

# EDUCATE. EMPOWER. ELEVATE.

IBE's 2020 Expanded Programming Addressing  
Disparities in the African American Community





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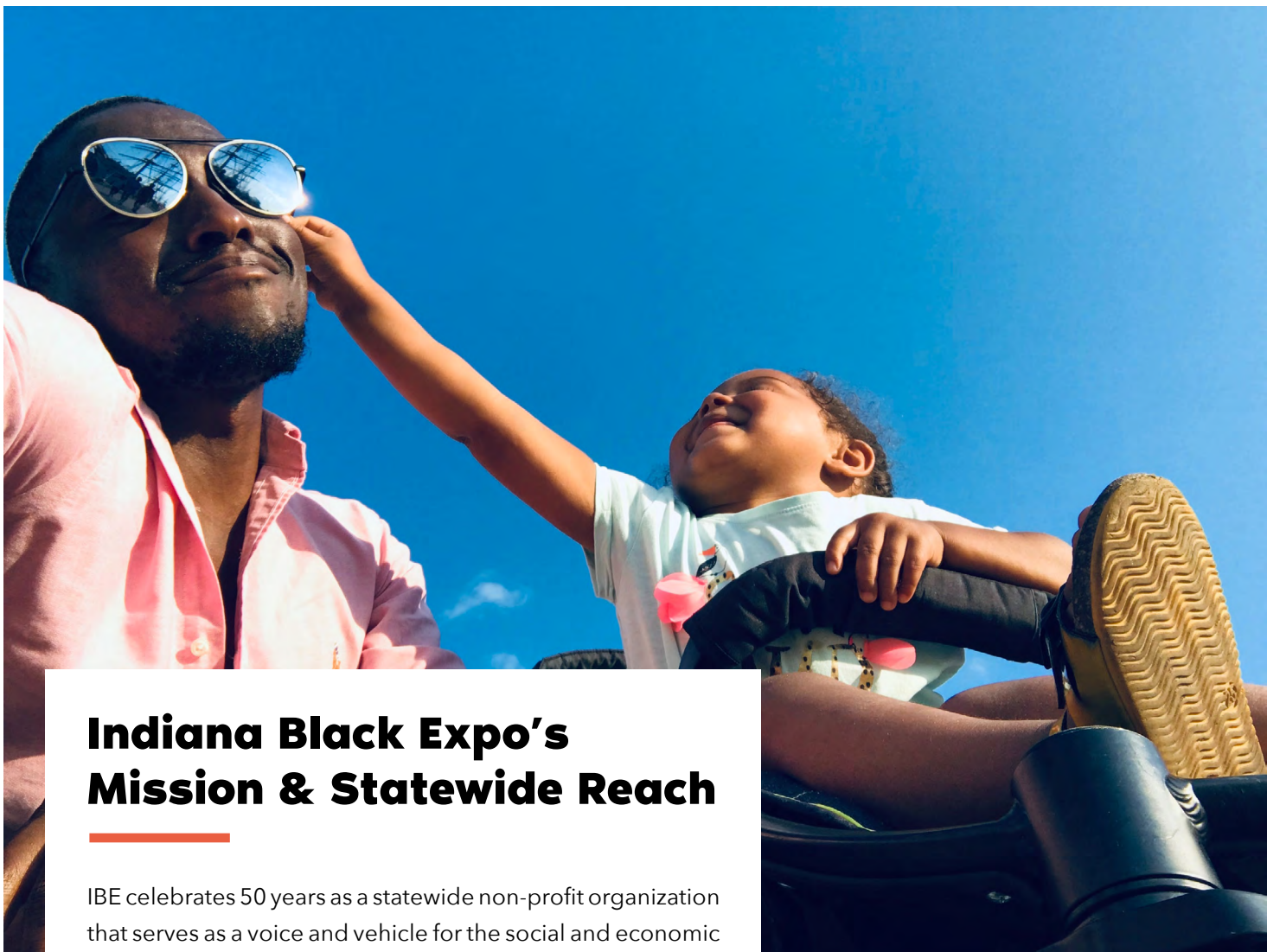
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## Indiana Black Expo's Mission & Statewide Reach

IBE celebrates 50 years as a statewide non-profit organization that serves as a voice and vehicle for the social and economic development of African Americans throughout the state of Indiana. IBE has twelve chapter affiliates that operate as nonprofit 501(c)(3) organizations in the cities of Anderson, Indianapolis, Evansville, Muncie, Kokomo, Lafayette, Elkhart, South Bend, East Chicago, Gary, Michigan City, and Fort Wayne. IBE's statewide infrastructure, programs and initiatives has allowed it to reach more than 400,000 African-Americans annually. IBE has convened thousands of experts and stakeholders on a variety of social or economic issues impacting the African-American community.

