

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 Idaho's 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 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, innovation, government contracting and overall business planning.

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 2014	FY 2015	FY 2016	FY 2017
Revenue	\$248,800	\$260,500	\$567,700	\$610,100
Total	\$248,800	\$260,500	\$567,700	\$610,100
Expenditures	FY 2014	FY 2015	FY 2016	
Personnel Costs	\$41,500	\$39,683	\$559,700	\$601,100
Operating Expenditures*	\$207,300	\$220,817	\$8,000	\$8,000
Capital Outlay	0		0	
Trustee/Benefit Payments	0		0	
Total	\$248,800	\$260,500	\$567,700	\$610,100

*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 2014	FY 2015	FY 2016	FY 2017
Number of Small Businesses Receiving Consulting	1,666	1,579	1,597	1,636
Average Hours of Consulting Per Client	9.9	11.8	10.9	13.2
Number of Small Businesses Trained	2,510	2,296	3,042	3,224
Number of Consulting Hours (annual)	16,653	18,684	13,903	21,547

FY 2017 Performance Highlights**Goal 1: Maximum Client Impact**

- Developed a standard training for the Business Model Canvas including powerpoint and notes for use by everyone in the network.
- 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. Hired an SBIR Manager and developed video presentations for the website on key commercialization components.
- Identified access to capital, workforce, marketing, value proposition and financial analysis as top client needs.
- Served 130 technology companies, 27 companies with international trade and over 20% of clients in rural areas.

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

- 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.
- Increased presentations and tested radio ads.

Goal 3: Increase Resources

- Student teams and volunteers helped 65 clients and provided over 9,000 hours of assistance during FY17.
- Brought in over \$580,000 in additional grants, and sponsorships.

Goal 4: Organizational Excellence

- Met SBA goals for calendar year 2016.
- Developed and piloted an online consultant certification training.
- Leadership team has conference calls every month and the whole network gets together for professional development twice per year.

Part II – Performance Measures

Performance Measure		FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Goal 1 – Maximum Client Impact						
<i>Meet established critical measures each year.</i>						
1. Capital raised by clients ² in millions	actual	\$2.0 ¹	\$26.1 ¹	\$25.5 ¹	\$17.7 ² (new source for data)	-----
	target	\$23.0	\$25.0	\$26.0	\$27.8	\$30
2. Client sales increase (new metric) ² in millions	actual	N/A	N/A	N/A	\$30.6 ²	-----
	target	N/A	N/A	N/A	\$30.2	\$31.6
3. New Business Started ²	actual	83	100	83	47 ²	-----
	target	70	70	72	94	103
4. Total SBDC Client Employment Growth – new jobs ¹ (also applies to <i>Increased Resources</i> goal) – Jobs created ²	actual	841 ¹	893 ¹	803 ¹	411 ²	-----
	target	500	500	546	590 (jobs created)	602
Goal 2 – Strong Brand Recognition						
<i>Increase brand awareness with stakeholders and the target market.</i>						
5. # training hours (attendees x # of hours of training) new metric	actual	N/A	N/A	N/A	14,698 ²	-----
	target	N/A	N/A	N/A	5,976	10,000
6. Increase in website usage (new metric)	actual	N/A	N/A	N/A	0%	-----
	target	N/A	N/A	N/A	20%	5%
Goal 4 – Organizational Excellence						
7. ROI (Return on Investment) - Additional Taxes Paid/Total Cost of the Idaho SBDC Program ¹	actual	2.12:1	5.89:1	6.99:1	4.86:1 ¹	-----
	target	3.0	3.0	3:1	4.1:1	5:1
8. Customer Satisfaction Rate – old survey	actual	4.72	4.53	4.4	discontinued	-----
	target	3.0	3.0	3.0	N/A	discontinued
9. Customer Satisfaction Rate (% of ratings of very good and excellent) ¹ – new survey	actual	N/A	N/A	N/A	98%	-----
	target	N/A	N/A	N/A	90% (using a new survey)	90%

The Idaho SBDC is in the process of aligning the strategic plan and metrics with other funder requirements. Previously, metrics were taken from a statistical report (see footnote ¹ below). Going forward, we will be using client verified data from the MIS system (denoted as ² below) as consistent with SBA. A few metrics will still come from the Chrisman report and will be noted with ¹.

Performance Measure Explanatory Notes

¹ *Economic Impact of Small Business Development Center Counseling Activities in Idaho: 2015-2016*, James J. Chrisman, Ph.D.

² Client reported and verified data from Center IC Management Information System for calendar year 2016

For More Information Contact

Katie Sewell, State Director
Special Programs, Idaho Small Business Development Center
1910 University Dr
Boise, ID 83725-1655
Phone: 208.426.3838
E-mail: ksewell@boisestate.edu