

# **1 page SBI Information Sheet**

## **About the Texas Civic Impact Council:**

The Texas Civic Impact Council (TCIC) is a cross-college council at UT Austin leading campus collaboration on community-impact projects. TCIC will be a bridge for students to connect ideas with action in an effort to lead student progress on city-wide issues!

**Website** - [peacusa.org/tcic](http://peacusa.org/tcic)

## **Program description:**

This year, the council has decided to support small business owners affected by the pandemic by helping them transition their business to an increasingly digital world. By recruiting student tech talent at UT Austin, TCIC has created a consulting group that connects student consultants with Austin businesses needing digital transformations.

## **Target:**

Our program serves all Austin Small Businesses with a specific focus on BIPOC communities given they have been disproportionately affected by the pandemic.

## **Services offered:**

- Website design
- Creating a domain for a website
- Generating and using QR codes
- Social Media Marketing (ex. Facebook, Instagram, Yelp, etc.)
- Graphic Design (flyers, graphics, social media content, etc.)
- Online Advertisement (Google, Facebook, Instagram ads)
- Payment systems (ex. Square, Venmo, Paypal)
- Product photography
- Video conferencing software (ex. Zoom, Microsoft Teams)
- Advanced technological expertise (SEO, Google analytics, etc.)

## **Pairings/Outcomes:**

Once paired with a business, student consultants will work to help a small business with a minimum of the top 3 services they have requested for. Businesses might go through multiple consultants depending on their requests, and our program is dedicated to serving businesses to our fullest ability. We intend to serve 100 businesses by the end of August, 2021.