This year, IBE engaged consultants to facilitate an organizational landscape assessment study to comprehensively examine the community impact of IBE's programs and services and to enhance IBE's plan to address African-American youth and family challenges in the community. The findings of the landscape study will be shared with the public in the 4th quarter of this year.

*A voice and vehicle  
for the social and  
economic development  
of African Americans  
throughout the state  
of Indiana.*



## Impact of COVID-19 on the African American Community

COVID-19 has had a devastating impact on low-income communities and communities of color in nearly every area that counts. The virus is disproportionately impacting the African American community due to negative economic and social conditions that contribute to underlying health conditions and lower access to health care. The racial disparities do not just exist in health. Our educational responses to the coronavirus are primed to leave students of color further behind their white counterparts. Minority-owned small businesses face a myriad of challenges from their inability to scale successfully and their concentration in industries most affected by the pandemic. Ensuring that they survive in the current circumstances will require organizations to come together to support them. Additionally, African-American families are especially vulnerable to economic downturns due to unemployment and a lack of savings that can act as a buffer against unexpected layoffs or lost wages. Lastly, experts have predicted that our youth will develop setbacks in their emotional and social skills.

Like so many other small businesses and nonprofits, IBE has felt the ramifications of COVID-19. Earlier this year, IBE announced the cancellation of its two large fundraisers - Summer Celebration in July and Circle City Classic® in September - in an effort to protect the health and safety of our community. With the cancellation of its two major fundraisers, IBE could lose more than 50% of its revenue this year. IBE's programmatic thrust will focus on critical areas that have a disproportionate impact on the African-American community. None of these areas of focus are new. Rather, they have been expanded throughout the year due to need and the cancellation of its fundraisers.

In response to these needs, IBE is hosting a series of initiatives to help our community prevail through this time as well as prepare for their emergence afterward. Small businesses, educators, job seekers, and our youth all need support. IBE and its partners will present program solutions to address all these areas through a series of virtual events. Lastly, IBE will continue to work with partners to address health disparities that impact the African-American community.



## Our Education Conference

Educators and administrators are struggling psychologically due to COVID-19 fears. They are in need of expertise and resources due to such rapid change from teaching in a live learning environment to a virtual environment. The reopening of schools is one of the most essential complications to overcome and thoughtful planning is needed. Educators also need to gain technology expertise to survive in the COVID-19 world.

IBE has partnered with educators and administrators across the state of Indiana for 13 years to host the largest conference for educators and administrators in the state. The Education Conference provides professional development to K-12 and higher education leaders throughout Indiana for the purpose of effectively teaching children of color. IBE secures nationally known experts that share best practices each year. We anticipate an increase in attendance this year due to the use of a virtual platform. This year's Education Conference will take place Tuesday, July 14 through Thursday, July 16. Indiana University has served as the Title Sponsor of the conference for the last four years.

This year's keynotes and workshops will address equity challenges in K-12 and higher education during COVID-19; best practices with how to teach and engage students with technology; effective engagement of students through personalized learning and blended learning environments; identification of access gaps for students and teachers navigating a non-traditional learning environment and necessary supports; and fighting educational inequities in the face of COVID-19.

Sponsors and partners on the Education Conference include the Indiana Department of Education, Indiana Commission for Higher Education, Indiana Department of Child Services, Indiana Civil Rights Commission, Indiana University, Indiana State University, Geo Next Generation High School, Lilly Endowment, Strada Education Network, Lumina Foundation, and Central Indiana Community Foundation.

