

# Assessment Cycle Academic Year 2016 – 2017

## Louisiana Small Business Development Center (LSBDC)

**Division or Department:** TIED

**Prepared by:** Dana Cawthon and Dr. Donna Johnson      **Date:** 6/15/17

**Approved by:** Dr. Darlene Williams      **Date:** 6/15/17

**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.

## Assessment Cycle Academic Year 2016 – 2017

### Service Outcomes:

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

### Measure 1.1.

To improve information dissemination to stakeholders, resource partners, and public in region, the NWCR staff has utilized social media outlets. Facebook has been the primary social media source for information dissemination to these groups. Through the use of weekly social media posts and blasts, information regarding SBDC events, news, and happenings will be distributed to stakeholders, resource partners, and the public with the aim of increasing visibility of SBDC happenings for the FY2016-17 (Oct 16- Sept 17).

**Finding:** Target met. For FY 2016-17, there has been an increase in page followers by 10.5% as of date since the beginning of fiscal year October 1, 2016 (534 to 590). We have reached 5673 new prospects in the community with the last four (4) Facebook ads by targeting new demographics in the region. We have set aside a marginal budget to accomplish this task. The Small Business Administration does not allow dollars to be allocated to marketing; therefore, the Regional Director must find other means of paying for “Boosting” ads for maximum effect based on the non-restricted dollars available to the department. See Facebook Stats- Appendix A.

**Analysis:** While the use of Facebook as a means to disburse information is currently being utilized by the SBDC, trends indicate the posted messages are not reaching the target audience of bankers, stakeholders, and resource partners. This deficit in reaching the target audience should be compensated for through alternative means of information dissemination.

**Action - Decision or Recommendation:** A new initiative in FY 2017-18 (Oct 17- Sept 18) will be employed 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. This new information outlet will be a newsletter developed bimonthly and shared with resource partners via eMerge. This initiative will ensure a predictable and steady flow of information is made available to the target audience of stakeholders, resource partners, and public in region. The aim will be to publish a minimum of 6 newsletters annually and to establish a recipient base of at least 25 during first year of newsletter disbursement with an intent to increase recipient base by 10% annually. A database of emails and contact names has been developed to help with the process of dissimulating the regional newsletter beginning October 1, 2017.

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

### **Measure 2.1.**

NWLC LSBDC will track the number of new business clients in Centric IC System beginning LSBDC fiscal year and compare it to the previous year, aiming for 10% growth in number served annually. This fiscal year is October 2016 to September 2017. Benchmark: FY 2015-16 number of new business clients 55. Goal for FY 2016-17 61.

**Finding:** Target Met. As of May 24, 2016, there have been a total of 116 new clients counseled during the FY 2016-17. This translates to a YTD % towards goal of 111%. See Scorecard Data- Appendix B.

**Analysis:** The percent indicates the department met the goal in FY 2016-17. For FY 2017-18 the department has counseled a total of 38 new business clients as of June 12, 2017. Additional data indicates the NWLC LSBDC was functioning with at least seven (7) business counselors and contract consultants on staff until March 2016. The Center experienced a decrease to one (1) counselor by the end of FY 2016-17. Efforts to hire personnel have been under way based on budget for FY 2017-18. The data indicates a decrease in number of new business clients counseled.

**Action - Decision or Recommendation:** Based on the current percent towards the goal for FY2016-17 and staffing data, the imperativeness to distribute SBDC information to a strategic audience and fully staff the operation is evident. As addressed in 1.1, concerted efforts to generate a flow of information to a target audience will ensure SBDC services are being promoted. Plans are in place to explore staffing options. At the close of FY 2016-17 (Sept 17) a final determination of goal attainment can be rendered, and a new baseline of new clients will be established for a goal of 10% growth in numbers served for FY 2017-18. Additionally, a new Strategic Outcome (SO) for FY 2017-18 will be implemented to further involve faculty, staff, and students from the host institution. This initiative will include offering 3 events annually on the NSU campus that promote entrepreneurialism. Efforts to connect with the Alumni House and TIED have been initiated to coordinate with economic development events at NSU. No opportunities at NSU have been identified as of date.

