

Small Business Development Center  
Assessment Plan Summary

Small Business Development Center

Have A Positive Economic Impact Within The SBDC Six County Service Area

Goal Description:

This economic impact will be measured annually using six specific objectives established within the SBDC annual federal contract.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Assist Clients In Obtaining Capital

Performance Objective Description:

The SBDC will assist clients during this measureable period in obtaining capital from banks and other financial organizations.

RELATED ITEM LEVEL 2

Client Feed-Back Through Surveys

KPI Description:

Capital formation is monitored weekly through the MIS tracking system and through annual surveys provided by SBDC clients. Our goal for this fiscal year is \$7,301,000.00 and we perceive this as highly inflated. Continue communication and marketing with area banks in an effort to assist us in meeting our goal. This is a challenging goal achievement for our Center due to our rural economy.

Results Description:

Our center has obtained \$3,532,450.00 in capital formation as of September 30, 2017, which is typical for our center and expected until service area client base population changes to capital ready clients.

This goal is not realistic and has never been achieved and has been addressed with our regional headquarters on several occasions.

RELATED ITEM LEVEL 3

Capital Attainment Preparation

Action Description:

As outlined as a planned milestone accomplishments; and, services provided guidelines from our MOU and Federal Grant Proposal sent to us from our regional headquarters, the SBDC provides technical assistance to clients in planning and preparing to obtain funds to start up and/or expand business operations. Most clients receive guidance from advisors to become financially responsible and able to discuss loan needs with a banker/investor.

Advisors work with clients to prepare and gather information and documentation to obtain a loan. Advising also includes information for alternative forms of lending and when client is initially denied a loan will assist them in searching for another alternative micro loan. Additionally, advisors work with clients in preparing business plans and cash flow statements.

Advisors also work with banks to assist clients with funding. Additionally, advisors provide information and guidance: saving for a loan or business venture, debt-to-equity, earn and keep good credit.

Planned improvements for providing services will include FY 17-18 MOU and Federal Grant Proposal service provided guidelines, which usually include the same actions from year to year. Each year our center endeavors to improve relationship building with area banks and ways to improve delivery of our services. As mentioned previously this goal has never been achieved, but every effort will be made to increase annually. We will also increase follow up communication with current clients to obtained additional capital.

RELATED ITEM LEVEL 1

Assist Future Entrepreneurs In Starting New Businesses

Performance Objective Description:

The SBDC will strive to work with all clients in assisting the development of new businesses throughout the service area.

RELATED ITEM LEVEL 2

Client Surveys And MIS System

KPI Description:

This criterion is measured monthly and is available through the University of Houston MIS System (Center IC Software). The Director weekly monitors the success of this objective by each consultant. Our goal for start-ups this fiscal year is 29.

**Results Description:**

Our center has achieved 54 business startups as of September 30, 2017, which is nearly double our milestone goal.

**RELATED ITEM LEVEL 3**

**Business Start Development**

**Action Description:**

As outlined as a planned milestone accomplishments; and, services provided guidelines from our MOU and Federal Grant Proposal sent to us from our regional headquarters, the SBDC assists clients in developing new businesses by providing guidance and training needed to plan a new business venture. Advisors assist clients in doing this by providing information and guidance in preparing feasibility studies. Advisors also assist clients in preparing business plans and help them understand about their local market. Advisors also provide information and guidance for how to start up a new business venture and provide informational guidance in discussion items for visiting with an attorney and accountant for professional advising.

Planned improvements for providing services will include FY 17-18 MOU and Federal Grant Proposal service provided guidelines, which usually include the same actions from year to year. Each year our center endeavors to help existing and potential clients create new business ventures.

**RELATED ITEM LEVEL 1**

**Impact Clients**

**Performance Objective Description:**

This criterion is measured monthly and is available through the University of Houston MIS System. The director monitors the success of this goal weekly by each business advisor. The goal set for us this year by the federal grant is 168.

**RELATED ITEM LEVEL 2**

**Impact Clients**

**KPI Description:**

This criterion is measured by the MIS tracking system and through annual surveys provided by SBDC to identify appropriate clients and spend a total of 5 or more hours of contact and preparation with that client.

