

# Digital Entrepreneurship in Communities of Color

*Virtual Workshop, Friday April 9th, 2021*

## **8:30 am – 8:45 am Welcome and Overview**

Karen Mossberger, Center on Technology, Data and Society, School of Public Affairs, Arizona State University

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## **8:45 am – 9:30 am Identifying Needs**

Chair – Angel Molina, Ph.D., School of Public Affairs, Arizona State University

Fallon Wilson, Ph.D., Vice President of Policy, Multicultural Media and Telecom Internet Council (MMTC)

*We are Using the Wrong Framing: A Black Tech Ecosystem Framework to Assess & Address Black Racial Tech Disparities in Cities*

Robert Fairlie, Ph.D., University of California, Santa Clara

*The Impact of COVID-19 on Small Business Owners and the Importance of Having an Online Presence*

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## **9:30 am – 10:15 am Digital Solutions for Entrepreneurship**

Chair – Traci Morris, Ph.D., Director, American Indian Policy Institute, Arizona State University

Heather Fleming, Executive Director, Change Labs

*The Last Frontier: Barriers to Navajo Entrepreneurship*

Joseph Coll, Political Science, University of Iowa

*Minority Entrepreneurs, Online Businesses, and Covid-19*

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## **10:15 am – 11:00 am Digital Resources for Entrepreneurship**

Chair – Yushim Kim, Ph.D., School of Public Affairs, Arizona State University

Tianca Crocker, Ph.D., Social Work, University of North Carolina, Charlotte

*Post-Covid Work: Transforming Digital Hospitality to Digital Equity in the Southern U.S*

Marycruz DeLeon, Community Development Advisor, Dallas Federal Reserve

*Advancing Digital Inclusion Together*

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## **11:00 am – Noon Local Government Discussion and Wrap-Up**

Chair - Angel Molina, Ph.D., School of Public Affairs, Arizona State University

Joshua Edmonds, City of Detroit, Director of Digital Inclusion

Xenia Hernandez, St. Paul Public Library

Christine Mackay, City of Phoenix, Director of Economic Development

## Biographical Information

### Speakers and Chairs (Alphabetical Order)

#### Joseph Coll

Joseph Coll is a doctoral candidate in the Political Science Department at the University of Iowa, where he has been part of a team analyzing GoDaddy's commercial data on domain name hosts and how that digital activity affects community outcomes. He also studies electoral institutions, voting behavior, representation, and public opinion, primarily from a state politics perspective. His research revolves around understanding how electoral reforms impact the voting behavior of different demographic groups and how this affects representation. To this end, Joseph has investigated how electoral reforms affect the voting behavior of young, Black, and Hispanic Americans; how candidate demographics affect candidate support, how the Electoral College affects voter representation, and more. His work has been published in *American Politics Research*, with articles currently under review at *Politics and Governance*.



#### Tianca Crocker, Ph.D.

Tianca Crocker is a social worker and applied researcher whose work focuses on increasing economic and social inclusion in an increasingly digital world. An assistant professor, Crocker also is a Fellow with the National Digital Inclusion Alliance and formerly served as a NTEN|Google Fiber Digital Inclusion Fellow at Austin Free-Net.

She earned a doctorate from the University of Texas at Austin's Steve Hicks School of Social Work with a graduate portfolio distinction in Communication, Information and Cultural Policy. Her research focuses on information and communication technologies (ICT) programs and policies that enable digital equity in low-income communities.



## Marycruz De León

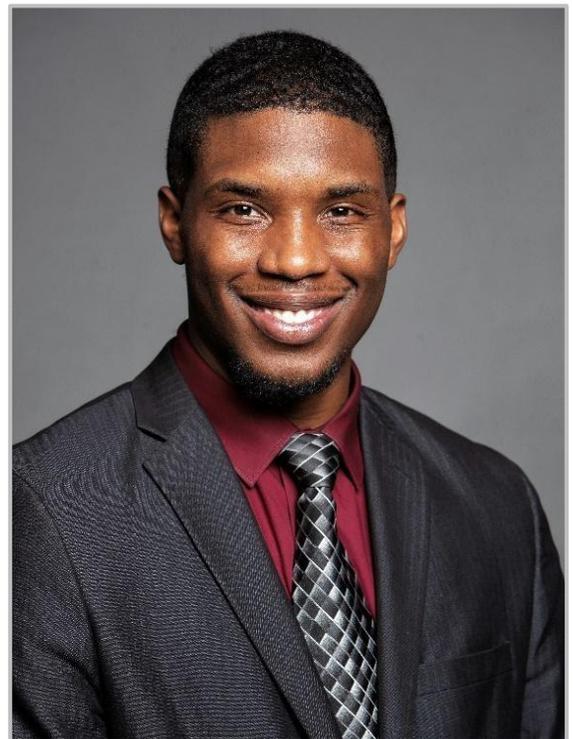
Marycruz De León is a Community Development Advisor at the Federal Reserve Bank of Dallas – El Paso. She conducts research on the issues that impact the low- and moderate-income communities. Prior to this role, she served as Assistant Economist where she analyzed regional economic issues, collected information for the 11th District Beige Book, and contributed to various bank publications. Before joining the Dallas Fed, she was an Economist at Moody’s Analytics, where she focused on Latin American economies. She also worked as a Research Analyst at the Greater Houston Partnership, the Houston region’s primary economic development organization. She holds a Bachelor of Science degree in Economics from Baylor University and Master of Science degree in Economics from the University of Texas at El Paso.



