

NIRI

THE NEWBY INSTITUTE FOR RESEARCH & INNOVATION

“FORWARD THINKING—FORWARD LEADING—DEVELOPING EXCELLENCE”
DRAFT 1.0

Prepared for

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Foreword

A New Name—A Higher Purpose!

- “Success is not determined by how well Plan A goes but rather how Plan B goes, which means you always have to have a Plan B” Unknown
 - “I can’t change the direction of the wind, but I can’t adjust my sails to always reach my destination” Jimmy Dean
 - “The stone that the builders refused is become the head stone of the corner”
Psalms 118:22 (Also Matthew 21:42, Mark 12:10, Luke 20:17, Acts 4:11, and 1 Peter 2:7)
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NIRI—What's in this Name?

- Japanese—Is new, is come
 - Norse—To save, rescue, preserve, heal, recover. One who saves and preserves honor.
 - Baby Names: <https://kabalarians.com/f./niri.htm>
 - A dynamic and highly strung nature. You have a humanitarian and principled side to your character and will go out of your way to help someone if you feel there is injustice or unfairness. You often become involved in situations without any thought of the consequences. You are basically seeking truth in life and have a very analytical and questioning mind...
 - Who Else has this Name/Acronym?
 - National Investor Relations Institute <https://www.niri.org/>
 - Nutrition Intervention Research Initiative
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What is NIRI?

- A 21st Century HBCU—A model and template for the reinvention and/or redemption of some of our most beloved institutions
 - An emerging institution that advances innovative approaches to serve under-served students to help them realize and maximize their learning and earning potential.
 - A Campus with no borders, where our students are accessible to the community, and the community is accessible to our campus
 - A School which fosters and facilitates the student work-life balance offering flexible evening and online classes to facilitate the needs of working students, foster care students, and non-traditional adult learners
 - Each School or Department has Recruitment Goals based on customized Department Action Plans
 - Each School has a Community Advisory Board (for Quality Control purposes) to assess NIRI Student employability strengths and deficits (i.e. academic knowledge, skills-set, written, and communicative skills) and how they ranks amongst students from other area colleges.
 - Student Success Program begins at the high school level teaches Trailblazing, Philanthropy, Office Politics, Board Governance, Personal Board of Directors, and Parliamentary Procedures Components
 - Student Success, Career Advancement, and Development Department work seamlessly to provide an enduring professional network and association
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The Future of NIRI

- Community Developer
 - Exceptional Learning Center
 - Exceptional Research Center
 - Job Recruitment Center
 - Staffing Company
 - Regional Leader
 - Trusted Institution
 - Financial Powerhouse
 - Job Placement Center
 - Leadership Development Center
 - Professional Agent
 - Project Accelerator
 - Venture Capitalist
 - Student Training Center
 - Adult Education Center
 - Senior Citizens Technical Center
 - Innovation Factory
 - Community Health Center
 - Social Justice Leader
 - Community Catalyst
 - Respected Think Tank
 - Community First Responder
 - Philanthropic Center
 - Networking Resource
 - Large Regional Employer
 - Reliable Corporate Citizen
 - Best Practices Marvel
 - Corporate Diversity Resource
 - Business Developer
 - Incubator
 - Government Contractor
 - Private Equity Fund
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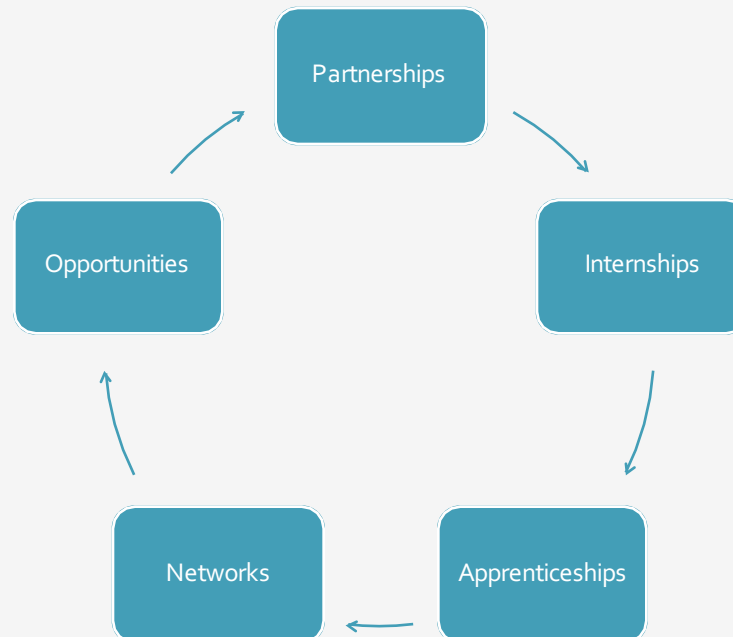
The NIRI Mission & Resolve

