



Service Area: Small Business Development

Service Area: Small Business Development Center

SPARE – Service Areas

**(Service and
Program Annual
Review and
Evaluation)**

Date Review Completed: August 2021

Update/Review Year: July 2020-June 2021

Planning Year: July 2021-June 2021

Budget Request Year: July 2022-June 2023

Service Area Outcomes (SAOs) Assessment

1. List your service area outcomes below, with the assessment results for each outcome.

Outcome #1: SBDC Advisors work with 175 or more clients, delivering 800 hours of advising

Assessment results from 2020-2021: 434 clients were served between the start of Q3 2020 and the end of Q2 2020, the '20-'21 Academic Year. Note that some of these clients were repeat visits.

Counseling hours totaled 798 for the period, or 99.75% of goal.

Outcome #2: SBDC Advisors assist clients in securing at least \$493,000 in capital per year

Assessment results from 2020-2021: Client impact statements report that SBDC Advisors helped create \$1,590,612 in capital infusion over the period, or 323% above goal.

Outcome #3: SBDC delivers 25 or more training events per year to 250 participants.

Assessment results from 2020-2021: 56 training events were held in this period, drawing total attendance of 700 participants.

Outcome #4: SBDC increases the number of jobs created and retained each year.

Assessment results from 2020-2021: 56 training events were held in this period, drawing total attendance of 700 participants.

Jobs Created: 25 (2021)

Jobs Retained: 42 (2021)

Jobs Created: 4 (2020)

Jobs Retained: 90 (2020)

While jobs created did grow in 2021 vs the previous year, jobs retained fell from a record high of 90 to 42. The pandemic's impact on local employers is singularly responsible for this anomaly and 2022 vs. 2021, while our market is by no means free of the pandemic's stressors, will be an opportunity to present a much more "normal" comparison.

**Note: These data presently reflect CY 2020 and CY 2021; future reports will deliver this data for AY calendars.*

2. In the last year, how has assessment of SAOs led to improvements in service levels for students and the College community?

The year summarized herein included a busy time for pandemic-related stressors on coastal businesses, as well as the wide availability of grant and loan programs. These helped drive metrics up. However, tracking of these metrics helped inspire improvements in efficiencies over this academic year. Noting swelling attendance at webinars regarding funding opportunities, for example, led to standardized recording and sharing of these webinars and partnerships with neighboring SBDCs to share other webinar-content, easily shared regardless of distance.

3. (New) In the last year, how has the assessment of SAOs contributed to addressing equity gaps and improving student success rates at the College?

The assessments noted in #2, above, helped make more content available via streaming distance delivery, thus addressing equity concerns related to the geography of our service area, Lincoln County. Wherever a client business is located in the county's 1,000-square-mile area, they have access to the same programs as those clients situated near OCCC facilities. Further, OCCC is working to add service to minority-owned clients as a measurable quarterly target, which will help more granularly measure SBDC services to underrepresented businesses and organization.

4. In the last year, how has assessment of SAOs contributed to College achievement of core theme subobjectives?

All are critical to tracking performance to achieve Core Theme Two (Educational Pathways) Subobjective.

5. What challenges remain to make Service Area Outcome Assessment more effective for your area?

The SBDC is already obligated to perform robust periodic reporting for its stakeholders, which include the Small Business Administration, Oregon Business Development Department, and various granting institutions. Most of these reports are based on calendar year reporting; existing systems are not ideally suited to pulling Academic-Year metrics, but we will work to improve this data accessing process.

Update on Service Area Goals and Objectives:

1. Provide an update below on your Service area's progress toward achievement of short-term objectives you established in your most recent review/annual update. Are there challenges that have been encountered in accomplishing your objectives?

What were your short-term goals/objectives in 2019-2020 (from your last program review)?

Achieve state and federal minimum performance metrics.

In 2020-2021, what progress did you make toward achieving your prior year goals? Were there challenges you had in accomplishing these objectives?

We greatly exceeded most measures of these metrics in the '20-'21 AY. This performance was due to the unusual circumstances presented by the pandemic, which drove CY 2020 to be the busiest year on record for the OCCC Small Business Development Center.

2. (New) As you look toward upcoming (2021-2022, current) year, identify two or more short-term objectives below that will continue to promote progress toward the institution's mission of achieving equitable outcomes for students at the College?
 - a) Increase service to minority-owned businesses
 - b) Increase the number of women-owned enterprises seeking advising or training services at the SBDC

3. As you look to the next year, identify two or more short-term objectives below that will continue to promote progress toward your service area's achievement of your long-term goals.
 - a) Conduct a needs assessment to determine any unmet training needs in the county
 - b) Enhance the digital and traditional media outreach of the SBDC to broaden market awareness of our suite of services to all segments of the business community

Requests for Resources (for Fiscal Year 2022-2023)

1. For any specific aspect of a goal or objective listed above that would require additional financial resources, complete the form below. If you are aware of a potential funding source other than college general funds, identify the potential source below.

Type of Resource	Requested Amount	Potential Funding Source
.5FTE Spanish-language Business Advisor Position	~\$50,000	From budget allocation held over in prior year since vacating the SBDC Admin/NC Coordinator Position

2. *Describe the purpose of the resource request.*

To profoundly and quickly enhance the SBDC's ability to serve and support the Latinx business community in Lincoln County.

3. *How does this request further college fulfillment of the college mission and its Core Theme objectives?*

A commitment to equitable outcomes pervades all of the objectives and sub-objectives of the Core Themes, as well as the College Mission. This would be a concrete, practical, measurable, and visible means of delivering on this commitment to the College and the Communities it serves.