

DELTA STATE UNIVERSITY: ANNUAL REPORT
SMALL BUSINESS DEVELOPMENT CENTER
For the Previous Year
And Budget Request FY 2007

I. Unit Title: Small Business Development Center
Unit Administrator: Glendscene Williams

II. Goals/Students Outcomes Assessments

Unit Goal 1:

- To provide “one-on-one” business counseling assistance to current and potential small business owners and managers in an effort to improve the prospects for success in today’s complex business environment.

University Goal:

- Strengthen the cooperative relationships with business and industry, service organizations, and other institutions.

Expected Results:

- The U.S. Small Business Administration, in conjunction with the Mississippi Small Business Development Center Network office, prepares numerical counseling goals for each quarter. They were for FY 2006 which is October 1, 2005 to September 30, 2006.

<u>First Quarter</u>	<u>Second Quarter</u>	<u>Third Quarter</u>	<u>Fourth Quarter</u>
94	94	94	95

In addition, the Small Business Development Center is given a goal of 1226 hours/year for counseling with clients.

Assessment Procedures:

- The Small Business Development Center keeps a “request for counseling” form, signed by the client, on file for each client. From this, each client is given a unique number for statistical purposes. In addition, each client is given an independent counseling evaluation at the conclusion of the counseling session. To insure that the Center reaches out into the entire area it

influences, the Center maintains demographic records on clients who utilize the Center.

Actual Results:

During the period of July 1, 2005 to April 30, 2006, the Small Business Development Center counseled 232 clients. This represented 63% of the planned goals for the year. The Center spent 901 hours in direct counseling with clients. In addition, 42% of the Center’s total available operating time was given to the function of direct client counseling. To insure that the Center is maximizing its potential for reaching clients throughout the Center’s sphere of influence, a breakdown on percentage of clients by county appear as follows:

<u>County</u>	<u>Percentage</u>
Bolivar	32%
<u>Carroll</u>	0%
Coahoma	13%
Grenada	11%
<u>Humphreys</u>	4%
Leflore	5%
Sharkey	4%
Sunflower	6%
Tallahatchie	2%
Quitman	3%
<u>Washington</u>	10%
Other	10%

The Center received counseling evaluations from 53% of its clients. The evaluation results were as follows:

	<u>Yes</u>	<u>No</u>
1. Were you in business when you came to the SBDC?	80	152
2. Did your request receive prompt attention?	92	0
3. Did your counselor give you specific recommendations?	92	0
4. Did your counselor have the skills to advise you?	92	0
5. Did the counselor give you time to express your concerns?	92	0
6. Would you use the SBDC again?	83	0
7. Please rate the business assistance services received.	<u>Excellent</u>	<u>Very Good</u>
	86	20
	<u>Good</u>	<u>Fair</u>
	2	0
		<u>Poor</u>
		0

Use of Results:

- Client evaluations and Center appointment logs indicate that a potential client must wait an average of 0-1 day to gain an appointment with the Center Director.
- The largest percentages of clients who utilize the DSU-SBDC are from Bolivar County. To better serve the entire Center population, Director Glendscene Williams, concentrated on having more seminars in those counties to increase the Center's presence in those areas. We have had an increase in each outlying county from the previous year and have picked up clients in Quitman and Grenada counties.
- Minority citizens make up 66% of the DSU-SBDC service area population, yet only 65.9% of the Center's clients are classified as traditional minorities. (White females are not included in this total, although they are classified as a minority under most federal/state programs). Minority percentages are much higher for workshop attendance. The percentage of minority clients has also risen dramatically from this point last year.
- Veteran attendance has also improved. 20% of those attending workshops were veterans.

Unit Goal 2:

- DSU SBDC Clients will possess the ability to interpret a basic cash flow statement.

University Goal:

- Enhance the technical skills of existing businesses and budding entrepreneurs in day-to-day management and cash flow forecasting.

