

# About Us



The Research, Policy, and Impact Center is a non-partisan applied research and policy advocacy center and racial equity change agent, engaging minority voices and educating decision-makers for the purpose of better supporting diverse communities. We address the root causes of economic disparities – income, wages, general economic opportunity, community access, and funding allocations – keeping our clients and stakeholders informed of shifts in the ecosystem and opportunities to participate in public policy decision-making.

## Certification

Learners are eligible to receive a Certificate of Achievement for this course through North Carolina Central University School of Business. NCCU's School of Business is known for its role defining a new generation of business leaders and entrepreneurs with a focus on social impact.

# Course Objectives

Upon completion of this course, participants should be able to:

- Build relationships with key public officials, small business leaders, non-profit allies, and others committed to advancing economic opportunities for under-resourced populations.
- Assess knowledge, skills and networking-building gaps for MBEs specifically related to engaging with state agencies and elected officials.
- Assess gaps through effective curriculum and engagement strategies.
- Better understand the motivations and barriers for MBEs to be involved in advocacy campaigns and/or sustaining relationships with public sector agencies and elected officials.
- Adapt strategies to leverage that motivation and reduce barriers for involvement.
- Understand how to build and nurture trust between MBEs, policymakers, and our own policy team over time.



# EQUITY ADVOCACY CERTIFICATE PROGRAM

*An introduction to equity advocacy work*

Online Course  
July 12-13, 2022

Executive Networking Conference -  
Pinehurst, NC  
August 11-12, 2022

Learn more about  
the National Institute of  
Minority Economic Development  
at:

<https://theinstitutenc.org/>



## Program Overview

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The Equity Advocacy Program supported by North Carolina Central University's Division of Extended Studies: Continuing Education will prepare you for success in advocacy. In this comprehensive program, you will learn how to identify and evaluate what makes an advocate, develop valuation frameworks, and learn soft skills such as pitching deals, storytelling with data, and networking. Through this immersive program, taught by award winning faculty and community leaders, you will learn to leverage challenges and turn them into positive outcomes.

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## Course Goal

To train MBE's and WBE's to advocate for themselves with local, state, and federal policy leaders.



## Program Highlights

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**High Touch** - Leverage interactive sessions with faculty, fireside chats with practitioners, and networking sessions with peers.

**Award Winning Faculty** - Learn from nationally recognized faculty, thought leaders, and industry experts.

**Peer-Learning** - Interact with and learn from high-achieving peers and build your network.

**Success Coach** - An assigned success coach will help craft your learning journey through regular one-on-one check-in sessions.

**Practitioner Insight** - Interact with faculty and industry experts during the program to gain actionable insights and implement learning into practice.

**Networking Event** - Meet your national peers at the three-day in-person Executive Networking Event in Pinehurst, NC.



## Who Should Participate?

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This course is an introduction to advocacy work and is beneficial to any individual or mission driven organization, large or small, directly, or indirectly impacted by local, state, or federal government (ex. business owners, professionals, community development centers, government officials, students, etc.). No previous learning or experience is required to take this advocacy course. You will need a device that allows you to listen to audio, access course materials, and upload assignments.

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## Talitha Batts

Talitha is the Director of the Research, Policy & Impact Center. She has completed a Master's in Education Technology at NCCU and has served as Assistant Director of Careers and Professional Development at Saint Augustine's University, an HBCU, and as General Business Counsel at North Carolina State University for the Small Business Technology Development Center.

