How can CDFIs and HBCUs collaborate to augment and leverage the position of HBCUs as anchor institutions to increase economic mobility in low-income communities?

**URBAN**
Jackson, MS
- Poverty Rate: 41%
- Unemployment: 17%
- African American: 96%

**RURAL**
Itta Bena, MS
- Poverty Rate: 44%
- Unemployment: 13%
- African American: 90%

**United States**
- Poverty Rate: 15%
- Unemployment: 5%
- African American: 13%
Collaborative Research & Analysis
Grounded in the principles of shared value and the development of community assets, the HBCUs, community residents and project allies worked together to research and analyze the critical needs and deficiencies, potential opportunities, and overlapping goals of the communities and campuses to identify interventions that could produce positive community and economic development outcomes. Activities included:

- Community Surveys
- Third-party Data Analysis
- Public Meetings and Focus Groups
- Inventory of Existing Plans and Development Initiatives
- Community Leadership Development
- Community Catalyst Projects

Community and Economic Development Projects
The collaborative used the research findings to develop specific projects that would substantially improve conditions in HBCU-adjacent communities. Projects addressed the following priorities:

- Housing
- Health & Fresh Food Access
- Entrepreneurship and Jobs
- Preservation and Environment
- Community Infrastructure

Lessons Learned & Resources for Replication
The processes, tools and many lessons generated through this endeavor will be distilled into a strategy guide that will be available to help CDFIs, HBCUs and others undertake collaborative efforts that enable more low-income families and communities to achieve economic success.

PROJECT PARTNERS

Creating Opportunity Where It Is Needed Most
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