

Part I – Agency Profile

Agency Overview

The Idaho Small Business Development Center (Idaho SBDC) was established in 1986 as a partnership between the U.S. Small Business Administration, the State of Idaho, and institutions of higher education. The Idaho SBDC provides no-cost business consulting and affordable training to help entrepreneurs and small business owners start and grow successful businesses. Nationally, as in Idaho, over 70% of net new jobs are being created by the small business sector.

The Idaho SBDC is a network of business consultants and trainers that operates under the umbrella of the state's colleges and universities. Boise State University's College of Business and Economics serves as the State Office with administrative responsibility for directing the type and quality of services across the state. Regional offices in the following locations are funded under sub-contracts with the host institutions.

North Idaho College – Post Falls
Lewis-Clark State College - Lewiston
Boise State University – Boise and Nampa
College of Southern Idaho - Twin Falls
Idaho State University - Pocatello
Idaho State University - Idaho Falls

The Idaho SBDC also manages two business accelerators – one in Nampa and one in downtown Boise. The accelerators are physical locations that provide space and programs to help early-stage companies accelerate their growth.

Core Functions/Idaho Code

Pursuant to Title 15 U.S.C. § 648 authorizes the State Board of Education to outline requirements in order to provide assistance towards small business development.

The Idaho Small Business Development Center has two basic functions—coaching/consulting and training.

Coaching/Consulting - The Idaho SBDC provides confidential, no-cost, individualized business consulting and coaching to help small business owners and entrepreneurs increase their knowledge, skills, and abilities for running a successful business. Primary consulting is accomplished with a small core staff of professionals, most with advanced degrees and five years or more of small business ownership/management experience. Business coaching/consulting is designed to provide in-depth business assistance in areas such as marketing, finance, management, production and overall business planning. The Idaho SBDC allocates sufficient resources to positively impact the individual small business' operation, a goal currently defined as 8.5 hours per consulting case.

Faculty and students at each institution expand the Center's knowledge and resource base and provide direct assistance in appropriate cases working directly with business owners and entrepreneurs on specific projects. The students are provided the opportunity, under the direction of professional staff and faculty, to apply classroom learning in real-world situations. 'Real-world' laboratory experience for our college and university faculty and students provides long-term benefits to the business community and helps the academic institutions remain current on needs, problems, and opportunities of Idaho's business sector.

The Idaho SBDC also provides low-cost, non-credit training to improve business skills. Workshops, primarily directed at business owners, are typically 2 – 4 hours in length and attended by 10 – 25 participants. Training covers topics such as marketing, accounting, management, finance, social media, etc. A variety of faculty, staff and private sector experts are used to ensure timely, useful material is presented by a subject-matter expert. A standard training format allows the Idaho SBDC to provide consistent, cost-effective training throughout the state.

Revenue and Expenditures

Revenue	FY 2013	FY 2014	FY 2015	FY 2016
Revenue	\$247,500	\$248,800	\$260,500	\$567,700
Total	\$247,500	\$248,800	\$260,500	\$567,700
Expenditures	FY 2013	FY 2014	FY 2015	FY 2016
Personnel Costs	\$42,210	\$41,500	\$39,683	\$559,700
Operating Expenditures*	\$205,290	\$207,300	\$220,817	\$8,000
Capital Outlay	0	0		0
Trustee/Benefit Payments	0	0		0
Total	\$247,500	\$248,800	\$260,500	\$567,700

*Contracts with other universities for personnel costs were changed from Operating to Personnel for FY16

Profile of Cases Managed and/or Key Services Provided

Cases Managed and/or Key Services Provided	FY 2013	FY 2014	FY 2015	FY 2016
Number of Small Businesses Receiving Consulting	1,746	1,666	1,579	1,597
Average Hours of Consulting Per Client	10.8	9.9	11.8	10.9
Number of Small Businesses Trained	2,584	2,510	2,296	3,042
Number of Consulting Hours (annual)	18,809	16,653	18,684	13,903

Performance Highlights

Goal 1: Maximum Client Impact

- Sent 2 people to business model canvas training. Each was charged with teaching others in the network and using it to deliver services to clients. This brings the total trained to 11.
- Established processes and metrics to establish long-term relationships with clients to have a bigger positive impact on their businesses.
- Integrated procurement assistance services of the Idaho PTAC into the SBDC.
- All offices have increased partnerships this year.
- Continued to use the tech team, led by the Technology Commercialization Program Director and including 6 staff with expertise in technology, to serve clients interested in commercializing a technology
- Renewed grant to assist companies with obtaining government research and development grants
- Served 126 technology companies and 52 companies with international trade

Goal 2: Increase brand awareness with stakeholders and the target market.

