

**ADMINISTRATIVE DEPARTMENT REVIEW  
COCC Small Business Development Center  
2018 Annual Report**

Report submitted annually.

Data and analysis from three annual reports will inform a new assessment plan.

**Section 6a: Measurement Tool and Timeline**

How did you measure your success toward the 1-3 outcomes and mission fulfillment? What tools did you use? How frequently did you gather relevant data? Provide any data references that you used.

**Outcome #1** – The number of 5+ hour clients will increase to a minimum of 25 per quarter – was measured using the Center IC database which records all client advising sessions. Data for calendar year 2018 was reviewed using the master scorecard report.

**Outcome #2** - The number of businesses hiring new or retaining current employees will increase by 25% annually as a percentage of overall businesses served. – was measured using the Center IC database which records all client advising sessions and impact statements. Data for calendar year 2018 was reviewed using the Performance Analytics – My Center report.

**Outcome #3** – Clients will experience a more consistent advising session as measured by an 80% satisfaction informed by a survey with a defined rubric. – was measured through a survey sent out to all advising clients

**Section 7: Data**

What data have you gathered that inform your department’s effectiveness?

**Outcome #1** –Data for calendar year 2018 was reviewed using the master scorecard report from our Center IC database.

**Outcome #2** - Data for calendar year 2018 was reviewed using the Performance Analytics – My Center report from our Center IC database.

**Outcome #3** – Data from the respondents to our survey was analyzed to measure satisfaction and consistency.

**Section 8: Summary and Analysis**

What do these data suggest about your department’s effectiveness? Which measurements are strong and affirming? Consider the following:

- Have you accomplished your outcomes? Is there a need for a new direction?
  - **Outcome #1** was not met although progress has been made toward the goal. The number of 5+ hour clients totaled 48 during 2018, which is 48% of our goal. This goal is very aspirational but by continuing to focus on and encourage longer term participation, we might achieve this goal over the next few years.
  - **Outcome #2** was almost met. Businesses hiring new or retaining existing jobs increased from 21 in 2017 to 26 in 2017. Although we came close to achieving the goal, the wording for outcome #2 does not accurately describe an appropriate outcome. We intend to rewrite this to measure the number of jobs created rather than measuring the number of companies creating jobs. This will be discussed with the previous author to gain a full understanding of the intent of this outcome.
  - Outcome #3 was fully met. The results of the survey indicated a 95% overall satisfaction rating and a 93% satisfaction rating with respect to bringing value to their business.
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- Which measurements indicate an area that you would like to focus on for improvement?
  - Outcome #1 seems achievable but needs concerted effort and advisor training.
  - Outcome #2 needs work to clarify the intent of the outcome and possibly rewrite the outcome statement.
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- Identify the goals and improvements that your department is committing to over the next year to help you accomplish your outcomes.
  - Over the next year, we will implement an advisor-training program for all advisors and staff members. We believe that improving the advising methods will have more impact on the business owners and increase retention and repeat visits.
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- What support do you need from the college to carry out your planned improvements? Identify your biggest area(s) of need to help accomplish outcomes. Review question #2, including staffing, budget, services, and location.

Over the next year or two, we plan to maintain an SBDC presence on the Redmond campus in order to better serve the rural communities of Redmond, Madras, Warm Springs and Prineville. Our contract with the Small Business Administration asks us to prioritize rural and underserved populations. To accomplish this, we will need to host events in Redmond which will provide revenue for staffing on the Redmond campus. For the near term future, the SBDC Director will staff the Redmond Center on a regular, but part time basis.

The budget for the SBDC is mainly provided by Federal and State grants along with matching funding from COCC. Funding from COCC has not increased in many years

which makes it difficult to maintain current staffing levels and contractual salary increases. Maintaining current service levels is dependent upon the profit generated by additional programming such as Quickbooks classes and other business related events.