**SO 3.** *NWCR LSBDC will facilitate enhanced training and outreach efforts in the region.*

### **Measure 3.1.**

NWCR LSBDC will increase the number of customer training sessions in region and will monitor those offerings within the Centric IC System. LSBDC State Office establishes NWCR goals, and a minimum standard is two training sessions per month per business consultant per LSBDC fiscal year. The fiscal year is October 2016 to September 2017. Benchmark: FY 2015-16 number is training events was 30. FY 2016-17 number of training events was 62. FY 2017-18 data as of date is 21, which ends in Sept 2018. The FY 2016-17 will become the baseline for a goal of 10% growth in numbers served for

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FY 2017-18. All early reporting prior to the close of the FY will be reported as a % towards goal measure.

**Finding:** Target not yet met (FY reporting). As of June 12, 2017, there have been a total of 21 training seminars held during the FY 2016-17. This translates to a YTD % towards goal of 33.8%. See Scorecard Data- Appendix B.

**Analysis:** This percent towards the goal indicates the current trend will lead to partial goal attainment. The number of business counselors on staff will determine how the department will achieve the goals of FY 2016-17.

**Action - Decision or Recommendation:** A revised budget has been submitted to help manage the personnel needs of the department. Efforts to fill the vacant positions at the LSBDC based on the budget are in progress. At the close of FY 2016-17 (Sept 17) a final determination of goal attainment can be rendered, and a new baseline of offered trainings will be established for a goal of 10% growth in numbers served for FY 2017-18.

### Summary of key findings and/or decisions:

In summary, the availability of funds and permanency of personnel in key roles will determine the ability to stabilize performance in meeting or exceeding department goals. The use of social media has proven beneficial for information dissemination, but additional means to reach key stakeholders will be employed for FY 2017-18 through the creation of a newsletter. Goals to reach new clients for 2016-17 were attained, and efforts are in place to ensure staffing needs will be met in order to continue to accommodate goal volume of client counseling. While the target number of training seminars for FY 2016-17 has not yet been achieved, efforts will continue to press for additional offerings through the end of the FY, and again, measures to increase staffing are in place in order to accomplish target goal of offerings.

Additionally, the LSBDC State Office contract is up for rebid. The unknown of who will be in leadership and/or changes in structure of the LSBDC program is a factor of ongoing performance in all Centers across the state. Nevertheless, the regional director has plans to continue the mission of LSBDC at NSU and to strengthen the business community in the 14 parishes it serves.



J Dana

Home

Find Friends

6

Page

Notifications

Insights

Publishing Tools

Help

Daily data is recorded in the Pacific time zone

1W 1M 1Q

Overview

Promotions

Followers

Likes

Reach

Post Reach

Start: 10/1/2016

End: 6/11/2017

Page Views

The number of people your posts were served to.

Actions on Page

Posts

Events

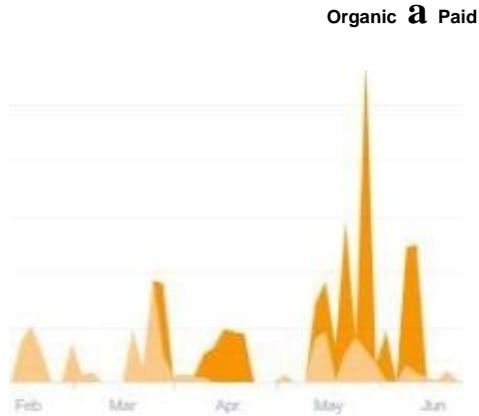
Video Views

People

Local

Messages

0 1000 2000 3000 4000 5000



BENCHMARK Compare your average performance over time.

Organic

Paid

Reactions, Comments, and Shares

These actions help you reach more people.