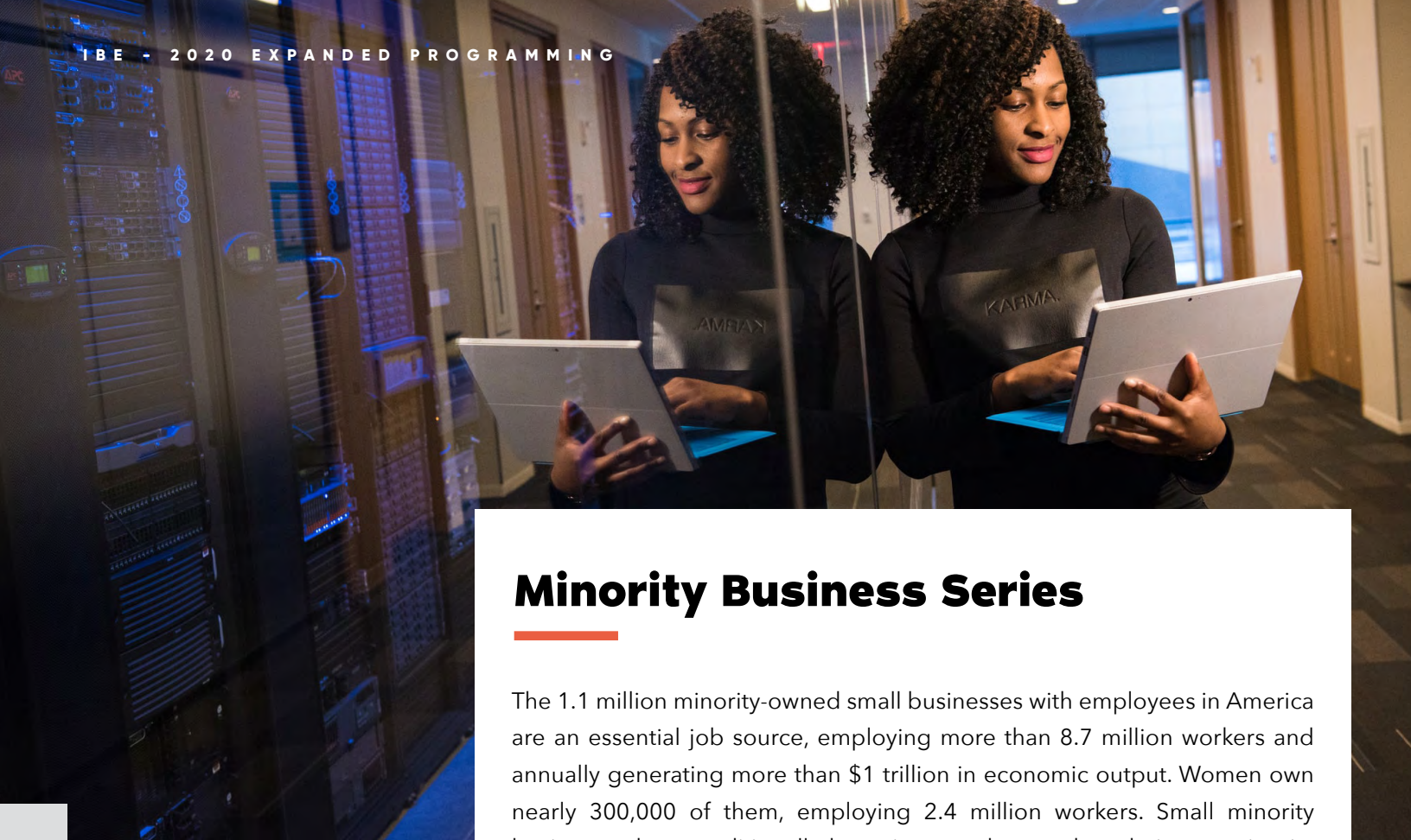
*Average annual attendance is approximately 800.*

STATS & HIGHLIGHTS



# 30,000

In 2019, IBE served as the exclusive funder/partner of the Children's Policy and Law Initiative's Positive School Discipline Institute where educators, administrators and resource officers from various schools throughout the state of Indiana participated in a year-long training that reached more than 30,000 students.



## Minority Business Series

The 1.1 million minority-owned small businesses with employees in America are an essential job source, employing more than 8.7 million workers and annually generating more than \$1 trillion in economic output. Women own nearly 300,000 of them, employing 2.4 million workers. Small minority businesses have traditionally been impacted more than their non-minority counterparts during economic disruptions due to their inability to access financial resources to retain employees and cover operating expenses. Many of these businesses have been inadequately informed and lack adequate access to banking relationships to take advantage of available stimulus relief and loans. Small businesses are in dire need of resources, counseling services, and training to stay viable.

For the last 50 years, IBE has provided resources, training, counseling and networking opportunities to small minority businesses and start-up businesses. This year, IBE is partnering with the State of Indiana, the Indiana Small Business Development Center and corporate sponsors to enhance our offerings year-round. Through the Minority Business Series, IBE will provide more than 30 webinars and forums throughout the year to focus on supporting both existing and start-up minority businesses. Workshops will include areas of corporate structure, finance, business planning, procurement opportunities, government loan programs, financial literacy, internet presence, social media marketing, PPP Loan forgiveness, and more.