## Joshua Edmonds

Joshua Edmonds is the City of Detroit’s inaugural Director of Digital Inclusion and is America’s first municipal Director of Digital Inclusion. He is responsible for the creation of Connect 313 – Detroit’s sustainable digital inclusion strategy designed to bridge the digital divide. While appointed at the City, Joshua has testified in front of Congress on the matter of digital equity, hosted Detroit’s first Digital Inclusion Summit, Established the City’s first Digital Equity Fund, and most recently, helped raise a combined \$30 million for distance learning and telehealth initiatives for Detroit residents. Joshua also chairs the telehealth workgroup within the Federal Communications Commission’s Intergovernmental Advisory Committee.

Prior to his current role, Joshua served as a Digital Inclusion Policy Fellow for the University of Michigan’s Poverty Solutions Initiative, a Digital Innovation Fellow at The Cleveland Foundation, and a Public Service Fellow at the Cuyahoga Metropolitan Housing Authority working on President Obama’s ConnectHome initiative. Among others, Joshua has been recognized by Forbes, the Federal Communications Commission, Next Century Cities, Government Technology, and the National Digital Inclusion Alliance for his contributions to the field. Email: [edmondsj@detroitmi.gov](mailto:edmondsj@detroitmi.gov) @joshedmonds216 <https://www.linkedin.com/in/joshua234/> [www.joshuaedmonds.com](http://www.joshuaedmonds.com)



## Robert Fairlie, Ph.D.

Robert Fairlie is Professor of Economics at the University of California, Santa Cruz and Research Associate, NBER. His research interests include entrepreneurship, education, information technology, inequality, labor economics, and immigration. He is currently working on research projects on the impacts of COVID-19 on small business owners, taxable sales and community college students. He is also working on projects exploring job creation among entrepreneurs, racial inequality and water conservation. He received his Ph.D. and M.A. from Northwestern University and B.A. with honors from Stanford University.

He has held visiting positions at Stanford University, Yale University, UC Berkeley and Australian National University. He has received funding for his research from numerous government agencies and foundations. He has testified to the U.S. Senate, U.S. House of Representatives, U.S. Department of Treasury, and the California State Assembly regarding the findings from his research and received a joint resolution from the California Legislature.



## Heather Fleming

Heather (Diné/Navajo) is the co-founder and Executive Director of Change Labs, an organization supporting entrepreneurship and innovation on the Navajo Nation. Heather engages partners in and around the Navajo Nation to incubate, finance and train new and prospective Native American entrepreneurs in an effort to diversify local economies and promote innovation. The inspiration for Heather's work to seed Native American social entrepreneurship was inspired by her upbringing in rural New Mexico and her work with Catapult Design, a company she co-founded in San Francisco and led for 10 years. Catapult is a product and service design firm with an expertise in human-centered design for marginalized communities. Heather remains a Principal at Catapult Design, partnering with organizations and social entrepreneurs to develop sustainable solutions that address technology and social issues such as: rural electrification, water purification and transport, food security, and improved health.



Heather was previously a design and innovation consultant in Silicon Valley, designing products and services for a diverse range of corporate clients, and an Adjunct Lecturer at Stanford University and California Academy of the Arts. Early in her career she co-founded and led a volunteer group, the Appropriate Technology Design Team, focused on social impact design work through a professional chapter of Engineers Without Borders (EWB) in San Francisco. Heather was named a Young Global Leader by the World Economic Forum and a Pop!Tech Social Innovation Fellow for her work with EWB and Catapult Design. She previously served on the American Society of Mechanical Engineer's Engineering and Global Development committee, chairing an initiative to create standardized evaluation metrics and design guidelines for products distributed in impoverished communities, and is a former Board member of the Dineh Chamber of Commerce.

