SMALL BUSINESS DEVELOPMENT CENTER

DELTA STATE UNIVERSITY: ANNUAL REPORT

2003 - 2004
DELTA STATE UNIVERSITY: ANNUAL REPORT
SMALL BUSINESS DEVELOPMENT CENTER
For the Previous Year
And Budget Request FY 2004

I. Unit Title: Small Business Development Center

Unit Administrator: John A. Conrad, Jr.

II. Data and information for department:

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td># of Clients</td>
<td>221</td>
<td>329</td>
<td>350</td>
<td>357</td>
<td>306</td>
<td>314</td>
</tr>
<tr>
<td># of workshops presented</td>
<td>16</td>
<td>14</td>
<td>16</td>
<td>19</td>
<td>16</td>
<td>107</td>
</tr>
<tr>
<td># of workshop attendees</td>
<td>307</td>
<td>272</td>
<td>285</td>
<td>310</td>
<td>142</td>
<td>421</td>
</tr>
<tr>
<td>Economic Impact on area</td>
<td>$3,200,000</td>
<td>$4,515,000</td>
<td>$8,424,000</td>
<td>$8,575,000</td>
<td>$3,353,955</td>
<td>$3,909,147 (Estimated)</td>
</tr>
</tbody>
</table>

III. Personnel:

Noteworthy activities and accomplishments:

John A. Conrad:

- Began as Director April 1, 2003
- Received Counselor Certification - May, 2003.

Glendscene Williams:

- Began as Business Counselor July 1 2003.
- Began Doctorate Program August 2004
- Board Member of the AmeriCorps VISTA
Margaret M. Deters:

- Received Bachelor's Degree December 2003.
- Began Master's Program August 2004.

IV. 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 2004:

<table>
<thead>
<tr>
<th>Quarter</th>
<th>First Quarter</th>
<th>Second Quarter</th>
<th>Third Quarter</th>
<th>Fourth Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60</td>
<td>60</td>
<td>75</td>
<td>75</td>
</tr>
</tbody>
</table>

In addition, the Small Business Development Center is given a goal of 864 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 ensure that the Center reaches out into the entire area it influences, the Center maintains demographic records in clients who utilize the Center.
Actual Results:

During Delta State’s Fiscal Year the Small Business Development Center counseled 314 clients. This represented 186% of the planned goals for the year. The Center spent 595.90 hours in direct counseling with clients. In addition, over 25% 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:

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolivar</td>
<td>42%</td>
</tr>
<tr>
<td>Carroll</td>
<td>1%</td>
</tr>
<tr>
<td>Coahoma</td>
<td>8%</td>
</tr>
<tr>
<td>Desota</td>
<td>1%</td>
</tr>
<tr>
<td>Grenada</td>
<td>5%</td>
</tr>
<tr>
<td>Hinds</td>
<td>1%</td>
</tr>
<tr>
<td>Holmes</td>
<td>1%</td>
</tr>
<tr>
<td>Humphreys</td>
<td>2%</td>
</tr>
<tr>
<td>Leflore</td>
<td>2%</td>
</tr>
<tr>
<td>Montgomery</td>
<td>1%</td>
</tr>
<tr>
<td>Okitibbeh</td>
<td>1%</td>
</tr>
<tr>
<td>Sharkey</td>
<td>1%</td>
</tr>
<tr>
<td>Sunflower</td>
<td>11%</td>
</tr>
<tr>
<td>Tallahatchie</td>
<td>1%</td>
</tr>
<tr>
<td>Quitman</td>
<td>2%</td>
</tr>
<tr>
<td>Tunica</td>
<td>1%</td>
</tr>
<tr>
<td>Washington</td>
<td>7%</td>
</tr>
<tr>
<td>Yalobusha</td>
<td>2%</td>
</tr>
<tr>
<td>Yazoo</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

The Center received counseling evaluations from 63% of its clients. The evaluation results were as follows:

1. Were you in business when you came to the SBDC? Yes - 47 No - 49
2. Did your request receive prompt attention? Yes - 93 No - 1
3. Did your counselor give you specific recommendations? Yes - 95 No - 0
4. Did your counselor have the skills to advise you? Yes - 96 No - 0
5. Did the counselor give you time to express your concerns? Yes - 75 No - 0
6. Would you use the SBDC again? Excellent - 80
7. Please rate the business assistance services received. Very Good - 15
                                            Good - 2
                                            Fair/Poor - 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 John A. Conrad, Jr., 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 Coahoma, Grenada, and Washington counties.

- Minority citizens make up 78% of the DSU-SBDC service area population, yet only 57% 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 improved greatly. 13% of those attending workshops were veterans.

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 in 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 2005 are six (6) training events per quarter for a total of 24 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 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 will help to insure that the types of training programs meet the small business community needs.

Actual Results:

- Year to date in FY 2004, the Center has sponsored or participated in several meetings with area economic development organizations. In addition, the Center Director made presentations to groups interested in small business development.

- The Director serves as a member of the Cleveland – Bolivar County Chamber of Commerce, Team Cleveland Board Member, Media Relations Board Member, Chairperson for the Business Retention and Expansion Advisory Board, College of Business Advisory Board, MS Delta Technology Council Board, Bolivar County Community Action Agency Entrepreneurial Advisory Board, and MACE Women’s Business Center Board.

- The Center also assists other economic development agencies such as Mississippi Department of Economics and Community Development, North Delta Planning and Development, Delta Council, Mid-Delta Empowerment Zone, 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 published advertisements regarding our services and workshops in local papers numerous times. The SBDC also utilizes PSA’s and has submitted a Press Release to area publications and radio stations.

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 the 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.

Actual Results:

The number of attendees for training events this year totaled 421, which is a increase from 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 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, the Small Business Administration’s Women’s Business Ownership Program, MACE Women’s Business Center, and Bolivar County Community Action Agency, Inc. Entrepreneurial Program..

Unit Goal 3:

- 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.