

## ***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  
 Boise State University TECenter - Nampa  
 College of Southern Idaho - Twin Falls  
 Idaho State University - Pocatello  
 Idaho State University - Idaho Falls

The Idaho SBDC also manages two business incubators, the Technology and Entrepreneurial Center (TECenter) in Nampa and the Greenhouse in downtown Boise. These are 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

<b>Revenue</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY 2014</b>	<b>FY 2015</b>
Revenue	\$236,100	\$247,500	\$248,800	\$260,500
<b>Total</b>	<b>\$236,100</b>	<b>\$247,500</b>	<b>\$248,800</b>	<b>\$260,500</b>
<b>Expenditure</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY 2014</b>	<b>FY 2015</b>
Personnel Costs	\$43,108	\$42,210	\$41,500	\$39,683
Operating Expenditures*	\$192,992	\$205,290	\$207,300	\$220,817
Capital Outlay	0	0	0	
Trustee/Benefit Payments	0	0	0	
<b>Total</b>	<b>\$236,100</b>	<b>\$247,500</b>	<b>\$248,800</b>	<b>\$260,500</b>

\*Contracts with other universities for personnel costs for SBDC staff

### Profile of Cases Managed and/or Key Services Provided

<b>Cases Managed and/or Key Services Provided</b>	<b>FY 2012</b>	<b>FY 2013</b>	<b>FY 2014</b>	<b>FY 2015</b>
Number of Small Businesses Receiving Consulting	1,508	1,746	1,666	1,579
Average Hours of Consulting Per Client	11.1	10.8	9.9	11.8
Number of Small Businesses Trained	3,570	2,584	2,510	2,296
Number of Consulting Hours (annual)	16,687	18,809	16,653	18,684

### Performance Highlights:

#### Goal 1: Maximum Client Impact

- Sent 5 people to business model canvas training. Each was charged with teaching others in the network and using it to deliver services to clients.
- We have put in place processes and metrics to establish long-term relationships with clients to have a bigger positive impact on their businesses.
- We successfully transferred the Procurement Technical Assistance Center over to the SBDC by working closely with the Idaho Department of Commerce, preparing a grant proposal, and winning the award. Two staff were transferred so that there was seamless transition for clients.
- Each office is working to categorize tools for clients and we will be putting those on our website for easy client access.
- All offices have increased partnerships this year.
- Held sessions at our professional development conference to learn about each consultant's competencies to support cross-network assistance
- Continued to use the tech team to serve clients interested in commercializing a technology
- Renewed grant to assist companies with obtaining government research and development grants
- Served 121 technology companies and 54 companies with international trade

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

- The website has been refreshed and we are adding export and technology information.
- We 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.
- We are in the process of creating a marketing plan.

- We have strengthened our partnership with TechHelp doing joint client work, referrals, workshops and projects

### Goal 3: Increase Resources

- Student teams and volunteers helped 148 clients and provided over 8,000 hours of assistance
- Successful increased state funding by almost \$300,000 for FY16
- Brought in an additional \$360,000 in grants, and sponsorships

### Goal 4: Organizational Excellence

- Met SBA goals for calendar year 2014
- Leadership team has conference calls every month and the whole network gets together for professional development twice per year.
- Documented processes in an Operations Manual

## Part II – Performance Measures

Performance Measure	FY 2012	FY 2013	FY 2014	FY 2015	Benchmark
Average Sales Growth of SBDC Clients as a Percent of Sales Growth of All Idaho Small Business Sales Growth <sup>1</sup> <b>Goal 1</b>	290%	650%	193%	282%	300%
Capital raised by clients <sup>1</sup> <b>Goal 3, Objective 3</b>	\$7,471,238	\$3,619,009	\$2,994,900	\$26,074,346 <sup>2</sup>	\$25,000,000
Total SBDC Client Employment Growth – new jobs <sup>1</sup> <b>Goal 1 &amp; 3</b>	1,018	1,025	841	893	750
ROI (Return on Investment) - Additional Taxes Paid/Total Cost of the Idaho SBDC Program <sup>1</sup> <b>Goal 4</b>	2.2	3.2	2.12	5.89	3.0
Sales Increase of SBDC Clients over an Average Idaho Business <sup>1</sup> <b>Goal 1</b>	\$33,845,250	\$46,118,400	\$35,548,600 <sup>2</sup>	\$57,325,333 <sup>2</sup>	\$25,000,000
New Business Started <sup>2</sup> <b>Goal 1</b>	53	89	83	100	72
Customer Satisfaction Rate (1-5) <sup>1</sup> <b>Goal 4</b>	4.57	4.41	4.72	4.53	3.75
Hours from volunteers and student teams <sup>2</sup> <b>Goal 3, Objective 2</b>				8,000	3,500

<sup>1</sup> *Economic Impact of Small Business Development Center Counseling Activities in Idaho: 2013- 2014*, James J. Chrisman, Ph.D.

<sup>2</sup> Client/consultant reported and verified data from Center IC Management Information System for FY15

**For More Information Contact**

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