IBE is also collaborating with the state of Indiana to raise awareness of the \$30 million Small Business Restart Fund through webinars, teleconferences, targeted advertising and grassroots outreach focused on targeted communities that have faced challenges accessing COVID-19 relief. IBE is also providing training, education and counseling services to start-up business owners throughout the state of Indiana.

# 931

**In 2019, IBE provided capacity building and professional development training to 931 executives, start-up and small businesses that participated in the Black Business**



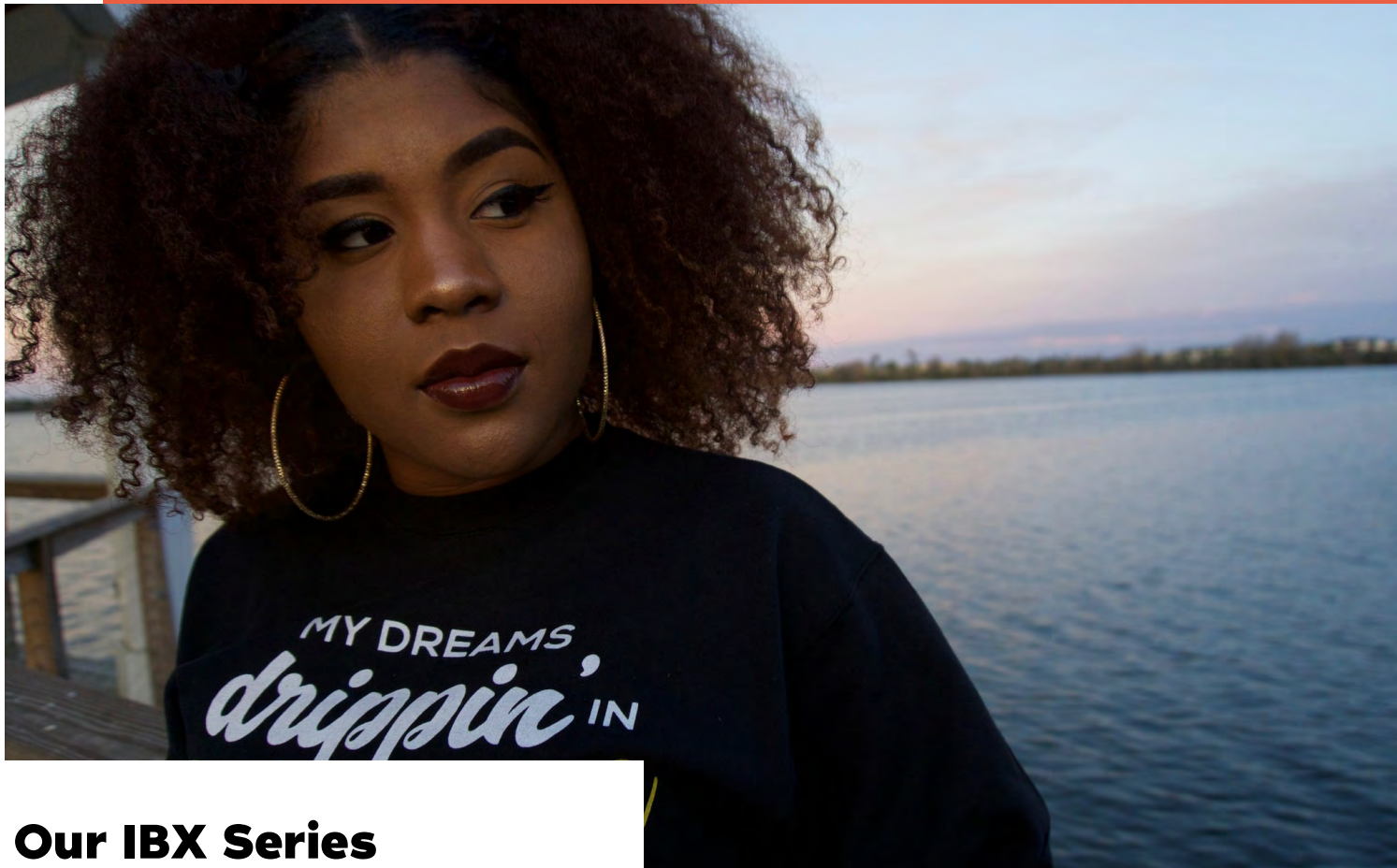
## Our Employment Opportunity Fair & Workforce Development Workshops

African Americans bear the brunt of COVID-19's economic impact. Economists are predicting that African Americans will suffer the most dramatic consequences of the looming recession. Even before COVID-19 hit the US and the overall unemployment rate hit record lows, African Americans had an unemployment rate that was almost twice the national rate. In February 2020 when the overall unemployment rate was 3.5%, a 50-year-low, the Black unemployment rate was 5.8% while the white unemployment rate was 3.1%. COVID-19 has heightened this problem to historic proportions.