*Investing in our
Students;
Infrastructure; and
Community*

*The Recipe for NIRI's Student
& Institutional Success*

Create

- Partnerships
- Internships
- Apprenticeships
- Networks
- Opportunities
- Outreach for Students of all majors



What Does NIRI Do? High School Students

- Create Strategies to close the gender gap between African American female and male students.
 - Develop programs designed to increase minority student enrollment and retention to include: Latino, India, and Asian students
 - Begin a Student Success Collaboration with area high schools at 9th Grade to get head start on Student Pipeline
 - Develop a Mentoring Program targeting area 10th grade high school males that helps them prepare for college with summer academic enrichment components (Seek Community Partners and Grant Funding Sources for this initiative)
 - Create a partnership with Norfolk Public Schools to streamline pathways for high school students (Orientation Classes for high school seniors)
 - Identify business and community leaders to mentor African American male students throughout their collegiate career until graduation
 - Establish a “Faculty Mindset” that focuses on teaching, mentoring, and (for research) pursuing full intellectual property options prior to publishing
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Signature Programs



Center for Community
Development &
Corporate Diversity

Center for Community
Health Services

Center for
Social Justice

The Center for Community Development & Corporate Diversity

- Create a Workforce Development Mission serving all departments and majors
 - Staffing & Temporary Worker Company
 - Head Hunter Company
 - 3.5% Royalty to NIRI Office of Development
 - Development Services will serve as a “Lifeline Resource Center” for Alumni
 - Create a NIRI Trust Services Unit in the Department of Advancement
 - Beneficiary Counseling Services
 - Estate Planning Services
 - Trust Department Services (Trustee, Administrator, Guardian, Conservator, and/or Estate Executor)
 - Participate in VA Cooperative Extension “BankonHamptonRoads” Program (<http://www.bankonhr.org/p/about-bank-on.html>)
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Community & Corporate cont'd

- Create a Ventures Division (Community Development Corporation) for Strategic Purposes (i.e. Business Projects, Real Estate Development , Ex-Offender Staffing Company, etc.) (i.e. Morgan State University)
<https://www-baltimoresun-com.cdn.ampproject.org/c/www.baltimoresun.com/business/bs-md-ci-morgan-state-northwood-plaza-20180831-story,amp.html>
- Partner with Virginia Department of Transportation & Lead Contractor for the Hampton Roads Bridge Tunnel Project
- Create NIRI Financial Group—A Student-Run Investment unit that manages a portion (10%) of the endowment
- Establish Investment Management “Due Diligence” site visits with Development Professionals & NIRI Financial Group Members to investigate Corporate Opportunities.
- Establish Partnerships with top 1,000 Hampton Roads Companies
- Establish Partnerships with Fortune 5,000 Companies
- Expand Relationships with Hampton Roads Power List
- Create a series of Think Tanks to provide high-level research, solutions, and public policy advocacy
- Create a series of Tactical Teams designed to provide research, solutions, and technical assistance for specific issues.

