DELT A STATE UNIVERSITY: ANNUAL REPORT
SMALL BUSINESS DEVELOPMENT CENTER
for the Previous Year
and Budget Request FY 2003

I. Unit Title: Small Business Development Center

Unit Administrator: Robert A. Taylor, Jr., Director

II. Data and information for department:

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<tbody>
<tr>
<td># of clients counseled</td>
<td>123</td>
<td>221</td>
<td>329</td>
<td>350</td>
<td>357</td>
</tr>
<tr>
<td># of workshops presented</td>
<td>20</td>
<td>16</td>
<td>14</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td># of workshop attendees</td>
<td>476</td>
<td>307</td>
<td>272</td>
<td>285</td>
<td>310</td>
</tr>
<tr>
<td>Economic Impact on area</td>
<td>$1,785,300</td>
<td>$3,200,000</td>
<td>$4,515,000</td>
<td>$8,424,000</td>
<td>$8,575,000</td>
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III. Personnel:

Noteworthy activities and accomplishments.
Robert Taylor:
• Received his Masters Degree in Business Administration.
• Became certified as a Fast Track entrepreneurial facilitator.
• Nominated for SBDC top state award
• Elected president of Region IV Small Business Directors Association.

Marilyn Johnson
• Appointed Phi Kappa Phi Public Relations Officer.
• Completed 18 Graduate Emphasis hours in Economics.
• Will be completing 18 Graduate Emphasis hours in CIS.
New position(s) requested, with justification.
* None

Recommended change of status (promotion/tenure)
* None

IV. Goals/Student 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 prepare numerical counseling goals for each quarter. They were:

<table>
<thead>
<tr>
<th>First Quarter</th>
<th>Second Quarter</th>
<th>Third Quarter</th>
<th>Fourth Quarter</th>
</tr>
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<tbody>
<tr>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
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In addition, the Small Business Development Center is given a goal of 640 hours to be spent in counseling activity 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 of influences, the Center maintains demographic records on clients who utilize the Center.
Actual Results:

* During Delta State’s Fiscal Year the Small Business Development Center counseled with 357 clients. This represented 175% of the planned goals for the year. The Center spent 1075 hours in direct counseling with clients. This represents a 168% increase over the planned goal of 640 hours. In addition, over 54% 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 appears:

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolivar</td>
<td>40%</td>
</tr>
<tr>
<td>Coahoma</td>
<td>16%</td>
</tr>
<tr>
<td>Grenada</td>
<td>12%</td>
</tr>
<tr>
<td>Sunflower</td>
<td>12%</td>
</tr>
<tr>
<td>Tallahatchie</td>
<td>4%</td>
</tr>
<tr>
<td>Quitman</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>12% (Mainly Washington &amp; Leflore)</td>
</tr>
</tbody>
</table>

The Center received counseling evaluations from 50% (or 179) of clients. The evaluation results were as follows:

1. **Were you in business when you came to the SBDC?**
   - Yes-60
   - No-119

2. **Did your request receive prompt attention?**
   - Yes-179
   - No-0

3. **Did your counselor give you specific recommendations?**
   - Yes-179
   - No-0

4. **Did your counselor have the skills to advise you?**
   - Yes-179
   - No-0

5. **Did the counselor give you time to express concerns?**
   - Yes-179
   - No-0

6. **Would you use the SBDC again?**
   - Yes-179
   - No-0

7. **Please rate the business assistance services received**
   - Excellent-168
   - Very Good-11
   - Good-0
   - Fair-0
   - Poor-0
Use of Results:
* Client evaluations and Center appointment logs indicate that a potential client must wait an average of 2 days to gain an appointment with the Center director.

* The largest percentage of clients who utilize the DSU-SBDC are from Bolivar county. To better serve the entire Center population, the director has 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, except in Quitman county. This is possibly attributed to the Enterprise Community being award and their opening of a business development office in conjunction with that project.

* Minority citizens make up 65% of the DSU-SBDC service area population yet only 53% of Center 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.

Unit Goal 2:

* 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 on a variety of small business topics.

University Goal:

* Accommodate non-traditional students and the general public by offering a comprehensive program of continuing education, including off-campus classes, independent-study courses by correspondence, non-credit courses, 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 FY 2001 are four (4) training events per quarter for a total of 16 total events for the year. In addition, a goal was set to meet a total of 240 attendees, spend 48 hours in direct training, and 160 hours in event preparation.

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 helps to insure the types of training programs that the small business community needs.
Actual Results:

* Year-to-date in FY2002 the Center has sponsored or participated in several meetings with area economic development organizations. In addition, the Center director made 15 presentations to groups interested in small business development.

* The director serves on the Board of Directors and a member of the Cleveland-Bolivar County Chamber of Commerce Executive Board. The Center also assists other economic development agencies such as: Mississippi Department of Economic and Community Development, North Delta Planning and Development, North Central Planning and Development, South Delta Planning and Development, Delta Council, Mid-Delta Empowerment Zone, and The Enterprise Corporation of the Delta, and the Mid-Delta Workforce Alliance.

* The DSU-SBDC establishes relationships with area bankers through personal contacts, attending SBA conferences, and DSU-SBDC publications.

* The Center has been published in local papers numerous times and will be featured quarterly on broadcast with both WXVT - TV and WABG - TV to promote the DSU-SBDC mission.

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. We will co-sponsor a lenders conference with SBA in the spring which helps to increase our visibility.

* The DSU-SBDC must continue to generate media coverage to the public. The Center should seek new ways to participate in radio and television programing, generate press releases, and sponsor events of public interest.
Actual Results:

The number of attendees for training events this year totaled 310, which is an increase from 285 last year.

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 be keenly aware of the topics presented and to make the most efficient use of resources available. Workshop topics have included procurement, Internet, home-based business, business plans, and market research.

* The DSU-SBDC strives to meet all segments of the population in which it serves. To address the need for training within minority and women groups, the DSU-SBDC has partnered in events with organizations such as the Tri-County Workforce Alliance, the Mississippi Department of Economic and Rural Development’s Minority division, and the SBA’s Women’s Business Ownership Program.

Unit Goal 3:

* To serve as a resource to small business owners, managers, and other economic development entities 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 with area economic development organizations, and generating attention to the general public.

Assessment Procedures:

* The DSU-SBDC records all the meetings and events in which the Center takes an active participation 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.