- Changed the Idaho SBDC logo to reflect the national logo. Updated all collateral to reflect the new logo. Also printed a booklet with client success stories.
- Updated the website with the new logo and colors and simplified the entry point for entrepreneurs and small business owners.
- Continue to maintain strong partnerships and visibility in each of the regions through attending meetings, doing presentations, sending electronic newsletters and maintaining contact with economic development professionals.
- Strengthened our partnership with TechHelp doing joint client work, referrals, workshops and projects.
- Created awareness of the SBDC and client success through a 30th year anniversary luncheon on February 23, 2016 with over 150 people attending. See client success stories on the Idaho SBDC YouTube channel at <https://www.youtube.com/channel/UCo87FNsl03UxUigC0Lhlznw/videos>

Goal 3: Increase Resources

- Student teams and volunteers helped 158 clients and provided over 14,000 hours of assistance during calendar year 2015.
- Brought in over \$400,000 in additional grants, and sponsorships

Goal 4: Organizational Excellence

- Met SBA goals for calendar year 2015
- Updating the consulting certification process, integrating a new employee orientation, and moving it online.
- Leadership team has conference calls every month and the whole network gets together for professional development twice per year
- Combined leadership of two offices under one Regional Director to provide more seamless services to small business clients

Part II – Performance Measures

Performance Measure		FY 2013	FY 2014	FY 2015	FY 2016	Current Year
Goal 1 – Maximum Client Impact						
1. Capital raised by clients	actual	\$3,619,009	\$2,994,900	\$26,074,346	\$25,517,400	-----
	benchmark	\$25,000,000	\$23,000,000	\$25,000,000	\$26,000,000	\$27,770,000
2. Client sales increase (new metric)	actual	N/A	N/A	N/A	N/A	-----
	benchmark	N/A	N/A	N/A	N/A	\$30,220,000
3. New Business Started ²	actual	89	83	100	83	-----
	benchmark	72	70	70	72	94
4. Total SBDC Client Employment Growth – new jobs ¹ (also applies to <i>Increased Resources</i> goal) – Jobs created	actual	1,025	841	893	803	-----
	benchmark	500	500	500	546	590 (this will be jobs created)
Goal 2 – Strong Brand Recognition						
5. # training hours (attendees x # of hours of training) new metric	actual	N/A	N/A	N/A	N/A	-----
	benchmark	N/A	N/A	N/A	N/A	5,976
6. Increase in website usage (new metric)	actual	N/A	N/A	N/A	N/A	-----
	benchmark	N/A	N/A	N/A	N/A	20%
Goal 4 – Organizational Excellence						
7. ROI (Return on Investment) - Additional Taxes Paid/Total Cost of the Idaho SBDC Program ¹	actual	3.2	2.12	5.89	6.99	-----
	benchmark	3.0	3.0	3.0	3.0	4.1
8. Customer Satisfaction Rate – old survey	actual	4.41	4.72	4.53	4.4	-----
	Benchmark	3.0	3.0	3.0	3.0	N/A
9. Customer Satisfaction Rate (% of ratings of very good and excellent) ¹ – new survey	actual	N/A	N/A	N/A	N/A	-----
	benchmark	N/A	N/A	N/A	N/A	90% (using a new survey)

Performance Measure Explanatory Notes

¹ *Economic Impact of Small Business Development Center Counseling Activities in Idaho: 2014- 2015*, James J. Chrisman, Ph.D.

² Client reported and verified data from Center IC Management Information System for calendar year 2015

Changes for next year:

We are in the process of aligning the strategic plan and associate metrics with the Idaho SBDC Scorecard.

The following changes will be made to the metrics for next year:

- Delete metric 2
- Replace metric 2 with Client sales increase
- #4, Total employment will be new jobs
- Add #5 training hours
- Change satisfaction rating to new survey with goal of 90%

For More Information Contact

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