Community & Corporate cont'd

- Create a dedicated Student Pipeline to SiliconValley Employers
 - Pitch NIRI as a Talent Development Resource
 - Pitch NIRI Problem Solving Capabilities
 - Pitch NIRI Research Projects
 - Pitch NIRI Idea Submission Projects
 - Pitch NIRI as a Resource to provide Human Resource Solutions in the area of Diversity and Equity (i.e. <https://www.salesforce.com/company/equality/>)
 - Create Annual Hackathon Competition
 - Create Tech Career Day
 - Create Partnerships with STEM Education & Workforce Development Organizations
 - Black Girls Code
 - Code 2040
 - College Track
 - Create NIRI Branded Accelerator Tech Program (i.e. General Assembly)
 - Create a Summer Program for High School Students (Juniors/Seniors) that expose them to Tech and Job Placement as Incoming Freshman
 - Create NIRI Branded Incubator programs throughout Mid-Atlantic region (i.e. Missouri State University's eFactory Program)
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Community & Corporate cont'd

Hampton Roads Bridge Tunnel Expansion Project

- Partner with Virginia Department of Transportation & Department of Minority Business Enterprise
 - Search and Recruit SWaM Companies
 - Provide Technical Assistance for SWaM Companies
 - Provide Resource Assistance for SWaM Companies
 - Advocate for Minority-Owned Businesses & Contractors
 - Partner with Lead Contractor (Hampton Roads Capacity Constructors or Hampton Roads Connector Partners)
 - Create Apprenticeship Program (A.S. in Building Construction Technology Degree)
 - Create Internship Program
 - Pursue Medical Services Contract
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Community & Corporate cont'd

- Create a Series of NIRI Branded Community Incubators for Sub-Contractor Services Companies
 - Private Shipyard Contractors
 - Government Shipyard Contractors
 - Federal Government Contractors
 - State Government Contractors
 - Micro Mom & Pop Retail and Service Companies
 - Create a Series of NIRI Branded Community Incubators for Large Employers to Support their Supplier Diversity Goals
 - Create an off campus Business Incubator to serve area Micro Businesses
 - Create a Dan Bannister Internship & Apprenticeship Program with area auto dealers
 - Comptroller Interns
 - Executive Assistant Interns
 - Tech Interns
 - Sales & Advertising Assistants
 - Concierge Assistants
 - Create a Professional Certification Program for Adult Institute Training & Development
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Community & Corporate cont'd

- Partner with the University of North Florida, Old Dominion University, and Rutgers University to create the NIRI Global Transportation, Logistics, and Supply Chain Program:
http://www.unf.edu/coggin/academics/Undergraduate/Transportation_and_Logistics/Transportation_and_Logistics_Program.aspx
 - <https://www.odu.edu/business/departments/itds/maritime-and-supply-chain>
 - <http://www.business.rutgers.edu/faculty-research/supply-chain-management>
 - Create Workforce Component for this Program with Department of Defense, local shipyards, ILA, logistics and shipping companies
 - Focus on African & Latin American Countries
 - Increase International Student Enrollment from partnering countries
 - Create a NIRI (then HBCU)/Africa Trade Mission Program
 - Create Student Organizations that give students NIRI networking opportunities not offered by any Hampton Roads area schools (i.e Regional Ambassadors, Mentor Program, Finance & Investment Society, Society for Human Resource Management, Transportation & Logistics Society, and Sales Club. See other Organizations on UNF Site)
http://www.unf.edu/coggin/about/student_groups.aspx
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Community & Corporate cont'd

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Community & Corporate cont'd

- Partner with Eastern Virginia Medical School, the University of Virginia, Boston University Law School Clinic, and International Trademark Association to create the NIRI Office of Technology Transfer
 - Increase Research Opportunities
 - Increase Micro Business Idea Submission Opportunities
 - Increase Copyrights
 - Increase Trade Secrets
 - Increase Trademarks
 - Increase Patents
 - Increase Intellectual Property Royalties
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Community & Corporate cont'd

