

## AY 2017 – 2018 Assessment

### Louisiana Small Business Development Center (LSBDC)

**Division or Department:** TIED

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**Date:** 6/25/18

**Approved by:** Dr. Darlene Williams

**Date:** 6/28/18

**Northwestern Mission.** Northwestern State University is a responsive, Student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its Students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

**LSBDC Mission.** The mission of LSBDC is to facilitate the formation and growth of small businesses through individual consulting services, entrepreneurial training programs, and business information resources to develop and diversify the Louisiana economy.

**Methodology:** The assessment process includes:

- (1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the director and stored by the director in secure digital format;
- (2) The director and support staff will analyze the data to determine whether the applicable outcomes are met;
- (3) Results from the assessment will be discussed with the appropriate staff and reported to Vice President of Technology, Innovation, and Economic Development and LSBDC State Office as necessary;
- (4) Individual meetings will be held with staff as required to address found concerns;
- (5) The director, in consultation with the staff and senior leadership, will determine proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes in response to assessment findings.

### **Service Outcomes:**

*SO 1. NWCR LSBDC will improve information dissemination to stakeholders, resource partners, and public in region.*

**Measure 1.1.** NWCR staff will develop a monthly newsletter and disburse it via eMerge.

- Publish a minimum of 6 newsletters annually
- Establish a recipient base of at least 25 during first year of newsletter disbursement with an intent to increase recipient base by 10% annually.

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**Finding:** Target not Met

**Analysis:** Based upon data analysis and recommendation for 2016-17, this was a new initiative in FY 2017-18 aimed at ensuring a predictable and steady flow of information is made available to the target audience of stakeholders, resource partners, and public in region. Bi- Monthly Newsletters began to be distributed in November 2017 due to funding issues. According to 2017-18 data analysis, because of funding issues, only 3 Newsletters were distributed; November 29, 2017, May 22, and May 23, 2018.

In conjunction with the bi-monthly newsletters, LSBDC was to establish a recipient base of at least 25 with the intent to increase recipient base by 10% annually.

Data submitted does indicate that Facebook has 128 ads posted October 1, 2017 to current. Followers increased from 534 to 797 as of June 8, 2018, a 49.3% increase. There were 550 “Likes” in October 2016 and today the website has 806 as of June 8, 2018, a 46.6% increase.

**Action:** The recommended initiative to publish a minimum of 6 newsletters annually and establish a recipient base of at least 25 during the first year of the newsletter disbursement did not come to fruition. Therefore, it is recommended that the LSBDC committee meet to discuss other funding sources possible to improve information dissemination to target audience of bankers, stakeholders, and resource partners.

**SO 2. NWCR LSBDC will increase the number of new customers seen at the Center.**

**Measure 2.1.** NWLC LSBDC will increase 10% in number of new customers counseled at the Center for LSBDC.

**Finding:** Target not Met

**Analysis:** Based upon data analysis of 2016-17, a target goal of 72 new customers was established. LSBDC experienced changes in personnel and vacant positions which adversely affected the goals of counseling. New personnel had to be trained. LSBDC brand needed to be re-established, and introductions to resource partners are still in demand. As of this date, NWCR has seen 56 new clients.

**Action:** Several changes have taken place within the staffing and department funding for the 2017-18 fiscal year beyond the departments control. It is recommended that the LSBDC office develop a new Strategic Outcome (SO) for FY 2018-19 for implementation that will involve faculty, staff, and students from the campus to promote entrepreneurialism and increase new customers. Other recommended sources that continue to be a viable option are the Alumni Office and TIED. No opportunities with NSU have been identified as of date.

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**SO 3.** *NWCR LSBDC will increase the number of NSU activities to support entrepreneurialism.*

**Measure 3.1.** NWLC LSBDC will offer 3 events annually on the NSU campus that promote entrepreneurialism.

**Finding:** Target not Met

**Analysis:** Based on recommendation for the 2016-17 data analysis, this new Strategic Outcome was developed for the 2017-18 FY to support new customers increased at the Center. As of this date, data was not available for analysis. Submitted data from the office of LSBDC did not offer 3 events on the NSU campus to promote entrepreneurialism.

**Action:** It is recommended that LSBDC develop a calendar of 3 events that can be promoted on the NSU campus to promote entrepreneurialism.

**Measure 3.2.** Achieve 100% participant satisfaction with provided entrepreneurial events/activities as measured by participant satisfaction survey, Appendix A

**Finding:** Target not Met

**Analysis:** Data analysis for the 2016-17 FY recommended a SO change for the 2017-18 FY. Recommendation was for the LSBDC to create a new SO that promoted entrepreneurialism with a follow-up participant satisfaction survey. According to data submitted for the 2017-18 FY, LSBDC did not conduct on campus offerings. LSBDC did offer seminars in off campus areas and reported little support from the Natchitoches community. LSBDC reported focus on entrepreneurial activities with other resource partners in the region and that these were successful in those areas.

**Action:** It is recommended that LSBDC develop seminars that mimic the success in other regions for the NSU campus student population.

**SO 4.** *NWCR LSBDC will facilitate enhanced training and outreach efforts in the region.*

**Measure 4.1.** NWCR LSBDC will increase by 10% the number of customer training sessions in region and will monitor those offerings within the Centric IC System.

**Finding:** Target Met

| Fiscal Year | Target Goal | Actual Events |
|-------------|-------------|---------------|
| 2015-16     | Benchmark   | 62            |
| 2016-17     | 68          | 39            |
| 2017-18     | 40          | 43            |

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|         |    |  |
|---------|----|--|
| 2018-19 | 47 |  |
|---------|----|--|

**Analysis:** Based on data analysis for 2016-17, NWCR LSBDC was able to meet their target goal of 40 training events as of June 8, 2018.

**Action:** Moving forward, LSBDC was able to meet and exceed the target goal of 40 training sessions considering the change in personnel and vacant positions plaguing this department for the 2017-18 FY. Based upon the data for the 2017-18 FY it is practical and plausible that LSBDC target goal for 2018-19 FY is set at 47 training sessions.

### Comprehensive summary of key evidence of improvement based on analysis of results.

- Because of funding issues, only 3 Newsletters were distributed for the 2017-18 FY. It is recommended that the LSBDC committee meet to discuss other funding sources possible to improve information dissemination to target audience.
- NWLC LSBDC failed to increase 10% in number of new customers counseled at the Center for LSBDC. Recommendation to change the SO to focus on new customers from the campus to promote entrepreneurialism.
- The office of LSBDC did not offer 3 events on the NSU campus to promote entrepreneurialism. Recommended that the LSBDC committee develop a calendar of 3 events that can be promoted on the NSU campus to promote entrepreneurialism.
- NWCR LSBDC was able to meet their target goal of 40 training events as of June 8, 2018 despite change in personnel and vacant positions. Target goal for 2018-19 FY is set at 47 training sessions.

### Plan of Action Moving Forward.

Data provided by the LSBDC chair has indicated that this office will be relocating to another parish effective October 1, 2018. No further action required.