

## ***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**

<b>Revenue</b>	<b>FY 2015</b>	<b>FY 2016</b>	<b>FY 2017</b>	<b>FY 2018</b>
Revenue	\$260,500	\$567,700	\$609,100	613,100
<b>Total</b>	<b>\$260,500</b>	<b>\$567,700</b>	<b>\$609,100</b>	<b>613,100</b>
<b>Expenditures</b>	<b>FY 2015</b>	<b>FY 2016</b>	<b>FY 2017</b>	<b>FY 2018</b>
Personnel Costs	\$39,683	\$559,700	\$601,100	610,893
Operating Expenditures*	\$220,817	\$8,000	\$8,000	0
Capital Outlay		0		
Trustee/Benefit Payments		0		
<b>Total</b>	<b>\$260,500</b>	<b>\$567,700</b>	<b>\$609,100</b>	<b>610,893</b>

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

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

<b>Cases Managed and/or Key Services Provided</b>	<b>FY 2015</b>	<b>FY 2016</b>	<b>FY 2017</b>	<b>FY 2018</b>
Number of Small Businesses Receiving Consulting	1,579	1,597	1,636	1,763
Average Hours of Consulting Per Client	11.8	10.9	13.2	11.2
Number of Small Businesses Trained	2,296	3,042	3,224	2,882
Number of Consulting Hours (annual)	18,684	13,903	21,547	19,729

**FY 2018 Performance Highlights****Goal 1: Maximum Client Impact**

- 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.
- Developed video presentations for the website on key technology commercialization components and successfully completed a project to connect students with faculty intellectual property for evaluation and market definition
- Identified access to capital, workforce, marketing, value proposition and financial analysis as top client needs.
- Served 160 technology companies, 5 companies with international trade and over 20% of clients in rural areas.
- Produced 6 video success stories on clients in rural areas, government contracting, and technology

**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.
- Conducted a brand awareness survey and economic analysis of each region looking at strengths, weaknesses and opportunities for empowering small businesses.
- Contracted with marketing firm to develop common message and strategy for reaching rural Idaho.
- Hired a half-time marketing manager.

**Goal 3: Increase Resources**

- Student teams and volunteers helped 14 clients and provided over 4,000 hours of assistance during FY18.
- Brought in over \$450,000 in additional grants, and sponsorships.

**Goal 4: Organizational Excellence**

- Met SBA goals for calendar year 2017.
- Leadership team has conference calls every month and the whole network gets together for professional development twice per year.
- Transitioned to a new state director.

## Part II – Performance Measures

Performance Measure		FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
<b>Goal 1 – Maximum Client Impact</b>						
<i>Meet established critical measures each year.</i>						
1. Percent of hours with clients with recorded impact (new measure)	actual	54%	52%	50%	25%	-----
	target				30%	40%
2. Capital raised by clients <sup>2</sup> in millions	actual	\$26.1 <sup>1</sup>	\$25.5 <sup>1</sup>	\$17.7 <sup>2</sup> (new source for data)	\$47.3 <sup>2</sup>	-----
	target	\$25.0	\$26.0	\$27.8	\$30	\$33
3. Client sales increase (new metric) <sup>2</sup> in millions	actual	N/A	N/A	\$30.6 <sup>2</sup>	\$65.6 <sup>2</sup>	-----
	target	N/A	N/A	\$30.2	\$31.6	\$33
4. Jobs created by clients <sup>1</sup> (also applies to <i>Increased Resources</i> goal)	actual	893 <sup>1</sup>	803 <sup>1</sup>	411 <sup>2</sup>	1,404 <sup>2</sup>	-----
	target	500	546	590 (jobs created)	602	675
5. Percent of cross-network consulting hours (new metric)	actual				.5%	-----
	target					1%
<b>Goal 2 – Strong Brand Recognition</b>						
<i>Increase brand awareness with stakeholders and the target market.</i>						
6. # training hours (attendees x # of hours of training) new metric	actual	N/A	N/A	14,698 <sup>2</sup>	12,223 <sup>2</sup>	-----
	target	N/A	N/A	5,976	10,000	11,000
7. Baseline awareness established (measured every 5 years) (new metric)	actual				47% (rural Idaho)	-----
	target					NA
<b>Goal 3 – Increased Resources</b>						
8. Amount of additional funding received (new metric)	actual				\$50,000	-----
	target					\$50,000
<b>Goal 4 – Organizational Excellence</b>						
9. ROI (Return on Investment) - Additional Taxes Paid/Total Cost of the Idaho SBDC Program <sup>1</sup>	actual	5.89:1	6.99:1	4.86:1 <sup>1</sup>	4.86:1 <sup>1</sup>	-----
	target	3.0	3:1	4.1:1	5:1	5:1
10. Customer Satisfaction Rate (% of ratings of very good and excellent) <sup>3</sup> – new survey	actual	N/A	N/A	98%	99.5%	-----
	target	N/A	N/A	90% (using a new survey)	90%	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 <sup>1</sup> below). Going forward, we will be using client verified data from the MIS system (denoted as <sup>2</sup> below) as consistent with SBA. A few metrics will still come from the Chrisman report and will be noted with <sup>1</sup>.

### Performance Measure Explanatory Notes

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

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

<sup>3</sup> Initial client satisfaction survey for last calendar year

**For More Information Contact**

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