



**IDAHO SMALL BUSINESS DEVELOPMENT  
STRATEGIC PLAN  
2022 – 2026  
EMPOWERING BUSINESS SUCCESS**

**MISSION STATEMENT**

Accelerating business success

**VISION STATEMENT**

Be the most influential driver of Idaho business success

**GOAL 1 - Network Reach**

Focus time on clients with the highest potential for creating economic impact.

**Objective A:** Develop long-term relationships with potential and existing growth and impact clients.

**Performance Measures:**

***I. Capital raised by clients in millions***

<b>FY18 (2017-2018)</b>	<b>FY19 (2018-2019)</b>	<b>FY20 (2020-2021)</b>	<b>FY21 (2021-2022)</b>	<b>Benchmark</b>
<b>\$51.0</b>	<b>\$52.0</b>	<b>\$79.9</b>	<b>\$53.0</b>	<b>\$53.0</b>

**Benchmark:** \$53.0 million<sup>1</sup> (by FY 2022)

***II. Client sales growth in millions***

<b>FY18 (2017-2018)</b>	<b>FY19 (2018-2019)</b>	<b>FY20 (2020-2021)</b>	<b>FY21 (2021-2022)</b>	<b>Benchmark</b>
<b>\$67.1</b>	<b>\$63.25</b>	<b>\$47.3</b>	<b>\$64.0</b>	<b>\$65.0</b>

**Benchmark:** \$65.0 million<sup>2</sup> (by FY 2023)

***III. Jobs created by clients***

<b>FY18 (2017-2018)</b>	<b>FY19 (2018-2019)</b>	<b>FY20 (2020-2021)</b>	<b>FY21 (2021-2022)</b>	<b>Benchmark</b>
<b>826</b>	<b>875</b>	<b>649</b>	<b>900</b>	<b>950</b>

**Benchmark:** 950<sup>3</sup> (by FY 2023)

## GOAL 2 – Network Sustainability

Increase funding and consulting hours to create economic impact through increased client performance.

**Objective A:** Increase overall network funding and assist regional offices in pursuit of local opportunities.

### Performance Measures:

#### ***Amount of funding***

FY18 (2017-2018)	FY19 (2018-2019)	FY20 (2020-2021)	FY21 (2021-2022)	Benchmark
\$155,000	\$351,000	\$1,366,504	\$225,000	\$300,000

Benchmark: \$300,000<sup>4</sup> (by FY 2024)

### **Key External Factors**

The Idaho SBDC celebrating 35 years this year is part of a national network providing no-cost consulting and affordable training to help small business grow and thrive in all U.S. states and territories. The network has an accreditation process conducted every five years to assure continuous improvement and high quality programs. September of 2019, the Idaho SBDC was awarded continuing accreditation for another five years. The accreditation standards, based on the Malcolm Baldrige Quality Standards, cover six key areas:

- Leadership
- Strategic Planning
- Stakeholder and Customer Focus
- Measurement, Analysis and Knowledge Management
- Workforce Focus
- Operations Focus

### **Evaluation Process**

Funding is received from the U.S. Small Business Administration (SBA), the State of Idaho through the State Board of Education, and Idaho's institutes of higher education who host six outreach offices to cover all 44 Idaho counties. Needs and requirements from these key stakeholders are considered on a yearly basis and incorporated into the Idaho SBDC's strategic plan. Strategic planning is an on-going process with a yearly planning session conducted with a statewide leadership team in the Spring and progress tracked through action plans reviewed on a quarterly basis. Performance metrics are required by SBA and also the accreditation process. A statewide Advisory Council composed of small businesses and stakeholder representatives meets four times per year and contributes to the strategic plan.

Progress on many of the performance measures versus goals are located on a dashboard in the Idaho SBDC's client management system so that all staff understand the expectations and progress. Goals are reviewed at least quarterly during a monthly video conference with regional directors. Measures that are not part of the dashboard are calculated and reported to the State Board of Education.

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<sup>1</sup> Benchmark is set based on an analysis of historical trends and available resources and a commitment to maximum client impact and a 15% increase in the average of the last 3 years. FY20 was unique circumstance due to COVID impact to centers

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<sup>3</sup> Benchmark is set based on an analysis of historical trends and available resources and a commitment to maximum client impact and a 15% increase in the average of the last 3 years. FY20 was unique circumstance due to COVID impact to centers

<sup>4</sup> Benchmark was set by calculating the support for rural consultants in all six SBDC offices and expand PTAC consultants from part time to full time in North Idaho and part time in Twin Falls. It also includes year 1 of SBA Portable Assistance grant to be submitted in FY23