Expected Results:

- The U S Small Business Administration in conjunction with the Mississippi Small Business Development Center Network office prepares workshops that focus on preparing financial statements for a business. Workshops for the period of October 1, 2005 to September 30, 2006 are:

<u>First Quarter</u>	<u>Second Quarter</u>	<u>Third Quarter</u>	<u>Fourth Quarter</u>
22	22	22	22

In addition, counseling sessions allow for a more detailed breakdown of the Small Business needs. These counseling goals set by the US Small Business Administration and SBDC Network Office for this period is 1226 hours.

Assessment Procedures:

- The SBDC conducts an evaluation of the speaker and the training program at the end of each training session. Composite results of these evaluations are to determine if the information was presented effectively, the level at which the topic was presented, and if the program has allowed the participants to acquire practical skills and knowledge to manage their business more effectively and efficiently.
- One-on-one counseling sessions are evaluated by the client at the end of each session. These evaluations allow the client to rate the business assistance service.

Actual Results:

- During the period of July 1, 2005 to April 30, 2006, the evaluation results of the information being presented effectively by the counselors and the program allowing the client to acquire practical skills and knowledge to manage their business more effectively and efficiently has been rated 100% successful.

Unit Goal 3:

- To assist client with all documents needed for applying for small business loans through local financial institutions, planning & development districts, and federal funding sources.

University Goal:

- DSU SBDC Clients will successfully complete business plans and all forms necessary to apply for loans.

Expected Results:

- At least 10% of all clients applying for loans from financial institutions will be successful in obtaining funding.

Assessment Procedures:

- The SBDC requests economic impact data from its clients along with notification of the U.S. Small Business Administration of loans awarded in the coverage area. Notification from financial institutions are also obtained and placed in client's files.

Actual Results:

- During the period of July 1, 2005 to April 30, 2006, the DSU SBDC exceeded the 10% goal of applicants approved for loan funding. The Community Express Loan Program has been a great success for existing businesses as well as start-ups. The DSU-SBDC has sponsored Community Express Loan Conferences in Greenville, Marks, Grenada, and Greenwood, all of which has contributed to its outreach efforts and increase of loan approvals for clients.

Unit Goal 4:

- At least 70% of the clients who respond to the counselor surveys will state that sales increased due in some measure to the small business tools received from the DSU SBDC.

University Goal:

- DSU SBDC clients will possess the ability to successfully promote their product or services.

Expected results:

- The U S Small Business Administration in conjunction with the Mississippi Small Business Development Center Network Office will track economic impact on clients to determine sales increases over the past year due to services provided by the SBDC.

Assessment Procedures:

- The SBDC keeps track of the training presented to determine if the tools presented by the SBDC will be useful in their business.
- Clients will complete a counselor evaluation including questions to rate the business assistance services of the counselor.
- Economic impact data will be requested of the clients to determine impact of sales for the business.

Actual Results:

- Client's responses to surveys indicate that the DSU-SBDC has met their goal of sales increased in their clients businesses. Records of clients responded also indicated that the SBDC has exceeded the expectations in sales increased due to the number of loans awarded.

Unit Goal 5:

- To offer and make available training sessions, workshops, seminars, and conferences to the general public to keep small business owners, managers, and employees up to date in a variety of small business topics.

University Goal:

- Accommodate the general public by offering an extensive Business Week of Events including on and off-campus training, independent-study enhancements, non-credit bookkeeping training, continuing education opportunities, conferences, and workshops.

Expected Results:

- Goals set by the U. S. Small Business Administration and the Mississippi DSU-SBDC network for the DSU-SBDC for October 1, 2005 to September 30, 2006 are averaging twenty-two (22) training events per quarter for a total of 88 events for the year. In addition, a goal was set to meet a total of 876 attendees.

Assessment Procedures:

- An evaluation is given to each participant who attends a training event. Composite results of these evaluations are reported to the U. S. Small Business Administration and the MSBDC network office. An annual composite is drawn for future planning purposes. The evaluation includes a section asking what future training would be most beneficial to the respondent.
- The DSU-SBDC also works within the structure of existing chambers of commerce to provide training to the small business community. Annual planning meetings with chamber leadership will help to insure that the types of training programs meet the small business community needs.