- Create Annual Signature Fundraiser (i.e. house or car raffle)
- All Campus Approach
- Web-based Platform
- Affordable Price Point
- Create a Corporate Affinity Program
- Establish a Partnership with the National Association of Corporate Directors & the Executive Leadership Council to create a program that increases the number of Minority Corporate Board Members
- Create Corporate Sponsorship Campaigns & Pitches that are scalable to leverage fellow MEAC, CIAA, and HBCU Schools across the US whereby NIRI orchestrates revenue sharing ratios and formulas

Community & Corporate cont'd

- Seek a Partnership with the US Military to build out a new school or program (i.e. NC A&T School of Engineering, Hampton U Air Traffic Control Program)
 - Partner with the contractors of the intercontinental cable projects connecting VA Beach to Europe
 - Regional Problem Solver
 - Food Dessert in Berkley (Farm Fresh Closing)
 - High African American Youth Unemployment
 - Predatory Lending Institutions
 - Affordable Housing Shortage
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The Center for Community Health Services

- Create Community Health Clinic for Medicaid Patients
- Collaborate with new Center for Social Justice for Medical Services Contracts in Correctional Institutions
- Collaborate with Center for Social Justice for Mental Health Services Contracts
- Create a Mental Health (i.e. Drug Counseling, etc.) Program modeled after Bowie State University's Program

<https://www.bowiestate.edu/academics-research/colleges/college-of-education/departments/counseling/degree-programs/master-of-arts-in-mental-health>

The Center for Community Health Services

cont'd

- Seek Workforce Development Funding for short-term (i.e. 4-6 weeks) certificate programs
 - Create a Pharmacy Tech Program
 - Create Health Care Staffing Company to place Techs, Hygienist, and Assistants
 - Develop certificate programs for licensure and board certifications in Commonwealth of Virginia to include: QMHP, CSAC, LMFT, etc.
 - Create a series of Think Tanks to provide high-level research, solutions, and public policy advocacy
 - Create a series of Tactical Teams designed to provide research, solutions, and technical assistance for specific issues
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The Center for Social Justice

- Create a Unique Certification in Correctional Education
 - Seeks Department of Justice, Juvenile Justice, Department of Corrections, and Mental Health funds achieving better outcomes and tax savings
 - Partner with Virginia Interfaith Center for Public Policy to provide direct services to match their advocacy mission <http://www.virginiainterfaithcenter.org/about/mission-and-history/>
 - Partner with Rutgers University to create Social Justice Themed Honors Program <https://hechingerreport.org/how-one-university-is-luring-coveted-honors-students-with-social-justice/>
 - Create Ex-Offender Advocacy
 - Voting Rights Restoration
 - Network with Regional College Campus Ministry Programs to work on NIRA Social Justice Missions
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The Center for Social Justice cont'd

- Partner with Rutgers University to Create Correctional Facilities Education Focus.
 - NJ Scholarship and Transformative Education in Prison-NJ-STEP <https://njstep.newark.rutgers.edu/>
 - Inside Out Dad Program <http://cdn2.hubspot.net/hub/135704/file-561437088-pdf>
- Partner with Virginia Commonwealth University Open Minds <https://openminds.vcu.edu/>
- Pursue Federal and State Correctional Center Medical Services Contracts
- Pursue Federal and State Correctional Center Mental Health Services Contracts
- Pursue Federal and State Correctional Center Administrative Services Contracts
- Establish a Workforce Training to Career Partnership with Tidewater Community College within the Criminal Justice System
- Create Ex-Offender Resource Center
 - Ex-Offender Employment Navigators
 - Staffing & Temporary Services