## Xenia Hernández

Xenia Hernández is a Library Community Services Coordinator at Saint Paul Public Library. Her work is focused on nurturing collaborative partnerships and amplifying community-centered entrepreneurship and workforce initiatives.

She oversees the Workforce and Innovation Center, a makerspace for adults in downtown Saint Paul and Career Labs— spaces for jobseekers impacted by COVID-19 to connect to technology and economic opportunities.



## Yushim Kim, Ph.D.

Yushim Kim is an Associate Professor at the School of Public Affairs and a Senior Sustainability Scholar at Arizona State University. She has served as a co-editor of environmental policy for *Journal of Policy Analysis and Management* since August 2018. Her research focuses on environmental justice and policy as well as public health service provision and management.

Her methodological interest is to explore the benefits and shortcomings of developing analytical tools that can structure the complexity of systems such as Agent-Based Modeling, Qualitative Comparative Analysis and Social Network Analysis. She and her colleagues published a book in 2015, *Rethinking Environmental Justice in Sustainable Cities: Insights from Agent-Based Modeling*.

Her studies on the MERS Coronavirus response in Korea were recently published in *Journal of Risk Research*, *Social Science Computer Review*, *Disaster Medicine and Public Health Preparedness*, and *American Review of Public Administration*. Currently, she is expanding her research to examine the U.S. states' COVID-19 policies and its impacts on people's information seeking behavior. Visit <http://www.ykim.info>



## Christine Mackay

Phoenix Community and Economic Development director Christine Mackay has served the people of Phoenix since August 2014. She is responsible for leading and fostering an environment where businesses can create and retain jobs, make capital investment and reinvestment in the community, and connect our workforce to employers and training opportunities.

During Mackay's tenure with the city of Phoenix, the department has facilitated the creation of over 63,000 high-value jobs,

seen the average wage of those jobs increase from over \$30,000 in 2014 to more than \$70,000 in 2019, and closed deals with more than \$58 billion in capital investment.



Christine leads a department of over 55 full time staff that encompasses the full spectrum of economic development areas including: business attraction, business retention and expansion, community development, international relations, Sister Cities, the Phoenix Business and Workforce Development Board, administration, research, marketing and the city-owned Talking Stick Resort Arena.

In 2021, Christine was named as one of the Top 50 Economic Developers in the Country by Consultant Connect. She is a two-time honoree as "Economic Developer of the Year, Large Community" by the Arizona Association for Economic Development. Mackay was recognized as "Leader of the Year in Economic Development—Public Policy" by the Arizona Capitol Times, and "Industry Leader of the Year – Economic Development" by Arizona Commercial Real Estate Magazine. She has also been on the list of the Phoenix Business Journal's "50 Most Influential Women in Arizona."

She is a member of the Economic Development Director's Team for Greater Phoenix, Maricopa Association of Government's Building a Quality Regional Community committee, Flinn Foundation Biosciences Roadmap committee, the International Economic Development Council (IEDC), Commercial Office Real Estate Executives (CoreNet), the Arizona Association for Economic Development (AAED), and the Arizona Business Incubator Association.

Christine has more than 20 years' experience in economic development overlapping 30 years of commercial real estate experience. Mackay has spent both her personal and professional life here in the Valley.

## Angel Molina, Ph.D.

Angel Molina is an assistant professor in the School of Public Affairs at Arizona State University. Previously, he was a postdoctoral scholar in the Center for Organization Research and Design at ASU. His research interests include the impacts of organizational behavior on policy outcomes in minority communities, the performance implications of minority access to organizational leadership, public values, education policy, immigration, Latino politics and the salience of race and ethnicity for both public and private sector outcomes. He holds a doctorate in political science from Texas A&M University.



## Traci Morris, Ph.D.

Dr. Traci Morris is the Executive Director of the American Indian Policy (AIPI) Institute at Arizona State University and is a member of the [Chickasaw Nation of Oklahoma](#). Under her leadership, the AIPI has grown and diversified its service to Indian Country providing policy analysis, tribally driven research, and economic development capacity building and working with such Indian Country partners as NAFOA, AISES, and the Indigenous Food and Agriculture Initiative. In her work at both ASU and prior, Morris has worked with Native American nations; Tribal businesses; Native American non-profits; written a college-accredited curriculum; and has advocated for digital inclusion at the Federal Communications Commission and on Capitol Hill.