Actual Results:

- The number of attendees for training events for this period to May 15, 2006 is 704, which is in line with the MSBDC goals.

Use of Results:

- The Center is making progress in establishing itself as the premier service delivery system for the small business owner, or entrepreneur. The Center is

always looking for unique ways to leverage its resources by partnering with other groups or by working more efficiently

- Bank referrals are an effective way of bringing clients into the Center and seem to be increasing monthly. Maintaining a working relationship with lenders at these institutions will provide valuable services to clients.
- The DSU-SBDC must continue to generate media coverage to the public. The Center should seek new ways to participate in radio and television programming, generate press releases, and sponsor events of public interest.

Unit Goal 6:

- To serve as a resource to small business owners, managers, and other economic development entities by creating partnerships that satisfy both program needs and financial support.

University Goal:

- Coordinate more effective relationships with business and industry, service organizations, and other institutions involved with the community and economic development process.

Expected Results:

- To make the DSU-SBDC the premier service delivery system to Delta area small business owners, managers, and potential entrepreneurs through partnerships with other service providers, contact area economic development organizations, and promote our services to the general public.

Assessment Procedures:

- The DSU-SBDC records all meetings and events in which the Center takes an active participating role. The Center also records all media requests and subsequent coverage of newsworthy events.
- The DSU-SBDC informally polls clients to locate from what source the client learned of the DSU-SBDC and the services that the Center provides.
- Forms lasting alliances with state and local legislatures by hosting Business Week Opportunities which focus on both budding entrepreneurs and existing business owners.

Actual Results:

- The DSU-SBDC has partnered with several local agencies to host Business Week Events in their communities. Greenville Business Week was in partnership with the Greenville Area Chamber of Commerce. Sponsors of that event included AmSouth Bank, Delta Foundation, Greenville-Washington County Convention and Visitors Bureau, Lighthouse Point Casino and Lenny’s Sub Shop. The Cleveland Business Week was hosted in part by the Cleveland-Bolivar County Chamber of Commerce.
- The DSU-SBDC assisted the Grenada Chamber of Commerce with their Women in Business Conference by conducting workshops, setting up a display and assisting with door prizes.

Use of Results:

- Because evaluations and contact with community leaders direct the types of training presented, the demand for training events continues to be high. Limited physical resources within the DSU-SBDC often limit increases in the number of workshops offered. This situation causes the Center to make the most efficient use of resources available. Workshop topics have included procurement, customer service, accounting methods, business plans, and market research.
- The DSU-SBDC strives to meet the needs of all segments of the population in which it serves. To address the need for training within minority and women groups, the DSU-SBDC partners with organizations such as; the Tri-County Workforce Alliance, the Mississippi Department of Economic and Rural Development’s Minority Division, MACE Women’s Business Center, Bolivar County Community Action Agency, Inc., Grenada County Chamber of Commerce Women’s Business Conference and Delta Foundation of Washington County.

III. Data and information for department:

SBDC Center	2001-2002	2002-2003	2003-2004	2004-2005	2005-2006
# of Clients	357	306	314	176	236
# of workshops presented	19	16	107	131	109
# of workshop attendees	310	142	421	945	880

IV. Personnel:

Noteworthy activities and accomplishments:

Glendscene Williams:

- Enrolled in Doctorate Courses

Donald Brown:

- Masters in Business Administration

Betty Mixon:

- Began employment, August 2005
- Completed Masters in Business Administration May 2006
- Began Certification Program for QuickBooks Pro~Advisor Course, March 2006

Akemi Stout:

- Began as Qualified Business Counselor April 2006
- Masters in Business Administration

Abe Hudson:

- Attended ASBDC Conference October 2005
- Masters in Finance

Margaret Deters:

- Enrolled in Business Classes