



Building Bridges: How Schools and Small Businesses Can Grow Together

“Creating equitable partnerships that empower students and strengthen communities.”

Presenter: Dr. Tammy Pate
Senior Executive Director
Office of Business Development at NYCPS



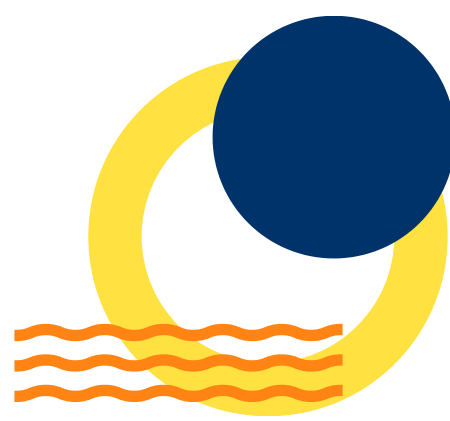


“Education doesn’t exist in a vacuum — it lives within our communities.”

Spending is a mirror of our priorities.



What was the catalyst to this work?



The 2016 New York State Disparity Study found underutilization of Minority and Woman-owned Business Enterprises (MWBE) in contracting, implying the NYC Department of Education (NYCDOE) should review its own procurement processes to ensure fair access for MWBEs.

Recommendations from the Study

- Expand M/WBE Program and Access
- Organizational Goal Setting
- Expand Policy and Legal Tools
- Outreach to M/WBEs
- Provide Technical Assistance, Capacity Building and Access to Capital
- Remove Barriers to Participation

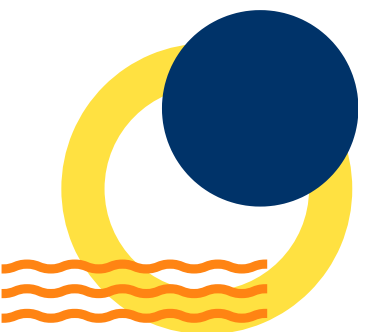


Scan Me

Transforming how the nation's largest school district engage business partners.

Established in 2023 in response to a statewide call to action, the Office of Business Development launched **a bold citywide strategy to bridge community-based small business owners with school, district, and central leaders.**

Through powerful partnerships across NYC Public Schools and collaborations with external stakeholders, the team has **expanded access, increased visibility, and opened new pathways for minority- and women-owned enterprises to do business with our schools.**



External Partners

The Office of Business Development leverages relationships with external partners who diversify programming and provide crucial support for small business owners looking to work with NYCPS. These collaborations enhance the quality and reach of opportunities for M/WBEs across New York City.



Amazon
Partnering to provide resources and training for small businesses to thrive in the digital marketplace and expand their reach.



Jackie Robinson Foundation
Collaborating to foster leadership skills and educational opportunities for aspiring M/WBE entrepreneurs.



Business Outreach Center Network
Working together to offer financial support, outreach, and development programs to local small business communities.



CU Grow at Columbia University
Providing specialized growth programs and academic insights to help M/WBEs scale their operations and capabilities.



The Shark Group
Leveraging expertise to deliver high-level strategic advice and mentorship, preparing businesses for competitive markets.



Campus Coin: Cultivating Student Entrepreneurs

Campus Coin is an initiative to bridge the gap between education and real-world opportunity.

The **three core pillars** are:

***Building social capital**

***Developing financial intelligence**

***Providing meaningful career exposure for high school students across America and beyond.**



CAMPUS COIN INVEST FEST

NYC Public Schools

CAMPUS COIN INVEST FEST 2024

BREAKOUT SESSIONS

- Career Exploration in Finance and Economics
- Introduction to Entrepreneurship
- Technology in Finance (FinTech)
- The Role of AI in the Future of Work
- Professional Development Skills

SHARK TANK PITCH COMPETITION

- 1st Place: \$5000
- 2nd Place: \$2500
- 3rd Place: \$1500

DAME DASH
Music Executive Entrepreneur

DR. TAMMY PATE
Deputy Chief Officer Business Development NYC Public Schools

MALIK Yوبا
Actor Entrepreneur

ANTOINE WALKER
Former NBA Player

Empowering the next generation through essential financial and entrepreneurial education, led by insights and competitive innovation from finance professionals.

St. John's University Queens, NY

March | 28th | 2024

8:30 AM - 3:00 PM

DUNKIN' DONUTS **BANK OF AMERICA** **ST. JOHN'S UNIVERSITY** **21Cent.ed.** **CARVER BANK** **HBCU NY** **Met's**





The Expand-U program empowers small businesses to become successful NYCPS vendors by providing the tools, knowledge, and networks needed to navigate procurement, secure contracts, and achieve sustainable growth.

