



Southwestern Oregon Community College

Success Indicator 33 – Service to Business | 2012- 2013

ACHIEVEMENT

Achieved 3% = **Green**

CORE THEME

Community Engagement

OBJECTIVE

CE.1: Southwestern serves our communities by providing quality training and business development to address the changing community workforce needs

INDICATOR

CE.1.4: Success Indicator 33 - Service to Business

Measured by the percentage of businesses served by the SBDC calculated as a three-year average compared to the national annual rate from internal reports/national data

Indicator Thresholds

Green: 2.5% or greater Yellow: Between 1.5% and 2.49% Red: Below 1.5%

Purpose and Meaning

Healthy businesses create economic stability in the region. That in turn leads to employment opportunities for Southwestern graduates either as employees or as employers, allowing them to stay in the community and prosper. National research has shown businesses who receive five or more hours of SBDC services are, on average, more likely to stay in business and grow.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

For the fiscal year July 1, 2012 – June 30, 2013 the SBDC counseled 227 clients and registered 277 participants in training. 54 clients were served for 5 hours or more. Total counseling hours provided 823. Economic impacts reported by clients and documented in Center IC: \$2,955,625 capital infusion; 6 new businesses started; 19 jobs created; 40 jobs retained; \$92,500 increased sales. U.S. Census data county QuickFacts show Coos County has 5,034 firms and Curry County has 2,490 firms for a total of 7,524. International trade advising was added to the mix of services provided. Future plans are to continue outreach to regional businesses through banks, workshops, business tips articles, website, taxi topper, chambers and existing client base. To maintain current service levels requires a budget of \$177,000 with current sources of \$150,000 identified and the remaining funds hopefully supported through alternative grant sources.

FACTORS AFFECTING RESULTS/PROGRESS

Achievement of this indicator is directly impacted by staffing in the department. Current success was generated by a staff of 1.8 FTE. To maintain 1.8 FTE staffing we need \$177,000 per year. Current funding sources equal \$150,000 and if additional alternative grant sources are not acquired, staffing will be reduced to 1.5 FTE.

Planning Priorities

Strategic Goal - 8: Sustain and build strong community, business, and agency partnerships.

Annual Priority - 8.1: Develop and sustain community partnerships in response to emerging economic and workforce needs.

Institutional Planned Accomplishment - 8.2A: Improve communication and involvement with community stakeholders-e.g. school districts, business and industry.

Unit Planning

Provide one-on-one business counseling services to at least 225 regional businesses each year. Provide at least 40 training opportunities to businesses in the region each year. Assist businesses to obtain at least \$250,000 of capital infusion annually. Assist at least 10 businesses to start annually. Assist businesses to create or retain at least 50 jobs each year.

Budget Impact

SBDC training programs create FTE income for the college. State and federal funding are at risk if outcomes established by contract are not achieved.

Achievement Analysis

The SWOCC SBDC serves the needs of businesses in Coos, Curry and western Douglas counties through free one-on-one business counseling, low cost business trainings and resources such as financial analysis and market research. One of the primary tools used by the SBDC to assist small businesses is LivePlan, an online business planning template. The SWOCC SBDC has been recognized for affectively deploying this tool to over 90 businesses, more than any other SBDC office in the Oregon network. This has greatly increased the number of counseling hours provided and increased the number of clients with 5 hours or more of service. During the last year, the SBDC was able to hold 3 Small Business Management (SBM) programs with a total of 32 participants. SBM trainings generate 1 FTE for each business that participates. Overall client satisfaction ratings are 4 or greater on a scale of 1-5. Training participants also give the SBDC satisfaction ratings greater than 4.

DATA DOCUMENTATION

Documentation Posted:

SOCC Mission Fulfillment Reports Website at: SOCC Mission Fulfillment Reports Website at:

<http://www.socc.edu/ie/pgs/success-indicators/index.shtml>

TracDat Assessment Software: Success Indicators 2012-13 folder

Data References:

Center IC – OSBDCN database used to report activities to the U.S. Small Business Administration

U.S. Census Bureau QuickFacts report for Coos and Curry counties

ABOUT THE DATA

The report and chart information was prepared and coordinated by Arlene Soto, Director Small Business Development Center and Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Arlene Soto, Director Small Business Development Center.

Requirements

SBDC outcomes are established through contracts with the U.S. Small Business Administration and Oregon Business Development Department.

For more detailed information, contact the Institutional Research office - ir@socc.edu