

Colorado SBDC Network



2009 Boulder Center Workplan Update Template

Vision

The vision of the CSBDC Network is to foster the successful growth and development of Colorado small businesses that results in a positive economic impact.

Mission

The mission of the CSBDC Network is to be an effective, efficient, highly regarded network to integrate and further the vision of the SBDC.

Goal I. Keep Services Consistent with Needs

Strategic Objective: Assess the needs of the business and revise or implement changes in program services to meet the identified business assistance needs.					
Activity	Action Steps	Short term	Long-term/ ongoing	Where this accomplishment will be recorded & Responsible Party	Benchmarks
1. Increase Clients: women, minority, and Veteran owned businesses; and emerging industries (Energy, Bio, IT, Aero)		<input type="checkbox"/>	<input checked="" type="checkbox"/>	Individual Centers	a. % of special interest groups served on client satisfactory survey b. Geographic outreach research c. Conversion Rate
2. Conduct surveys of Colorado businesses on changing business needs		<input type="checkbox"/>	<input checked="" type="checkbox"/>	Individual Centers	a. Annual Workplan update summary Geographic outreach research
3. Standardized Core Quality improvement and Control System		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Individual centers, Lead Center	a. Utilize and track standardized counseling/training evaluation for minimum 80% approval rating
4. Participate in a minimum of 40 hours of Professional Development each year		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Individual centers, Lead Center	a. Annual Workplan update Summary-gap analysis b. Post Counseling/training evaluation form

GOAL II: Utilizing Technology to Expand Resources

Strategic Objective: To seek, review and assess technological enhancements that assist in meeting the mission and vision of the program.					
Activity	Action Steps	Short term	Long term/ ongoing	Where this accomplishment will be recorded & Responsible Party	Benchmarks
1. Expand Staff use of technology resources		<input type="checkbox"/>	<input checked="" type="checkbox"/>	Individual centers	a. Track the number of staff utilizing Center EX
2. Expand client use of technology resources		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		a. Track number of clients utilizing Center EX b. Geographic outreach research
3. Expand Director's use of technology resources		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Lead Center with individual center input	

GOAL III: Share Resources to Create a Unified CSBDC Network

Strategic Objective: To enhance and connect the skills and knowledge of the Colorado SBDC network					
Activity	Action Steps	Short term	Long term/ ongoing	Where this accomplishment will be recorded & Responsible Party	Benchmarks
1. Leverage SBDC Network Expertise		<input checked="" type="checkbox"/>		Individual Centers	a. Track number of clients utilizing Center EX
2. Leverage Governmental Resources		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Individual Centers	a. Track number of clients utilizing Center EX
3. Collaborate with resource partners		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Individual centers	a. Track number of clients utilizing Center EX b. Annual Workplan summary c. Geographic outreach research
4. Leverage SBA Resources		<input checked="" type="checkbox"/>	<input type="checkbox"/>		a. Track number of clients utilizing Center EX

Goal IV. Create Brand Awareness

Strategic Objective: Facilitate increased awareness of the mission of the SBDC through a focused and targeted marketing approach.					
Activity	Action Steps	Short term	Long term/ ongoing	Where this accomplishment will be recorded & Responsible Party	Benchmarks
a. Educate local stakeholders to the SBDC mission and objectives		<input type="checkbox"/>	<input checked="" type="checkbox"/>	Individual centers	a. Client satisfaction survey b. Geographic outreach research
b. Educate Legislators to SBDC impact and presence in districts		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Individual and Lead Center	a. Summary of Annual workplan update
c. Educate Public to SBDC		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Individual and Lead Center	a. Client satisfaction survey b. Geographic outreach research

GOAL V: Increase Funding for State Network

Strategic Objective: To explore, identify and solicit additional funding partners in order to diversify and expand the Colorado SBDC portfolio.					
Activity	Action Steps	Short term	Long term/ ongoing	Where this accomplishment will be recorded & Responsible Party	Benchmarks
1. Increase Network ROI		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Individual Centers	a. Client satisfaction survey b. Geographic outreach research
2. Seek additional funds		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Lead center & Local Directors	a. Summary of annual workplan update b. Client satisfaction survey
4. Ensure Resources allocated proportionate to key services		<input checked="" type="checkbox"/>	<input type="checkbox"/>	Lead center	a. Client satisfaction survey b. Summary of annual workplan update c. Geographic outreach research d. Conversion Rate

Action Steps

Included in the Strategic Directives in section “What we hope to accomplish”. The “Steps to get us there” will guide the centers on the process to meet the objectives. Specific steps are developed by centers in their annual center work plan. Progress is reported in quarterly work plan updates. Lead Center develops plans to assess on a statewide basis the services provided.

Timelines

Each Center will complete an annual work plan on their specific goals they will need to meet (mirror the statewide strategic directives). A gap analysis will be addressed and adjusted in the work plan developmental negotiation process conducted annually. A due date will be required by the centers on meeting specific needs that can only be addressed for their service areas.

Strategic Directives

The 3-year strategic directives will be updated on an annual basis by utilizing the tools outlined in Goal 1 activity 5. Work plan templates mirroring the strategic directives will be provided to the centers. The 3 committees, consisting of the center directors, make recommendations on updates to the Lead Center. The Lead Center will complete updates and re-submit to centers to create new annual work plans.

Benchmarks (Four main benchmarks)

1. **Client satisfaction survey**-this is to be conducted post counseling and training activities. The survey shall be accomplished utilizing Center EX survey capabilities. A summary report (tabulated through the Center EX capabilities) shall be issued monthly to the Lead Center.
2. **Annual Workplan Update Summary**-The workplan updates are done bi-annually. The bi-annual summary will be utilized for the gap analysis. A quarterly report shall be issued to the Lead Center utilizing the Center EX capabilities that correlate back with the Semi-annual SBA report.
3. **Track usage of Center IC/EX**-The Center will track the usage of Center EX library and resources. A report shall be issued monthly to the Lead Center to verify usage and reported in the annual workplan updates.
4. **Geographical Outreach Research**- The center will research the number of businesses in their service area compared to number of existing businesses that are presently serving. Based on the percentage of businesses, the center will increase by the agreed percentage.

Goals:

1. **Minimum of 80% existing businesses to be served**
2. **Increase Veteran, Minority, and emerging industries by 10%**
3. **Economic Development Impact data: businesses starts, long-term clients, capital formation, jobs created/retained**

(Data will meet requirements of: State of Colorado’s Economic Development, chambers of commerce, key stakeholders, and higher educational efforts with ROI)