The Center for Social Justice cont'd

- Partner with Voting Rights Organizations to increase law school track students' access to various groups
- Partner with the Virginia General Assembly to create Internships and Fellowships
- Create a redistricting initiative to combat the effects of gerrymandering (note: Dr. Rudy Wilson already has a draft program)
- Partner with the Norfolk Sheriffs Office for GED/College Prep Classes
- Pursue Medical Services Contracts with local jails
- Pursue Mental Health Services contracts with local jails
- Create a series of Think Tanks to provide high-level research, solutions, and public policy advocacy
- Create a series of Tactical Teams designed to provide research, solutions, and technical assistance for specific issues
- Partner with Virginia Union Theological Seminary (and other religious organizations) to create a unit that fosters the creation and development of Faith-Based Community Development Corporations
- Contract with HUD, USDA, HHS, and Foundations for resources and funding to provide Technical Assistance Services for Faith-Based Community Development Corporations
- Create an annual Conference for Faith-Based Community Development Corporations

NIRI Funding Sources

Chief Funding Source & Sponsor

- The University of Virginia
 - UVA School of Medicine
 - UVA Health System
 - Secondary Source & Sponsor
 - Eastern VA Medical School
 - Sentara Health System
 - Bon Secours Health System
 - Corporations
 - Foundations
 - Governmental Entities
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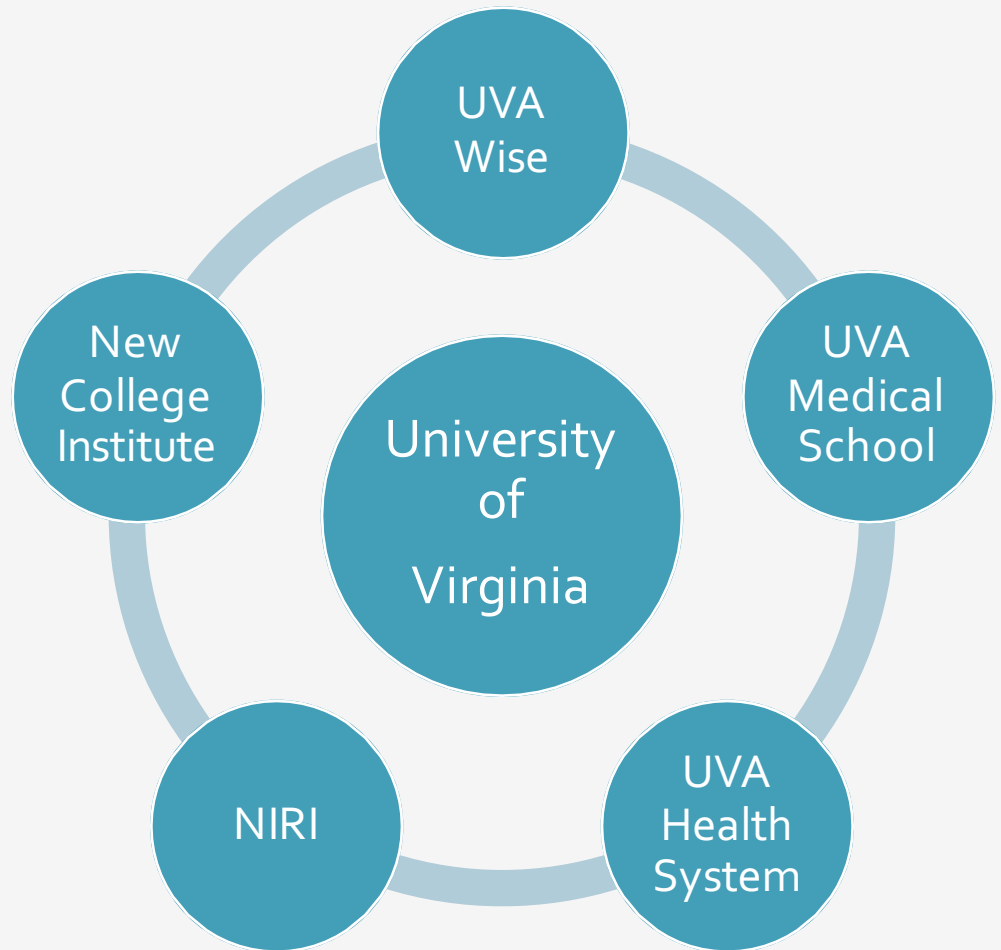
The Major Pitch to UVA