Vendors are classified into four levels based on experience, contracting history, and capacity, with each level receiving targeted training aligned to its stage of business development.

Foundational Level

Businesses designated as **Foundational** must meet a minimum of three of the following conditions:

- New start-ups with less than 2 years in business
- Firms with zero experience with either the DOE or any other government agencies
- Fewer than 2 employees including the principal owner
- May or may not be M/WBE certified
- Does not currently have a DOE vendor number

Beginner Level

Businesses designated as **Beginners** must meet a minimum of three of the following conditions:

- Business has been in existence for a maximum of 2 years
- Firms with limited experience (less than two years) with either the DOE or any other government agencies
- Earned less than \$75,000 from the DOE in the past year
- Fewer than 2 employees including the principal owner
- May or may not be M/WBE certified
- May or may not have a DOE vendor number

Intermediate Level

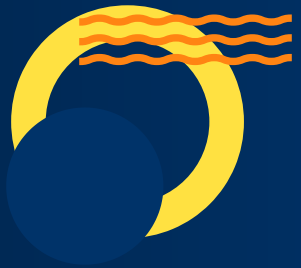
Businesses designated as **Intermediate** must meet at least three of the following conditions:

- Business has been in existence for a minimum of 2 years
- Firms with a minimum of 2 years experience with either the DOE or any other government agencies
- Have earned a minimum of \$100,000 in government contracts in the past year
- Have 2 or more employees including the principal owner
- Currently M/WBE certified
- Currently have a DOE vendor number

Advanced Level MTAC

Businesses designated as **Advanced Level** must meet at least three of the following conditions:

- The firm must have been in existence for more than three years
- Firm should have at least 3 years experience with either the DOE or any other government agencies
- Must have earned a minimum of \$200,000 in government contracts in the past year
- 2 or more employees other than the principal owner
- Must be M/WBE certified
- Must have a DOE vendor number



Partnership in Action: Amazon + NYCPS

Redefining Corporate Partnership

When corporations move beyond contracts to true collaboration, schools gain real investment—through volunteers, donations, mentorship, and shared purpose. Partnerships like Amazon's prove that companies can give back, not just sell.



amazon

Framework for Success:

D28 Can Build Strong Business Partnerships



“A Glimpse Into What’s Possible”

Small
Business
Owners
Are
Back
of the
American
Economy





Join Us!

NEW YORK CITY PUBLIC SCHOOLS PARTNERS WITH YORK COLLEGE



NYCPS BROOKLYN & QUEENS M/WBE & SMALL BUSINESSES EXPO

Where:
York College



Prepare to engage with small business owners from a variety of industries including Student Services, Food Service, Professional Development, Curriculum, Transportation, Video Production, & More!

REGISTER NOW

Friday
5 December 2025
9:00 AM - 12:00 PM



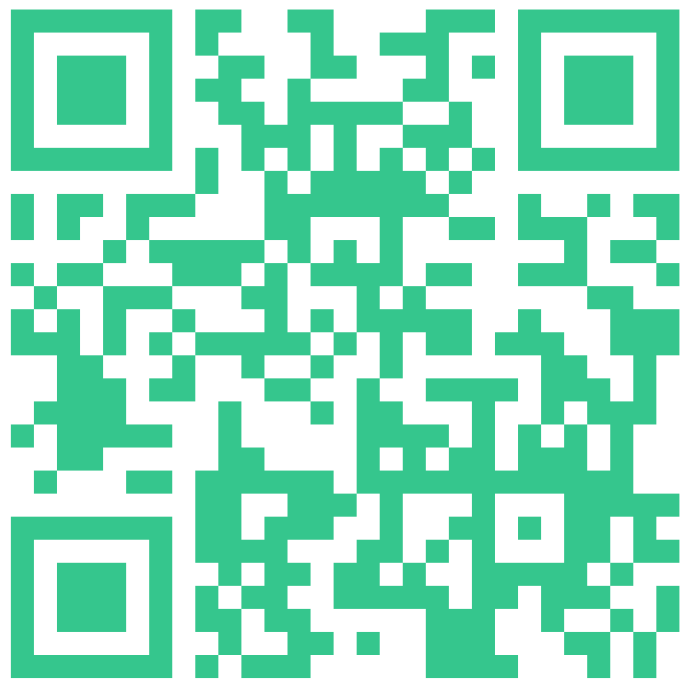
York College, Health and Physical
Education Building
160-02 Liberty Ave, Jamaica, NY 11451

OPEN4BUSINESS@SCHOOLS.NYC.GOV



THANK YOU

Subscribe



open4business@schools.nyc.gov