IBE is providing a statewide grassroots campaign, education and resources to enhance workforce development opportunities in partnership with the state of Indiana. As part of this effort, IBE has teamed up with its corporate partners to offer three virtual career fairs in 2020 to make the job search seamless for our community and keep members abreast of in-demand careers and educational opportunities to maximize earning potential. Career workshops will be layered around this initiative to ensure that our community is knowledgeable about in-demand careers and opportunities, including credentials and certificates for the purpose of accelerating their return to the job market.

*On average, 60 employers and 1,000 job seekers attend each year.*

STATS & HIGHLIGHTS



## Our IBX Series

The coronavirus outbreak has had a hidden toll on young adults as it shapes values and harms health. Like all of us, young adults are confronted with daily decisions about where they go, who they see, and what to do personally and in their careers. During these challenging times, IBE and its partners are committed to building the next generation of leadership. IBX is a series of virtual programs and opportunities tailored to our youth, from middle and high school students to young professionals. The virtual initiative will also host IBE's Real Talk Forum, Youth Leadership Summit, Business Series, and Education Summit. Workshops will focus on entrepreneurship, financial literacy, careers, education, technology and arts. IBX series will take place in three phases during the 3rd quarter: July, August, and September.

In 2019, IBE provided leadership training and STEM education and career workshops to **168 middle and high school students** from across the state at our Youth Leadership Summit.

In 2019, IBE exposed more than **4,565 children and families** to STEM careers at our Tech Zone.

In 2019, IBE provided a college fair in partnership with 100 Black Men where **2,500 registered middle and high school students** are expected to visit more than 32 colleges and universities prior to the Circle City Classic® football game

In 2019, IBE provided a Real Talk Teen Forum where **801 youth participants** spoke about various pathways to success and listened to actor and performer Trevor Jackson discuss tips on how to follow your dreams.



## COVID-19 Testing & Outreach

IBE, in partnership with the state of Indiana, is currently offering daily onsite COVID-19 testing at its headquarters located on the eastside of Indianapolis. As African-Americans are disproportionately impacted by diabetes, heart disease and other chronic conditions that make them more vulnerable to severe illness from COVID-19, the goal is for more minorities to take advantage of this testing. In addition to testing, IBE is routinely disseminating education and resources to the African American community about COVID-19.

### Additional Programs

In addition to those initiatives set forth above, IBE is also implementing its year-round tobacco prevention and cessation initiative to significantly improve the health of Indiana residents by reducing the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. Specifically, IBE focuses on the elimination of minority health disparities related to tobacco use and emphasizes prevention and reduction of tobacco use by minorities, youth and other at-risk populations.

*In 2019, IBE provided education to community organizations and schools which impacted over 1800 youth throughout Indiana about the dangers of tobacco use, E-Cigarettes, and Point of-Sale marketing.*

IBE is also implementing its Performing Arts Academy. The Performing Arts Academy is a high quality performing arts program that includes dance, photography, music production, acting and videography instruction for youth as well as comprehensive and coordinated wrap around and academic supports. Weekly classes are taught by industry professionals. IBE also utilizes its relationships with celebrity entertainers in the acting and music industries to provide master classes.

*In 2019, IBE provided instruction to 178 Performing Arts Academy students interested in videography, photography, dance, music production and acting.*



# \$4.6M

**In honor of IBE's 50th Anniversary, IBE is providing scholarships to 50 Indiana high school students. Since 1984, IBE has provided more than \$4.6 million dollars to Indiana students.**

**In 2019, IBE provided nearly \$70,000 in scholarships. Conference.**

## Social Justice Initiatives

**Police Reform:** Since the officer-involved shooting of Aaron Bailey in Indianapolis more than two years ago, IBE has advocated for police reform, including multi-agency investigations of police action shootings, changes to IMPD's Use of Force Review Board with majority civilian representation and review of the Citizens Police Complaint Board. IBE has also pushed for implicit bias training, de-escalation training and other efforts to improve police and community relations. In 2018, IBE's President served at the pleasure of City Council President Vop Osili on the Police and Community Relations Working Group to create protocols as a means of establishing baseline expectations for police interactions.

