Universities, and a study of the determinants of faculty research productivity.

From 1991-1992, he served as president of the National Economic Association, and continues to serve as a member of the Board of Editorial Advisors of the *Review of Black Political Economy*. He is also a member of the Policy Council of the Association of Public Policy Analysis and Management, and was elected to the National Academy of Social Insurance.

Dr. Betsey served as a Labor Economics Fellow at the U.S. Equal Employment Opportunity Commission from September 2005 to August 2006, consulting on a variety of research issues and designing a study of federal sector equal employment outcomes.

Dr. Betsey earned his B.A. in Economics and Spanish Literature and his Ph.D. in Economics from the University of Michigan.

JAMES H. CARR

Jim Carr is Chief Business Officer for the National Community Reinvestment Coalition, an Executive Committee member of Americans for Financial Reform, and a Braintruster (blogger) for the

Roosevelt Institute's New Deal 2.0 initiative. Jim is also a former Visiting Professor at Columbia University in New York. Prior to his appointment to NCRC, Jim was Senior Vice President for Financial Innovation, Planning, and Research for the Fannie Mae Foundation, Assistant Director for Tax Policy with the U.S. Senate Budget Committee, and Research Associate at the Center for Urban Policy Research at Rutgers University. Jim has served on research or policy advisory boards at Harvard University, University of California-Berkeley, and University of Pennsylvania. Jim was an advisor to the Organization for Economic Cooperation and Development (OECD) Urban Affairs Project Group in Paris, France and has consulted internationally on financial modernization, housing finance, and economic development to China, Mexico, Turkey, Colombia, South Africa, and Ghana. Jim testifies frequently before the United States Congress and has appeared on CNN, FOX News, CNBC, Bloomberg TV, MSNBC, PBS, and been quoted in various major newspapers including *The Washington Post*, *USA Today*, *New York Times*, *Wall Street Journal*, *Associated Press*, *Reuters*, and numerous additional media outlets. Jim holds graduate degrees in urban and regional planning from Columbia University and University of Pennsylvania and an architecture degree, with honors, from Hampton University.

RODNEY D. GREEN

Rodney Green has served as a professor of urban economics at Howard University since 1977, and for the past fifteen years has also served as Executive Director of the Howard University Center for Urban Progress, a unit designed to strengthen the University's urban research, program evaluation, community service, and community development agenda at local, federal, and international levels. He currently serves as Chair of the Howard University Department of Economics and is a co-Principal Investigator of the Center on Race and Wealth.

Dr. Green has directed over 60 externally funded projects at the Center for Urban Progress since its founding with a value of over \$30 million dollars.

Dr. Green has authored three scholarly books on issues of race and urban development and over 40 journal articles. In recent years, he has directed evaluation studies of seven HOPE VI projects in the District of Columbia, Virginia, and Florida, as well as other public housing and urban initiatives. Dr. Green has actively participated in labor, social justice, and anti-racist movements since 1968. Dr. Green received his undergraduate degree in politics and economics at Yale University (1970) and his M.A. (1976) and Ph.D. (1980) degrees in economics at the American University.

JANET GRIFFIN-GRAVES

Janet Griffin-Graves serves as the Program Director of the Howard University Center on Race and Wealth and is responsible for managing the day-to-day operations of the Center, including program planning, implementation, and coordination. Reflecting her deep engagement in developing service-learning opportunities for Howard University students, she has for many years directed the Howard University Center for the Advancement of Service Learning and also served as Community Director of the Howard University Nonprofit Leadership Alliance. She directed the Howard University Center for Urban Progress 21st Century Community Learning Center and coordinated the Howard University Community Development Internship Program. From 1985 to 1997, Dr. Griffin-Graves was an assistant professor in the Department of Economics at Howard University, where she taught labor economics, microeconomics, and macroeconomics courses.

Dr. Griffin-Graves earned her B.A. degree in economics from Spelman College and her Ph.D. in economics from the University of Texas at Austin.