**Results Description:**

As outlined as a planned milestone accomplishments from our regional headquarters, the center has achieved 142 impact clients as of September 30, 2017. However, this criteria does not end until December 31, 2017, making this an ongoing achievement. We are on track to achieve this goal with less than 26 to reach before December 31, 2017. We should meet this goal by the end of November.

**RELATED ITEM LEVEL 3**

**Cultivating Long Term Client Relations**

**Action Description:**

As outlined as a planned milestone accomplishments; and, services provided guidelines from our MOU and Federal Grant Proposal sent to us from our regional headquarters, the SBDC develops business relationships with clients to provide ongoing business assistance, guidance and training. Advisor develop business relationships to continuously offer and provide services in an ongoing basis to assist clients with their growing business needs and changes.

Planned improvements for providing services will include FY 17-18 MOU and Federal Grant Proposal service provided guidelines, which usually include the same actions from year to year. Each year our center endeavors to build long term business relationships with clients to assist them throughout their business life-cycle and to continuously provide assistance. our services.

**RELATED ITEM LEVEL 1**

**Job Creation**

**Performance Objective Description:**

The Small Business Development Center (SBDC) will work with established and start up businesses to create jobs.

**RELATED ITEM LEVEL 2**

**Annual Client Surveys**

**KPI Description:**

The indicator for this objective is SBDC client business startups, jobs and capital documentation. This documentation is established by a series of surveys that are conducted annually of all SBDC clients within the service area. Our goal for this fiscal year is 241 Jobs. We are in the process of working with banks to increase loans to small businesses and extensive marketing to established businesses that may require technical assistance.

**Results Description:**

As outlined as a planned milestone accomplishments from our regional headquarters, the center has achieved 250 job creations has of September 30, 2017, which is more than twice the milestone goal.

### RELATED ITEM LEVEL 3

#### Job Creation Development

##### Action Description:

As outlined as a planned milestone accomplishments; and, services provided guidelines from our MOU and Federal Grant Proposal sent to us from our regional headquarters, the SBDC provides technical assistance to clients in developing skills needed to hire first and additional employees by providing information and assistance to learn about costs and procedural needs to adding employees for any business. Advisors also assist by providing information and guidance to business owners in learning how to prepare for creating job postings and meaningful job duties and actions. This also includes how to an employee handbook/manuals and how to conduct a meaningful interview session.

Planned improvements for providing services will include FY 17-18 MOU and Federal Grant Proposal service provided guidelines, which usually include the same actions from year to year. Each year our center endeavors to work with existing and potential clients to develop their business venture to increase the number of employee positions thus adding increased jobs for our service area.

### RELATED ITEM LEVEL 1

#### Obtain New Clients During The Fiscal Year

##### Performance Objective Description:

Identify clients within the six-county service area that need SBDC assistance. The identification with these clients will be done by chambers of commerce, city and county organizations, and walk in clients requesting assistance.

### RELATED ITEM LEVEL 2

#### New Client Measurement

##### KPI Description:

New client tracking is conducted weekly through the MIS tracking system and the quality of service is measured continuously through client surveys. Our goal from the federal grant has been set this year at 201.

##### Results Description:

As outlined as a planned milestone accomplishments from our regional headquarters, the center has achieved 116 new clients has September 30, 2017, which is nearly two-thirds of the planned milestone. This is typical and expected for our center until more of the client base population is ready to start and maintain businesses.

### RELATED ITEM LEVEL 3

#### New Client Development

##### Action Description:

As outlined as a planned milestone accomplishments; and, services provided guidelines from our MOU and Federal Grant Proposal sent to us from our regional headquarters, the SBDC Business Advisers reach out to potential clients and try to increase new client base by attending networking functions and hosting events and increase our visibility within the community to help increase the potential client base by meeting with Chambers of Commerce, Economic Development Centers/Groups. We also provide training and workshop sessions in which we invite potential clients to visit with us about starting a new business venture. We encourage referrals from existing clients and collaborating with different university groups/departments. We have recently started posting to the network designated social media platform. This platform is the designated social media sight to be used until otherwise notified. This new effort will greatly enhanced the marketing of our services to help the entire region to achieve this goal.

Planned improvements for providing services will include FY 17-18 MOU and Federal Grant Proposal service provided guidelines, which usually include the same actions from year to year. Each year our center endeavors to work with banks, chambers, EDC, and university to gain new clients. We use our marketing tools, referrals, training, community events to develop an awareness of our services.

