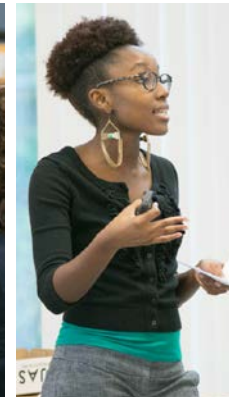




Stimulating **U**rban **R**enewal through
Entrepreneurship

*Experiential Learning that Empowers the
Students and the Community: SURE™ at
University of Houston*

*Presentation at the American Accounting Association
Annual meeting, August 10, 2020.*



AGENDA

Contents

- What is SURE™?
- Why SURE™?
- SURE™ Goals
- How It Works
- AICPA Core Competencies
- Student Impact: Testimonials
- Entrepreneur Impact
- Recognition

Presenters



Saleha Khumawala, Ph.D., CPA, CGMA
Professor of Accounting and Founding
Director, SURE™ Program



Charlie Becker
Professor of Practice, SURE™ Program

WHAT IS SURE™?

SURE™ is an innovative educational platform that facilitates a value-added partnership between **UH students, under-resourced entrepreneurs, and the Houston business community.**



WHY SURE™?

UNIVERSITY OF HOUSTON STUDENTS

Entry level jobs require real world experience.



**Good grades are not enough.
Need to “close skills gap.”**



Students need to develop practical problem-solving skills in a supported environment.



UNDER-RESOURCED ENTREPRENEURS

Houston



“Under-resourced”

- Educational Resources
- Financial Resources
- Informal Networks



SURE™ GOALS

To train students in the human-centered and other key skills they need



To economically empower entrepreneurs in under-resourced communities.



WHY IT WORKS?

Consultants (UH Students)

Receive real world experience, develop critical skills and earn course credit.

By consulting with 5 local entrepreneurs each.

Under-resourced Entrepreneurs

Receive a world-class business education, 1-on-1 consulting from students and experts, and build key professional relationships.

By creating granular, tailored business plans.

Houston Business Community

Receive opportunities to make material difference in their local community.

By contributing expertise and resources.

HOW IT WORKS: KNOWLEDGE TRANSFER

Over a single semester these three groups participate in over 10 different knowledge transfers.

- Student-Consultants
- Entrepreneurs
- Houston Business Community



How It Works: ACTIVE LEARNING



HOW IT WORKS: STUDENT ROLES

Student-consultants are graded on how well they fulfill each of the following roles for their client entrepreneurs:

- Group Leader
- Strategic Consultant
- Research Assistant
- Financial Analyst
- Project Manager
- Editor
- Motivational Coach



AICPA CORE COMPETENCIES

Accounting Competencies

As a research assistant and financial analyst, the student-consultants must **measure, analyze, and interpret** existing financial data, **research** similar businesses and best practices, and **report** the findings to their clients and their clients' mentors, all using a variety of relevant technology and tools.

Business Competencies

As a strategic consultant and project manager, the student-consultant must both demonstrate **strategic perspective** and analyze their clients' **customer perspective** when they build a strategic growth plan with their client entrepreneurs. Consultants also need to perform process and research management both for their clients and within their client group.

Professional Competencies

As a group leader, editor, and motivational coach, student-consultants must adhere to the highest standards of **ethical conduct, professional behavior**, and sound **decision-making**; coordinating five very different clients to success requires developing **collaboration, leadership, communication**, and of course **project management**.

ADDITIONAL FEATURES OF SURE™

- Through this course we also meet 11 of the *UN Sustainable Development Goals*
- SURE course is embedded in the curriculum, hence it is on-going
- It has a huge community footprint (a social impact)
- It draws/brings in the corporate/business community to the University
- It brings in external funds

Christopher Clark

Master's of Finance, 2019



- *You will learn fundamental business concepts and how to advise a client.*
- *There is no textbook that will cover some of the on-the-go challenges you will face as you guide your team.*
- *If there were ever a need to "describe a time when you've [...]" in an interview, your experience in SURE will provide you with a great response.*

Terri King

Master of Accountancy, 2015



- *To say that this class changed my career trajectory would be a vast understatement.*
- *[This] innovative course is unlike any I have taken during my academic career.*
- *[This class] had everything to do with accounting. I learned how to explain an income statement to people who do not see the world in terms of $A=L+E$. I learned how to encourage my entrepreneurs with empathy. I learned how to listen, really listen, and empower people to achieve their dreams.*

STUDENT IMPACT

1,300+

Educated
Entrepreneurs



450+

Launched
Businesses



77%

Black or Latinx
Entrepreneurs



41

Age of “average”
entrepreneur



63%

Signed up are
below HUD “Low
Income Level”



93%

Referrals



98%

Improved
Financial Literacy



\$0

Tuition paid by
Entrepreneurs

ENTREPRENEUR IMPACT

RECOGNITION

- 2019: **UEDA's** National Award of Excellence for Innovation + Talent
- 2018: Piper Professor Award from **Minnie Stevens Piper Foundation**
- 2018: Selected to present SURE™ at **SXSW** EDU
- 2017: Higher Ed Community Impact Award, Texas **Governor** Abbott
- 2017: Proclamation for SURE™ Program from **City of Houston** Mayor
- 2017: Women in Business Champion of the Year Award, **US SBA**
- 2017: **UH Provost** Paula Short's Teaching Excellence Award
- 2016: Certificate of **Congressional** Recognition for SURE™ Program
- 2015: Special "Best Practice" Recognition from the **AACSB** (Association to Advance Collegiate Schools of Business)

THANK YOU!



BAUER.UH.EDU/SURE