AVIS JONES-DEWEEVER

Avis A. Jones-DeWeever serves as the Executive Director of the National Council of Negro Women, the nation's oldest organization devoted to the advancement of both civil rights and gender rights. As both a membership organization and an umbrella organization which galvanizes the collective power of over 30 national African American women's organizations, NCNW touches the lives

of some four million women of African descent within the United States and throughout the Diaspora.

Prior to serving in the role of Executive Director, Dr. Jones-DeWeever held appointments with the Institute for Women's Policy Research, the Joint Center for Political and Economic Studies, and the Congressional Black Caucus Foundation, before merging her interests in both race and gender as NCNW's Research and Policy Center Director.

An accomplished scholar, writer, political commentator and public speaker, Dr. Jones-DeWeever is an authority on race and gender in the U.S. with a special focus on electoral politics, the economy, poverty in urban communities, inequality of educational opportunity, and health disparities as it relates to the well-being of Black women. A selection of her publications include: *Losing Ground: Women and the Foreclosure Crisis*; *Abandoned Before the Storms: The Glaring Disaster of Gender, Race and Class Disparities in the Gulf*; *Black Girls in New York: Quiet Strength, Bold Resilience*; and *The Black Women and Families' Agenda for Change*.

In addition to her written contributions, Dr. Jones-DeWeever is a highly sought-after political commentator and public speaker. Her policy perspectives have been shared through a variety of media outlets including: CNN, PBS, BET News, Voice of America Television, the Canadian Television News Channel, National Public Radio, Sirius/ XM Radio, Glamour Magazine, Pink Magazine, Essence Magazine, the New York Times, the Washington Post, the Huffington Post, and Vital Speeches of the Day.

Dr. Jones-DeWeever received her Ph.D. in Government and Politics from the University of Maryland, College Park. She serves on the Board of Directors of the Women's Voices. Women's Vote. Action Fund, the Advisory Board of Wider Opportunities for Women, maintains the position of Affiliated Scholar with the Institute for Women's Policy Research, and is currently writing a book on the prevalence of food deserts in America and what can be done about it.

KILOLO KIJAKAZI

Kilolo Kijakazi is a program officer in the Financial Assets Unit of the Economic Opportunity and Assets Program at The Ford Foundation. Her initiative is Building Economic Security over a Lifetime which focuses on promoting public support for the creation of universal savings accounts from birth through retirement, and Social Security reform that improves benefits for low-wage workers. This approach incorporates the expertise of people of color into all aspects of the work, including research, policy, and practice.

Before coming to Ford, Kilolo was a senior policy analyst for the Center on Budget and Policy Priorities where she specialized in Social Security. While there she wrote and presented research and policy papers, provided testimony before Congress, and served as a panelist at the White House Conference on Social Security under the Clinton Administration. Some of her papers were published by the National Academy of Social Insurance and the Gerontological Society of America.

Prior to that, she worked as a program analyst for the US Department of Agriculture, Food and Nutrition Service. In this position she designed and monitored evaluations of the Food Stamp Program and demonstrations of non-custodial parents programs. She also worked at the National Urban League Washington Operations office as a policy analyst and addressed issues such as welfare reform, employment, and education.

Kilolo received a doctorate in public policy from the George Washington University and her dissertation was published in 1997 as a book titled *African-American Economic Development and Small Business Ownership*. She also holds an MSW with a specialty in community development from Howard University and a BA in psychology from Binghamton University.

WILHELMINA A. LEIGH

Wilhelmina A. Leigh is a senior research associate at the Joint Center for Political and Economic Studies (Washington, DC). Prior to joining the Joint Center in 1991, she was a principal analyst at the U.S. Congressional Budget Office and had worked for the Bureau of Labor Statistics (U.S. Department

of Labor), the U.S. Department of Housing and Urban Development, the Urban Institute, and the National Urban League. Dr. Leigh also has taught at Georgetown, Harvard, and Howard universities, and at the University of Virginia. She has been an elected member of the National Academy of Social Insurance since 1996.