### RELATED ITEM LEVEL 1

#### Total Clients

##### Performance Objective Description:

To identify appropriate clients and spend a total of 5 or more hours of contact and preparation with that client.

### RELATED ITEM LEVEL 2

#### Total Client Surveys And MIS System

##### KPI Description:

This criterion is measured monthly and is available through the University of Houston MIS System (Center IC Software). The Director monitors the success of this goal weekly by each consultant. The goal set for us this year by the federal grant through University of Houston is 363 which translates to approximately 121 per consultant. Sometimes, to meet goals, we have been forced to admit weaker clients who are not yet ready with the basic structure to be successful. With only three consultants, this goal seems more reasonable than in the past when we were able to hire graduate student consultants.

##### Results Description:

As outlined as a planned milestone accomplishments from our regional headquarters, the center has achieved 576 total clients as of the final run report dated May 8, 2017, which is more than 4 times the milestone goal. Maintaining a higher level of total existing client base assist our efforts in achieving planned milestone goals, until our service area population reaches a level of increased opportunities and become more capital ready.

We received new goaling targets via email update sent by our SBDC Regional Office to change existing goals and eliminate tracking for this particular goal (total clients), dated April 24, 2017.

RELATED ITEM LEVEL 3

**Open Active Client Development**

**Action Description:**

As outlined as a planned milestone accomplishments; and, services provided guidelines from our MOU and Federal Grant Proposal sent to us from our regional headquarters, the SBDC Business Advisers maintain client business relationship over several months to several years to ensure clients have achieved business success. Advisors have a call rotation that keeps them constantly in contact with center clients by calling, emailing, skyping and vising with clients. Encourage them to attend our training sessions and advisors travel to satellite locations in an effort to reach out to existing and potential new clients.

Planned improvements for providing services will include FY 17-18 MOU and Federal Grant Proposal service provided guidelines, which usually include the same actions from year to year. However, this measurement will no longer be an active goal attainment milestone. Therefore our center will not measure this as a goal during FY 17-18, but will continue to build long-term relationships with clients in order to achieve other goals.

**Update to Previous Cycle's Plan for Continuous Improvement**

**Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

The SBDC monitors progress weekly to achieve our goals and KPI indicators. To do this the center provides assistance to clients in developing new businesses. Business Advisers provide guidance and training needed to plan new business ventures, how to conduct feasibility studies, provide resources and knowledge for conducting local market awareness. The center also provides technical assistance for developing business plans and providing the skills needed for developing basic concepts required for successful business ventures, hiring employees and developing cash flow statements.

Additionally, the SBDC develops business relationships with clients to provide ongoing business assistance, guidance and training. The center encourages business relationships to provide ongoing support to existing clients, encourage potential new clients and ensuring our visibility within the community.

**Update of Progress to the Previous Cycle's PCI:**

The SBDC will continue to monitor milestone goals and KPI indicators on a weekly basis.

As outlined as a planned milestone accomplishments; and, services provided guidelines from our MOU and Federal Grant Proposal sent to us from our regional headquarters, our center met or exceeded all goals except capital and new clients which is expected due to our service area and population base. To achieve these goals, our center provided the above listed services on a continuous basis throughout the fiscal year.

**Continuous Improvement Plan**

**Closing Summary:**

Each year the SHSU SBDC center receives a new MOU and Grant proposal that outlines our milestone goals and confirms and/or changes our basic outline for providing services to our service area. Therefore, the SBDC center monitors progress weekly to achieve the outlined milestone goals. Business Advisers provide information, guidance and training to existing clients to assist them in planning new business ventures and how to expand or increase their profit margins. Advisors also assist them in learning how to conduct feasibility studies, provide resources and knowledge for conducting local market awareness. The center has a computer lab and library to assist advisors with alternative methods of teaching clients and providing information to them. We have recently added and expanded the library and computer lab offerings. Additionally, the center also provides technical assistance for developing businesses.

The SBDC Center will more effectively use existing tools including marketing to improve service provided to clients and insure long-term relationships. This will ensure goals are attained. Additionally, area population and construction will increase during the next fiscal year, which will help bring new opportunities for goal achievement.