**Voters Registration and Get Out the Vote:** IBE has also partnered with several organizations and entities on voters registration to sign up thousands of people during its large fundraising events and conducted a variety of Get Out the Vote campaigns.

**Policy Change:** IBE's President currently serves on the Public Policy Committee of the Children's Policy & Law Initiative of Indiana (CPLI). In this capacity, IBE has opposed several pieces of proposed legislation that would harm youth and families and advocated for protections. This year, IBE advocated for the financial stability of youth and families by asking the US Senate to adopt provisions that incentivize state and local governments to stop charging and collecting juvenile fines and fees under the Heroes Act. This year, IBE also advocated for the release of low risk inmates in adult and juvenile facilities in light of COVID-19 which resulted in the state's encouragement of counties to engage in a local assessment effort to make SB 449 that sought to have 12 and 13 year-olds accused of attempted murder prosecuted as adults and 16 and 17-year-olds to be automatically tried as an adult for certain "attempted" offenses. IBE aggressively opposed a similar pharmacy robbery bill in 2017 that would have tried 16 and 17 years olds in adult court.

IBE will continue to collaborate with organizations and groups and advocate for policies that enhance the social and economic conditions of the African-American community.





## Programs

COVID-19 Testing  
Education Conference  
Education Day  
Employment Opportunity Fair  
IBX Series  
Minority Business Series  
Miss Circle City Classic® Coronation  
Performing Arts Academy  
Real Talk Teen Forum  
Scholarship Fund  
Tobacco Prevention and Cessation Program  
Youth Leadership Summit

## Events

### Circle City Classic®

Circle City Classic® Cabaret  
Circle City Classic® Game  
Circle City Classic® Parade

### Summer Celebration

Art Speaks Cafe  
Black & Minority Health Fair (partnership with ISDH)  
Celebrity Basketball Game  
Corporate Luncheon  
Cultural Arts Pavilion  
Ecumenical Service  
Entertainment Stage  
Exhibition Hall  
Family Fun Zone  
Gospel Showcase  
IBE Fashion Show  
IBE Film Festival  
Midwest Boxing  
Music Heritage Festival I (Free Concert)

## Board

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Nick Bontreger, Executive Vice Chairman  
Johnny Thomas, Treasurer  
Keisha Ricketts, Secretary  
Marilyn Goree, Central Region Vice Chairman  
Robert Taylor, Northern Region Vice Chairman  
Charles "Chuck" Hughes, Nominating Committee Chairman

### Directors

|                      |                 |
|----------------------|-----------------|
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| Nick Bontreger       | J. Marc Outlaw  |
| Gisele Carter        | Scott Pelath    |
| Mary Cossey          | Steven Quick    |
| Hal Darring          | Norman Rayford  |
| Lesley Gordon        | Keisha Ricketts |
| Marilyn Goree        | Wille Stroman   |
| Robert L. Hayes, Sr. | Timothy Taylor  |
| Andy Mallon          | Kristi Upchurch |
| Murray Miller        | Aaron Williams  |
| Jesse L. Moore       |                 |
| Terry J. Morris      |                 |

## Staff

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Alice Watson, VP, Operations and Project Management  
Jennifer Darby, VP, Advancement and Programs  
Rain Wilson, Director, Performing Arts Academy  
Terri Falker, Director, Finance Department  
Edward Rogers Jr, Education Specialist, Performing Arts Academy  
Lynna Townsend, Executive Assistant & Membership Coordinator  
Kayla Hogan, Accounts Payable and HR Specialist  
Ashaun Miller, Event Coordinator  
Toni Deaderick, Tobacco Prevention & Cessation Coordinator  
TaAliyah Pinner, Tobacco Prevention & Cessation Youth Coordinator  
Sulaiman Mahmoud, Accounts Receivables & Box Office Manager

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Joe Jordan - Fort Wayne  
Andre Halloway - Gary  
Jeana Lewis Ouattara - Indianapolis  
Robert L. Hayes Sr. - Kokomo  
John Upshaw - Greater Lafayette  
Patrica Harris - Michigan City  
WaTasha Barnes-Griffin - Muncie  
Latorya Green - South Bend



For a complete listing and overview of IBE programs and initiatives, visit **[indianablackexpo.com](http://indianablackexpo.com)**

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