

## **A. Canisius College - International Business (W669)**

March 23, 2011

- Grantee:** Canisius College (“Canisius”)
- ESD Investment:** A grant of up to \$38,000 to be used for personnel salaries and benefits, promotion and marketing, program materials and supplies, and contracted facilitator services.
- Project Location:** 2001 Main Street, Buffalo, Erie County
- Project Completion:** January 2012
- Grantee Contact:** Maureen Millane, Associate Dean  
Wehle School of Business, External Business Programs  
2001 Main Street  
Buffalo, NY 14208  
Phone: 716-888-8490 Fax: 716-888-8495
- Project Team:**
- |                    |               |
|--------------------|---------------|
| Project Management | Jean Bly      |
| Affirmative Action | Helen Daniels |
| Environmental      | Rachel Shatz  |

### **Project Description:**

#### Background

Canisius, founded in 1870 by European Jesuits, is one of twenty-eight Jesuit colleges and universities in the United States. Canisius is an independent, co-educational, medium-size institution of higher education offering undergraduate and graduate programs leading to associate, baccalaureate and masters degrees.

Canisius College’s External Business Programs is comprised of the Center for Professional Development, the Women’s Business Center and the Canisius Amherst Conference Center (collectively, the “Centers”). The Center for Professional Development was founded as part of Canisius more than thirty years ago to provide employees with the critical skills necessary to be effective within their organizations by offering personalized, proven, professional training and consulting. The Women’s Business Center was founded in September 2003 to provide entrepreneurs and small business owners with the skills, knowledge and a support network to enhance the growth of new and established businesses, positively impacting local economic development. The mission of the Centers is to create jobs, wealth and opportunities for its participants by offering programs, workshops and technical assistance to area businesses and professionals using academic faculty, local entrepreneurs and professional experts. Many of the courses enable participants to earn continuing education credit. A significant portion of funding necessary to operate the Centers is obtained through federal funds.

## Canisius College - International Business (W669)

March 23, 2011

Since August 1999, the ESD Directors previously authorized eight grants totaling \$333,000 in assistance to support Canisius' Wehle School of Business, External Business Programs. ESD's assistance has allowed Canisius to provide capacity building workshops, consulting and conferences to approximately 1,640 employees/managers, representing 691 organizations, corporations, small businesses, not-for-profits, and government entities. The number of participants does not reflect the ripple effect of any sharing of the materials by the participants with their organization's employees. All eight grants have been disbursed as the respective projects have been completed.

### The Project

Due to the area's close proximity to the Canadian border, the Centers identified a need to provide international skill-building tools and knowledge to companies in an effort to initiate and/or advance international business relationships. ESD's grant will assist the Centers with costs necessary to develop and provide business training for up to twenty-four companies and will include a business forum, a management conference and international workshops. The business forum will feature recognized experts including Dr. Ji Hee Kim, an associate professor and director of entrepreneurship; Dr. Julia Wescott, professor of modern languages; Arlene White, Executive Director of the Binational Tourism Alliance; a representative from Hodgson Russ LLP, a law firm that does business in Canada; and Dr. Coral Snodgrass, a specialist in international business, to highlight international opportunities for small businesses. The management conference is themed on creativity and innovation featuring Dr. Teresa Amabile, a professor at Harvard Business School, and a series of international workshops focusing on marketing, financing, management, global logistics, global supply chain management, and market research. The project has begun with the creation of an advisory committee and will be followed by the management conference in June, workshops in the fall of 2011, and project completion in January 2012 with a programmatic evaluation and analysis. The project activities are expected to be well-attended by a diverse number of participants from Western New York and have a positive impact on the quality and financial capacity of the organizations participating in the program. Additionally, project activities support the new International Degree Program (the "Program") by allowing prospective Program candidates to sample the degree curriculum without making a commitment to the Program. The Centers will manage the project.

Upon completion of the project, the Grantee will furnish a final report, describing the impact and effectiveness of the project

Financing Uses	Amount	Financing Sources	Amount	Percent
Personnel Salaries & Benefits	\$32,644	ESD Grant	\$38,000	100%
Promotion & Marketing	2,356			
Program Materials & Supplies	1,500			
Contracted Facilitator Services	1,500			
Total Project Costs	\$38,000	Total Project Financing	\$38,000	100%

**Canisius College - International Business (W669)**

March 23, 2011

**Statutory Basis – Community Projects Fund:**

The project was authorized in the 2009-2010 New York State budget and reappropriated in the 2010-2011 New York State budget. No residential relocation is required as there are no families or individuals residing on the site.

**Disclosure and Accountability Certifications:**

The Grantee has provided ESD with the required Disclosure and Accountability Certifications. Grantee's certifications indicate that Grantee has no conflict of interest or good standing violations and, therefore, staff recommends that the Corporation authorize the grant to the Grantee as described in these materials.