- The Creation (Expansion) of the University of Virginia College System similar to large universities in other states
 - The Texas A&M College System *<https://www.tamus.edu/universities/>
 - The University of Texas System* <https://www.utsystem.edu/institutions>
 - The University of Houston System* <http://www.uhsystem.edu/uhsystem/uhs/>
 - The University of North Texas System <https://www.untsystem.edu/>
 - Texas Tech System <http://www.texastech.edu/universities/>
 - Texas State System <https://www.tsus.edu/>
 - The UNC College System <https://www.northcarolina.edu/content/our-17-campuses>
 - *Denotes Tier One Research Institutions
-

Texas A&M College System

- Texas A&M University—Largest System in Texas
 - Baylor College of Dentistry
 - Commerce
 - Corpus Christi
 - Galveston
 - Kingsville
 - Prairie View A&M University (An HBCU)
 - Tarleton State University
 - Texarkana
 - Texas A&M International University (Laredo)
 - West Texas A&M University
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The UVA College System



Why UVA?

- Virginia's Flagship Institution
 - \$9.5 Billion Endowment
 - New President, James E. Ryan
 - A Heart for Social Justice
 - A Promise of Free Tuition for Middle Income Families
 - UVA Wise Campus only Satellite Campus
 - No Significant Hampton Roads Presence
 - Keith has an existing relationship
 - Frank Batten, Jr. is a Strong Alumnus
 - Significant number of UVA Alumni in Hampton Roads
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Benefits for UVA

- NIRI—A Partner to help execute UVA's New Social Justice Mission in Virginia
 - An Initiative to improve the Regional Capacity of the Commonwealth of Virginia's Second Largest Region (Hampton Roads)
 - An example of UVA being a proactive problem solver in higher education
 - Virginia Tech beat them to the punch for the Crystal City Innovation Center to service Amazon HQ2
 - NIRI's HBCU Legacy Conservatorship Program could be scaled up to serve universities in other states
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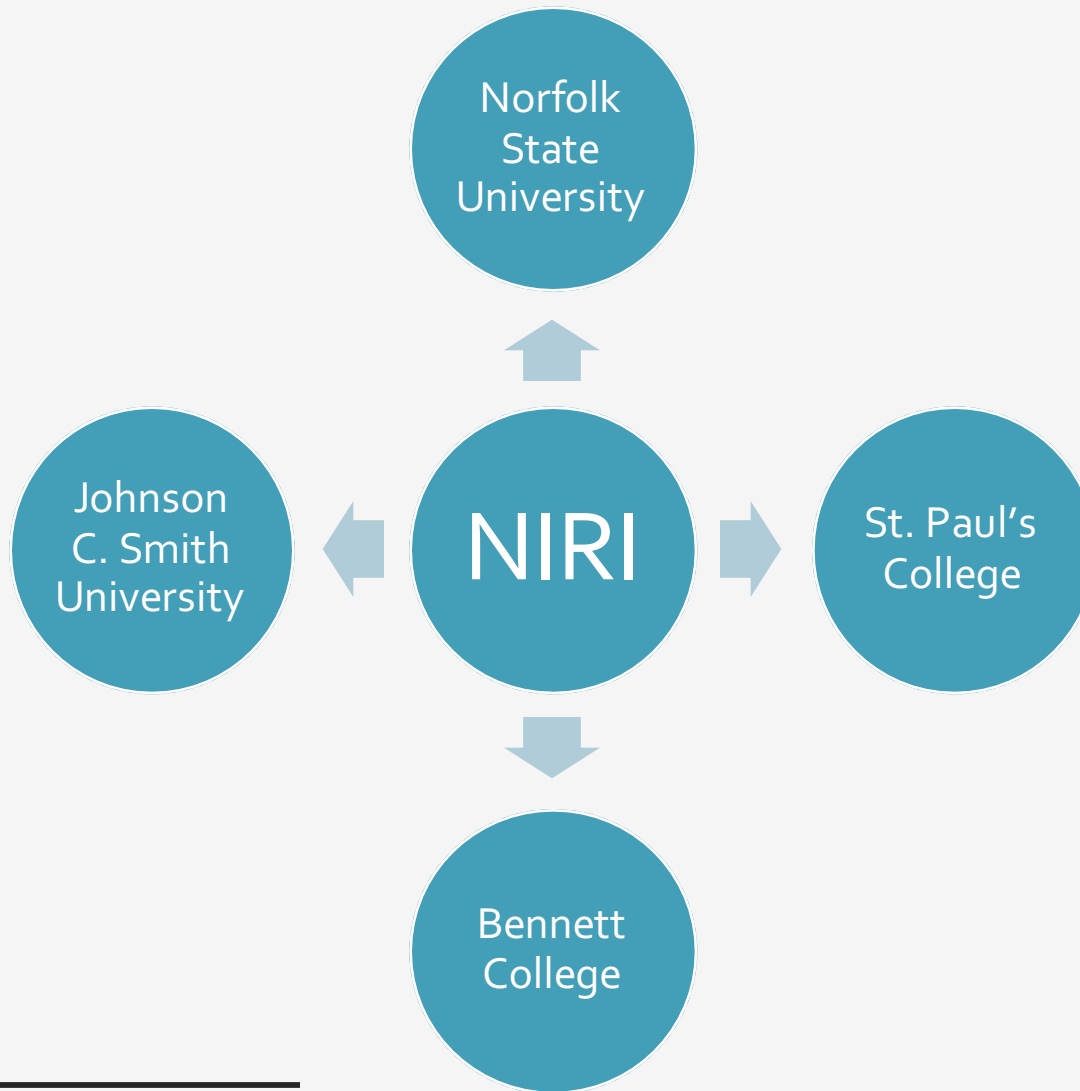
Benefits for Hampton Roads

