



El Camino College

Program Review

Small Business Development Center

Planning of Goals

Goal Description

Goal Title

SBA Goal Clients Served

Goal Description

Increase the number of clients served in the three areas where the SBDC offers services: a) growth planning for existing businesses, b) operations management for clients new to business c) and start-up preparation.

Goal Status

In Progress

Goal Cycle(s)

July 2024 - June 2028

Goal Description

Goal Title

SBA Goal New Business Starts

Goal Description

Increase the number of clients who start new businesses

Goal Status

In Progress

Goal Cycle(s)

July 2024 - June 2028

Goal Description

Goal Title

SBA Goal Capital Infusions from Clients

Goal Description

Through assistance from the SBDC through advising and training, client will obtain loans from financial institutions, online lenders, non-profit agencies, family, and friends; grants from agencies who provide funding to small business, venture capital from investors who provide funding to small businesses, and/or owner investments (SBDC clients who use their own funds to start and/or growth their business).

Goal Status

In Progress

Goal Cycle(s)

July 2024 - June 2028

Planning of Outcomes

Outcome Description

Outcome Title

Clients Served

Outcome Description

Small business pre-ventures, start-ups and existing businesses will understand and engage in SBDC services. This outcome will be measured by the number of clients served which includes substantive advising and training.

Outcome Status

In Progress

Outcome Cycle(s)

July 2024 - June 2028

Actions needed to achieve outcome

The SBDC director will provide quarterly training as part of the monthly advisors/staff meetings on business development techniques to attract and engage new clients. The SBDC director will also create a continual flow of information to educate prospective clients and stakeholders (contacts at outside agencies such as cities, economic development organizations, political representatives, chambers, lenders) on the value of SBDC services. Clients are existing and potential business owners who sign up for SBDC services, advisors are part-time staff and contractors who meet with clients to help them with their businesses via business planning, financial projections, marketing, social media, etc., basically all areas of starting and/or operating and growing a business. Staff includes the SBDC director, two full time administrative assistants and one part-time admin back-up employee.

Performance indicator/accomplishment

A minimum of 1,000 clients served will be measured and reflected on the SBDC scorecard which is an online tracking of goal accomplishments in the SBDC system, Neoserra. Goals are assigned annually by the Lead Center, who is the program administrator and contract issuer at Long Beach City College, in conjunction with the Small Business Administration. The outcome will be documented in quarterly reports to the Lead Center.

Target

A minimum of 1,000 clients will be served and documented in Neoserra each SBA fiscal year.

Outcome Description

Outcome Title

New Business Starts

Outcome Description

Advisors and clients will understand what the SBA definition of a new business start is and report to SBDC staff when a business start is achieved.

Outcome Status

In Progress

Outcome Cycle(s)

July 2024 - June 2028

Actions needed to achieve outcome

Planning of Outcomes

The SBDC director will provide quarterly training to advisors and staff to review how to capture milestones. The SBDC director will also provide ongoing communication to clients on the importance of reporting the progress on starting their business. Clients are existing and potential business owners who sign up for SBDC services, advisors are part-time staff and contractors who meet with clients to help them with their businesses via business planning, financial projections, marketing, social media, etc., basically all areas of starting and/or operating and growing a business. Staff includes the SBDC director, two full time administrative assistants and one part-time admin back-up employee.

Performance indicator/accomplishment

A minimum of 65 business start-ups will be measured and reflected on the SBDC scorecard which is an online tracking of goal accomplishments in the SBDC system, Neoserra. Goals are assigned annually by the Lead Center, who is the program administrator and contract issuer at Long Beach City College, in conjunction with the Small Business Administration. Procedures for capturing milestones will be documented and distributed to advisors and staff.

Target

A minimum of 65 business starts will be documented in Neoserra each SBA fiscal year.

Outcome Description

Outcome Title

Capital Infusions

Outcome Description

Clients will understand the types of funding and investments that can be made into their business.

Outcome Status

In Progress

Outcome Cycle(s)

July 2024 - June 2028

Actions needed to achieve outcome

The SBDC loan advisor will provide monthly training to clients, and the SBDC director will provide quarterly training to advisors and staff on funding opportunities. The SBDC director and administrative staff will review clients' progress every other month for capital infusion achievements. Clients are existing and potential business owners who sign up for SBDC services, advisors are part-time staff and contractors who meet with clients to help them with their businesses via business planning, financial projections, marketing, social media, etc., basically all areas of starting and/or operating and growing a business. Staff includes the SBDC director, two full time administrative assistants and one part-time admin back-up employee.

Performance indicator/accomplishment

A minimum of 125 capital infusion transactions will be measured and reflected on the SBDC scorecard which is an online reflection of goal accomplishments tracked in the SBDC system, Neoserra. Goals are assigned annually by the Lead Center, who is the program administrator and contract issuer at Long Beach City College, in conjunction with the Small Business Administration. A procedure for capturing capital infusions will be developed and distributed to the SBDC advisors and staff.

Target

A minimum of 125 capital infusion transactions will be documented in Neoserra each SBA fiscal year.

Facilities & Equipment Assessment

What resources does the office/program currently have? Attach any documents in the next field.

The SBDC is part of the Community Advancement Department located off-site in the El Camino College Business Training Center, 13430 Hawthorne Blvd., in Hawthorne. The SBDC has access to all the standard office equipment (including computers, copiers, a phone system and overhead projection) along with training rooms and offices for advising in the building.

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

Additional resources will not be required to support the program in the next four years.

Technology & Software Assessment

What resources does the office/program currently have? Attach any documents in the next field.

The SBDC subscribes to LivePlan, an online business planning software (<https://www.liveplan.com/>), Profitcents, a financial analysis and benchmarking software, (<https://www.profitcents.com/>), SBDCnet, an online resource for small business research information (<https://www.sbdcnet.org/>), and Zoom for virtual training and advising (<https://www.zoom.com/en/products/virtual-meetings/>). The SBA grant and/or program income pays for the subscriptions. The SBDC also uses Neoserra for client management and tracking of performance outcomes (<https://outreachsystemscom.wpcomstaging.com/neoserra/>). Neoserra is provided by the Lead Center, the program administrator at Long Beach City College. ProfitCents, an online software for financial analysis and benchmarking (<https://www.profitcents.com/>). Other software includes Outreach Systems, an economic development software, for managing client information and outcomes (<https://outreachsystemscom.wpcomstaging.com/neoserra/>), and SBDCNet for small business research reports and information.

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

Additional resources will not be required in the next four years.

Planning of Resources

Staffing Assessment

What resources does the office/program currently have? Attach any documents in the next field.

The SBDC currently has eighteen part-time advisors, two full-time admin staff, one part-time admin staff and one full-time director that are all grant-funded.

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

Additional resources will not be required in the next four years.