Reactions Comments Shares Answers Claims

1W 1M 1Q



BENCHMARK Compare your average performance over time.

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**ReatUIIns**

Comments

**Qaims**



Overview

Promotions

Followers

Likes

Reach

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Actions on Page

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Videos

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Local

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Daily data is recorded in the Pacific time zone.

1W 1U 1Q



Start: 10/1/2016 12:00 AM

End: 6/11/2017 12:00 AM

Total Page Followers as of Today: 590

Total Page Followers

BENCHMARK  
Compare your average performance over time.

Total Page Followers



### Net Followers

Net followers shows the number of new followers minus the number of unfollows.

Unfollows Organic Followers Paid Followers Net Followers

2

0 0 >00000

BENCHMARK  
Compare average performance over time.

Unfollows

Organic Followers

Paid Followers

Net Followers

WANT MORE LIKES?

Create an ad to get more people to like your Page.





Overview

Promotions

Followers

Likes

Reach

Page Views

Actions on Page

Posis

Events

Videos

People

Local

Messages

Recent Promotions on Louisiana SBDC Northwest Central Region

+ Create New Promotion



Boosted Post  
Co.,.....ed

1,600

People Reached

36

Post Engagethe'l'Its

\$40.00

Spent ol\$40.00

JUNE 1ST -Are you a small 00siness kding L...

Promoted by Dana Cawthon on 0:5124/2017



Boosted Post  
Co-ed

821

People Reached

15

Post Engagements

\$14.00

Spent ol\$14.00

Don't forget!#LSBDCRegionalDirectorDana C...

Promoted by Dan.a Cawthon on 05/13/2017



Boosted Post  
Comple.ed

1,037

People Reached

39

Post Engagements

\$20.00

Spent ol\$20.00

Ready to get your bu\$#less off the ground? Ooo...

Promoted by Dana Cawthon on 05/13/2017



Boosted Post  
Co-ed

2,215

People Reached

63

Post Engagements

\$40.00

Spent ol\$40.00

It's time to stop dreamig about your #smallbiz...

Pro,noted by Dana Cawthon on 04/28/2017



Looking for all promotions for your ad account? Goto Ads Manager 'tt)



Overview

Promotions

Followers

likes

Reach

Page Views

Actions on Page

Posts

Events

Videos

People

Local

Messages

Page Summary, last 28 days

Results from May 16, 2017 Jun 12, 2017  
Note: Does not include Today's data

Export Data

o.garuc a Paid

Actions on Page

May 15 - June 11

1

Total Actions on Page -100%



Page Views

May 15 - June 11

22

Total Page Views -0%



Page Likes

May 15 - June 11

16

Page Likes -14%



Reach

May 15 - June 11

4,635

People Reached



Post Engagements

May 15 - June 11

433

Post Engagement -6%



Videos

May 15 - June 11

16

Total Video Views -33%



Page Followers

May 15 - June 11

15

Page Followers ...0%

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## Appendix B

Report Run Date: 6-13-17

	Current Fiscal Year			Federal FY:				Federal FY:			Federal FY:		
	2017 H2			2017				2016			2015		
	Metric	Target	Status%	Metric	Target	Status%	or Year Tre	Metric	Target	Status%	Metric	Target	Status%
NWCR													
New Clients:													
New In Biz Clients	17	0	Infinity %	38	0	Infinity %	0	116	0	Infinity %	55	0	Infinity %
New Not In Biz Clients	45	0	Infinity %	115	0	Infinity %	0	202	0	Infinity %	199	0	Infinity %
Training:													
Training Events Held	6	0	Infinity %	21	0	Infinity %	0	62	0	Infinity %	30	0	Infinity %
Training Event Attendance	85	398	21.36 %	303	800	37.88 %	0	881	821	107.31 %	391	1365	28.64 %
Attendee > Client Conversion	14	0	Infinity %	20	0	Infinity %	0	90	0	Infinity %	37	0	Infinity %