- A Stronger and Stable NSU
 - The addition of a new Regional Leader with a strong voice—
NIRI
 - Increased presence, influence, and capital of UVA
 - Improved Prospects to attract Major Employers
 - Reduce the region's Millennial "Brain Drain" statistics
 - The creation of new programs and initiatives that make Hampton Roads a destination of choice
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Benefits for NSU

- A Preferred Caretaker/Custodian vs ODU
 - NSU Mission, Identity, History, and Legacy would be preserved, promoted, and perpetuated
 - Improved Financial Stability
 - Best Practices would be embraced and implemented
 - Elimination of the Bureaucratic Barriers
 - Reduction of the Politics that impede Progress
 - New Jobs and Opportunities
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A Model for 21st Century HBCUs



The Newby Family Legacy

- The James E. Newby, Jr. Foundation
- The Jordan-Newby Anchor Branch Library at Broad Creek
- The Newby Institute for Research & Innovation

*Attributes of a Vision**

A Divinely-Inspired Vision is:

- Supernaturally Expansive beyond your brainstorm
- Supernaturally Expensive beyond your budget
- Supernaturally External beyond your borders
- Supernaturally Extravagant beyond your brilliance
- Supernaturally Extreme beyond your bureaucracy

*Rev. Rudolph Lewis, Pastor New Light Baptist Church (Virginia Beach, VA)

A New Creed for A New Vision

- We will be visionary, ambitious, and forward thinking in our approach, planning, and design
 - We pledge to fulfill the unmet needs of our Community (Students, Parents, Faculty, Staff, and Alumni)
 - We will partner with and foster the continued development of diverse local companies with special emphasis on Micro Enterprises
 - We will be a model for best management practices
 - We will be good stewards of NIRI's resources and will work to make NIRI one of Hampton Roads' most valuable resources
 - We will honor GOD in all that we do for this mission
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-