Throughout her career, Dr. Leigh has analyzed a variety of issues related to asset building (or wealth creation) and retirement security within communities of color. Dr. Leigh received her Ph.D. in economics from the Johns Hopkins University and her AB, also in economics, from Cornell University.

YING LI

Dr. Ying Li is a research analyst at the Joint Center for Political and Economic Studies. Her research focuses on national public policies that affect the well being of racial and ethnic minorities. Dr. Li is the primary staff person at the Joint Center to work with the Census Bureau to disseminate census data to communities of color in easily understandable formats. Dr. Li received her Ph.D. in mass communication and media arts from Southern Illinois University, and her master's and bachelor's degrees in library and information science from Peking University, China.

BÁRBARA ROBLES

Bárbara Robles received her PhD in Economics with fields in Money and Banking and Econometrics from the University of Maryland-College Park. She is the author of *U.S. Latino Families, Heads of Households, and the Elderly: Emerging Trends in Financial Services and Asset-Building Behaviors (2009)*, *Financial Services and Product Usage by Latinos in the U.S. (2007)* and a co-author of the 2006 Gustavus-Meyers Human Rights award book, *The Color of Wealth: The Story Behind the U.S. Racial Wealth Divide (2006)*. She has taught at Arizona State University, the University of Texas-Austin and the University of Colorado-Boulder. She has held the position of Revenue Estimator/Economist for the Joint Committee on Taxation scoring tax legislation for Congress. Her research focuses on wealth inequality, community asset building, tax and financial education policies,

micro-businesses and entrepreneurship with special focus on LMI populations and Communities of Color.

MAYA ROCKEYMOORE

Maya Rockeymoore is President and CEO of Global Policy Solutions, a social change strategy firm based in Washington, DC. Dr. Rockeymoore has previously served as the Vice President of Research and Programs at the Congressional Black Caucus Foundation (CBCF), Senior Resident Scholar for Health and Income Security at the National Urban League, Chief Of Staff to Congressman Charles Rangel (D-NY), Professional Staff on the House Ways and Means Committee, and as a CBCF Legislative Fellow in the office of Congressman Melvin Watt (D-NC) among other positions.

Dr. Rockeymoore's areas of expertise include health, social insurance, income security, education, women's issues and youth civic participation. She is the author of *The Political Action Handbook: A How to Guide for the Hip-Hop Generation* and co-editor of *Strengthening Community: Social Insurance in a Diverse America* among many other articles and chapters. Rockeymoore serves on the boards of the National Committee to Preserve Social Security and Medicare and the National Association of Counties Financial Services Corporation. She is also a member of the National Academy of Social Insurance, the National Conference of Black Political Scientists, and the Insight Experts of Color Network. The recipient of many honors, she was

named an Aspen Institute Henry Crown Fellow in 2004 and is the recipient of Running Start's 2007 Young Women to Watch Award.

A regular guest on radio and television shows, Dr. Rockeymoore has appeared on NPR, CNN, Black Entertainment Television, ABC World News Tonight, Fox News, and C-SPAN. Her opinions have also been quoted by the New York Times, Washington Post, USA Today, LA Times, Boston Globe, Black America Web, and Houston Chronicle among other prominent national news sources.

LIZ WAINGER

Liz Wainger is founder of Wainger Group, L.L.C., an independent, strategic communications consulting firm that helps position and brand public, private and not-for-profit companies and organizations. Liz works with clients to tell the right stories to the right to the right people for maximum impact and effect, whether that be to change minds and behavior, win supporters and advocates or raise money or improve the bottom line. Liz has more than 25 years of experience public relations, marketing and journalism. Clients include the Capital Area Asset Builders, The Community Foundation for the National Capital Region, The Robert Wood Johnson Foundation, NPower Greater DC and Venture Philanthropy Partners. Wainger currently serves on the Board of Leadership Greater Washington. She holds a Bachelor of Arts degree from Tufts University.

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