



# Southwestern Oregon Community College

## Success Indicator 33 – Service to Business | 2013- 2014

### ACHIEVEMENT

Achieved 4.38% =



### 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

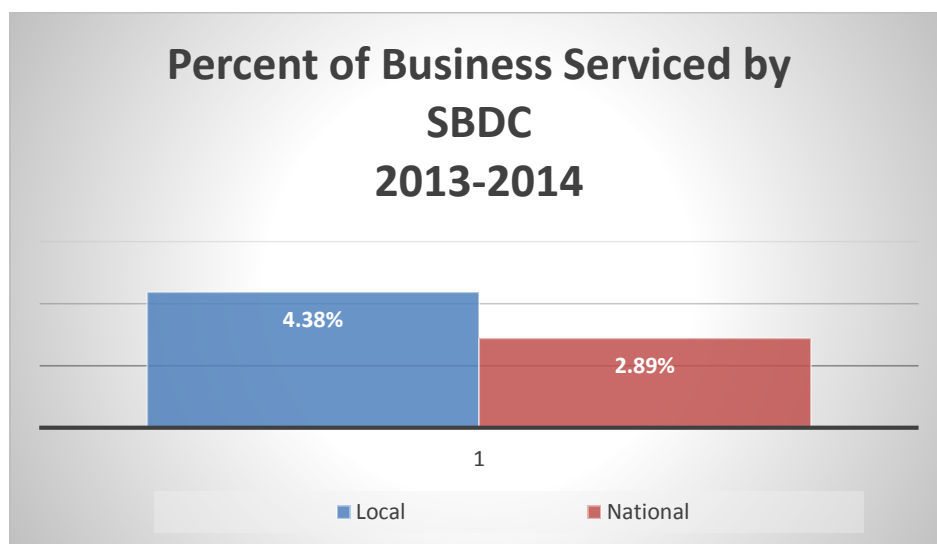
Green: 2.5% or greater      Yellow: Between 1.5% and 2.49%      Red: Below 1.5%

### 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 done by the Association of Small Business Development Centers (ASBDC) 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, 2013 – June 30, 2014 the SBDC counseled 180 clients and registered 249 participants in training. 34 clients were served for 5 hours or more. Total counseling hours provided 575. Economic impacts reported by clients and documented in Center IC: \$300,850 capital infusion; no new businesses reported starting; no job creation was reported; no job retention was reported; \$40,000 increased sales. U.S. Census data county QuickFacts show Coos County has 3,048 firms and Curry County has 1,354 firms for a total of 4,402. The 3 year average number of clients served per year is 193 or 4.38% of the total number of businesses reported in the area.



International trade advising was added to the mix of services provided. Capital access advising for southern Oregon was added. 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. A decrease in funding from SWOCC in this fiscal year resulted in staffing being cut to 1.5 FTE. Counseling clients, training events and outcomes were diminished as a result. Some funding has been restored as of July 1, 2014 which will help the center achieve desired results in the next fiscal year. Staffing will be increased effective August 1, 2014 to 1.8 FTE.

## Success Indicator Changes for 2014-15 supporting NWCCU accreditation standards: 1.B.2; 4.A.1; 4.B.1; 5.B.2

There are no anticipated changes to how this indicator will be measured or the threshold refined at this time.

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### Planned Projects

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

**Project - CE.1.2:** 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

***Budget Impact identifies the budget requests needed in the future year(s) to support the planned changes.***

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 125 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. 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.

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## DATA DOCUMENTATION

### ***Documentation Posted:***

Portal: Resource Center Core Themes – Objectives – Success Indicator Page:

[https://mylakerlink.socc.edu/ICS/Resource\\_Center/Core\\_Themes\\_-\\_Objectives\\_-\\_Success\\_Indicators.jnz?portlet=Handouts\\_2014-09-17T12-15-51-67](https://mylakerlink.socc.edu/ICS/Resource_Center/Core_Themes_-_Objectives_-_Success_Indicators.jnz?portlet=Handouts_2014-09-17T12-15-51-67)

Assessment Software: Success Indicator 33 Report – execute report for specified year

***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.

**DETERMINING MEASUREMENT AND SETTING THRESHOLD LEVELS**

How to measure this indicator was determined by looking at national Small Business Development outreach data compared to local statistics. A 3 year moving average was used to level normal fluctuations due to economic changes in the area. National data was derived from the Association of Small Business Development Centers and based on research and reporting done by all SBDC offices throughout the country. The measurement and thresholds require yearly review to ensure the indicator provides meaningful and applicable data to be used in decision making, specifically for planning and budget development.

**Requirements**

SBDC outcomes are established through contracts with the U.S. Small Business Administration and Oregon Business Development Department; NWCCU Accreditation Mission Fulfillment reporting

For more detailed information, contact the Institutional Research office - [ir@socc.edu](mailto:ir@socc.edu)

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