Morris's research and publications on Native American media and the digital divide is focused on Internet use, digital inclusion, network neutrality, digital and new media curriculums, and development of broadband networks in Indian Country. Morris spearheaded the groundbreaking *Tribal Technology Assessment: The State of Internet Service on Tribal Lands* in 2019. Her book, *Native American Voices: A Reader*, continues to be a primary teaching tool in colleges throughout the country.

Dr. Morris is Affiliated Faculty at ASU's [School for the Future of Innovation in Society](#), an Affiliate of ASU's [Center for Gender Equity in Science and Technology](#), President of the Board of the [Phoenix Indian Center](#), and on the Advisory Council of the [Association of Tribal Archives, Libraries, and Museums](#). Formerly,



Morris served a two-year appointment (2014-2016 and 2010-2012) to the Federal Communications Commission's [Consumer Advisory Committee](#) and a one-year appointment (2017) to the Advisory Board for the Department of Labor's [Native American Employment and Training Council](#). As an entrepreneur prior to her ASU appointment, Morris founded *Homahota Consulting LLC*, a national Native American woman-owned professional services firm working in policy analysis, telecommunications, education, and research assisting tribes in their nation-building efforts and working with Native Nations, tribal businesses and those businesses working with tribes.

Morris has an M. A. and Ph.D. from the University of Arizona's American Indian Studies, in addition to a B.A. in Liberal Arts from Colorado State University.

## **Karen Mossberger, Ph.D.**

Karen Mossberger is Frank and June Sackton Professor in the School of Public Affairs at Arizona State University, and director of the Center on Technology, Data and Society. She researches digital inequality, digital government, and the impacts of technology use, along with urban policy, local economic development and local governance.

She is author or co-author of 7 books, including two forthcoming books from Oxford University Press. "Choosing the Future: Technology and Opportunity in Communities" and co-editor of "Transforming Everything? Evaluating Broadband's Impacts across Policy Areas." She is collaborating on a project with the University of Iowa examining domain name hosts as a measure of digital commercial activity and its effects on community outcomes. Her co-authored research on "Race, Place, and Information Technology" won the best paper award for the Public Policy Section of the American Political Science Association in 2005.

She led the evaluation of the "Smart Communities" digital inclusion initiative in 9 Chicago neighborhoods, and her research has been funded by the National Science Foundation, John D. and Catherine T. MacArthur Foundation, Smith Richardson Foundation, and US Department of Housing and Urban Development, among others. She chairs the International Political Science Association's research committee on Electronic Democracy (RC10) and is a fellow in the National Academy of Public Administration.



## Fallon Wilson, Ph.D.

Dr. Fallon Wilson, is the newly named the Vice President of Policy at the [Multicultural Media and Telecommunication Internet Council](#) (MMTC). She is also the co-founder [#BlackTechFutures Research Institute](#) which is funded by a Ewing Marion Kauffman Foundation's 2020 Open Knowledge grant. [#BlackTechFutures Research Institute](#) builds a national network of city-based researchers and practitioners conducting research on sustainable local black tech ecosystems.

Prior to launching the [#BlackTechFutures Research Institute](#), Dr. Wilson was the former Research Director for Black Tech Mecca where she developed the SMART Black Tech Ecosystem Assessment Framework. As a member of the Federal Communications Commissions' Advisory Committee on Diversity and Digital Empowerment, Dr. Wilson chairs the Startup Diversity subgroup. Dr. Wilson is a 2019 TEDx Speaker (e.g. [Stop Ignoring Black Women and Hear of Our Tech Prophecies](#)). She is a Board Member of the State of Tennessee's Future of Work Taskforce and Co-Chairs [Nashville's smart city plan, Connected Nashville](#). Given her tech activism, she is a 2017 recipient of the [International Society for Technology Education's](#) Digital Equity Award.



Additionally, Dr. Wilson's research on first generation black college students' alternative tech pathways and black tech ecosystems has garnered notable research grants from Kapor Center and the Ewing Marion Kauffman Foundation. During the pandemic, Dr. Wilson launched Nashville's Digital Inclusion and Access Taskforce to address the effects of the pandemic and the digital divide on communities of color. In seven months, she raised and launched a mixed method city assessment of digital inclusion in Nashville. Because of her great work to support tech equity, [Venture Beat described her as the modern day Fannie Lou Hamer for tech equity](#). Dr. Wilson chairs the Tennessee Higher Education Commission's HBCU Success Board. Dr. Wilson has a BA from Spelman College and MA/PhD from the University of Chicago. As a public interest technologist, she discusses race, gender, faith, and civic tech issues. She is on twitter [@SistahWilson](#)