

# Institutional Effectiveness Plan – 2014-2015

---

## Assessment Summary

**Community Service/Research Unit: Small Business Development Center**

**Contact Person: Lynn G. Bennett**

Email: lgbennett@valdosta.edu

Phone: 229-245-3738

**Assessment Cycle:** 2014-2015

**Goals for Unit** (Identical to any published online and/or in any print documents):

*Goal 1. Help clients start, grow, and improve their businesses.*

Objective A. Provide effective training and consulting services

Objective B. Earn a credible reputation with clients

*Goal 2. Strengthen our finances*

Objective A. Enjoy a positive relationship with stakeholders

*Goal 3. Provide structure, resources and feedback that result in continuous improvement and organizational learning*

Objective A. Operate with a clear and consistent mission

Objective B. Practice effective management

*Goal 4. Enhance employees' skills and promote a productive work environment*

Objective A. Deploy a competent workforce

**Measures** (provide a specific measure of success - how will you know when you have achieved your goals?)

*Goal 1. Objective A:*

- Leading Indicators: Number of Long-Term Cases (LTCs); Types and Frequency of Consulting Tools Utilized; Number of Hours of Professional Development; Number of internal co-consulting engagements and/or external collaborative projects focused on small business development; Total Consulting Hours; Total Loans Verified
- Lagging Indicators: Client Satisfaction Survey Scores; Continuing Educational Programs (CE) Evaluation Scores

*Goal 1. Objective B:*

- Leading Indicators: Types and Frequency of Consulting Tools Utilized
- Lagging Indicators: Client Satisfaction Survey Scores; CE Evaluation Scores

*Goal 2. Objective A:*

- Leading Indicators: Number of LTCs; Total number of Clients

*Goal 3. Objective A:*

- Leading Indicator: Total Consulting Hours

*Goal 3. Objective B:*

- Lagging Indicator: Total Consulting Hours

*Goal 4. Objective A:*

- Leading Indicators: Number of Professional Development Hours; Number of internal co-consulting engagements and/or external collaborative projects focused on small business development
- Lagging Indicators: CE Evaluation Scores; Client Satisfaction Survey Scores

**Assessments/Methods** (include how, when, and to whom these are administered, and align outcomes with specific assessments or measures):

Client contact is recorded into the Georgia Small Business Development Center's Unity Software System. Unity is used to keep a rolling track of all GSBDC activity with clients and is used primarily to prove the work completed by each Business Consultant and Area Director within the entire State of Georgia back to the Small Business Administration of the United States Government. These are, in fact, the guidelines required of each of us from the SBA to meet their regulations. These will be recorded into this system daily/weekly. Quarterly and semiannual updates of progress will be given to the Dean of the VSU LCOBA for the Valdosta State University SBDC office.

**Goal 1. Objective A:**

- Leading Indicators:
  - Number of Long-Term Cases (LTCs) = 50 or more per consultant per year
  - Types and Frequency of Consulting Tools Utilized = should include wide variety and not singularly focused on only one aspect of business
  - Number of Hours of Professional Development = minimum of 40 for each Business Consultant and 20 minimum for each Administrative Assistant or Coordinator or per year
  - Number of internal co-consulting engagements and/or external collaborative projects focused on small business development = should be varied & not constantly singularly-focused on only one area of business
  - Total Consulting Hours = 1,525 for Valdosta office, which equals 700 for Area Director and 825 for Business Consultant
- Lagging Indicators:
  - Client Satisfaction Survey Scores = these are sent via email to clients automatically two months after initial contact – results are generally tallied semi-annually
  - Continuing Educational Programs (CE) Evaluation Scores = 1 to 5 Likert Scale which is gathered at each event and averaged per event

**Goal 1. Objective B:**

- Leading Indicators:
  - Types and Frequency of Consulting Tools Utilized= should include wide variety and not singularly focused on only one aspect of business
- Lagging Indicators:
  - Client Satisfaction Survey Scores = these are sent via email to clients automatically two months after initial contact – results are generally tallied semi-annually
  - Continuing Educational Programs (CE) Evaluation Scores = 1 to 5 Likert Scale which is gathered at each event and averaged per event

**Goal 2. Objective A:**

- Leading Indicators:
  - Number of Long-Term Cases (LTCs) = 50 or more per consultant per year
  - Total Consulting Hours = 1,525 for Valdosta office, which equals 700 for Area Director and 825 for Business Consultant

**Goal 3. Objective A:**

- Leading Indicator:
  - Total Consulting Hours = 1,525 for Valdosta office, which equals 700 for Area Director and 825 for Business Consultant

**Goal 3. Objective B:**

- Lagging Indicator:
  - Total Consulting Hours = 1,525 for Valdosta office, which equals 700 for Area Director and 825 for Business Consultant

**Goal 4. Objective A:**

- Leading Indicators:

- Number of Hours of Professional Development = minimum of 40 for each Business Consultant and 20 minimum for each Administrative Assistant or Coordinator or per year. These will be reported to Dean semiannually.
- Number of internal co-consulting engagements and/or external collaborative projects focused on small business development = should be varied & not constantly singularly-focused on only one area of business. These will be reported to the Dean semiannually.
- Lagging Indicators:
  - Continuing Educational Programs (CE) Evaluation Scores = 1 to 5 Likert Scale which is gathered at each event throughout the year and averaged per event. This is reported periodically as events happen but will be amassed and reported to Dean semiannually.
  - Client Satisfaction Survey Scores = these are sent via email to clients automatically two months after initial contact – results are generally tallied semiannually and will be shared with the Dean at the time UGA shares this with the office.

---

**Unit Director**

**Date**

---

**President/VP for Unit**

**Date**