

2016-2017 Assessment Cycle MCOBA_Small Business Development Center

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission

Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

Mission: The B. I. Moody III College of Business Administration is a vibrant learning community in a culturally rich region. We foster intellectual curiosity, creativity, and innovation to produce a seasoned gumbo of successful professionals, scholars, and global citizens.

Vision: The vision of the B. I. Moody III College of Business Administration is to be recognized as a leader in developing ethically responsible professionals and scholars who positively impact our Acadiana region, Louisiana, and the global community.

Values:

Community: We establish and maintain meaningful relationships to create value for our university and stakeholders.

Discovery: We foster intellectual curiosity, creativity, and innovation.

Excellence: We are committed to teaching, research, and service with quality and distinction.

Integrity: We demonstrate ethical, socially responsible, and professional behavior.

Relevance: We provide relevant curricula in an ever changing business environment.

Respect: We promote mutual understanding and collegiality that embraces diverse perspectives.

Department / Program Mission

Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".

Develop and diversify the Louisiana economy by the facilitation of the formation and growth of small businesses throughout the eight-parish service area of the Louisiana Small Business Development Center at University of Louisiana at Lafayette. This is accomplished by providing individual business consulting services, needs-based entrepreneurial training programs, and business information and research resources to existing and potential entrepreneurs. The Center also serves as a point-of-contact for local, regional, state, and federal economic development agencies.

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Client companies of LSBDC will create jobs.								
Legends	PO - Program Objective (academic units);								
Standards/Outcomes									
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Goal/Objective	The LSBDC at UL Lafayette provide a vast array of technical assistance to small businesses and aspiring entrepreneurs through training. Based on client needs, local business trends and individual business requirements, the LSBDC modifies services to meet the evolving needs of the small business community.								
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Goal/Objective	Clients of the SBDC will start businesses.		
Legends	PO - Program Objective (academic units);		

Standards/Outcomes			
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	Assessment Measure	Criterion	Attachments
	Direct - Business Starts (Other)	New companies started by SBDC clients is verified by direct contact with clients and reviewed on a weekly basis by SBDC Director and staff. This goal is monitored by SBDC Director and staff on a weekly basis. The goals are secured by remaining in close contact with clients on a weekly basis through the duration of project. The goal for Fiscal Year 2016-2017 is 16 business starts.	

Goal/Objective	Assist consulting clients through Long-Term Business Consulting.		
Legends	PO - Program Objective (academic units);		
Standards/Outcomes			
Assessment Measures			
	Assessment Measure	Criterion	Attachments
	Direct - Long-Term Clients (Other)	The number of consulting clients assisted through Long-Term Business consulting is verified by direct contact with clients on a frequent basis, usually weekly or monthly, until project completion. Assessment timeline is determined by SBDC Director and compared to goals on a weekly basis with staff. Long-term counseling target is 70 clients.	

Goal/Objective	The LSBDC Center assists business owners and budding entrepreneurs will counseling services in the areas of start-up assistance, access to capital, regulatory compliance, business plan development, and expansion.		
Legends	PO - Program Objective (academic units);		
Standards/Outcomes			
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	Direct - Clients Counseled (Other)	Increase the ratio of high to low impact clients and establish a 55% in-business client average for the network.	
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Goal/Objective	Client companies of the LSBDC will secure capital to start, acquire, and expand a business.		
Legends	PO - Program Objective (academic units);		
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	Direct - Capital Infusion (Other)	Capital infusion by client companies is tracked and verified by clients which includes loans, owner's equity, or any other form of capital. The 2016-2017 goal is \$6,000,000.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Client companies of LSBDC will create jobs.

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Assessment Findings			

	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Direct - Job Target (Other)	Has the criterion Job creation by client companies of SBDC is verified by direct contacts with clients on a frequent basis, usually weekly or monthly, until typical project completion. Assessment timeline assessed by SBDC Director and compared to goals on a weekly basis with staff. The 2016-17 goal for the number of jobs to be created by LSBDC clients is 60. been met yet? Met	LSBDC clients created 106 jobs from the active client cases served during the 2016-2017 fiscal year. The goal for the 2016-2017 fiscal year was 60 and center achieved this goal at 182%.		

Assessment List Findings for the Assessment Measure level for The LSBDC at UL Lafayette provide a vast array of technical assistance to small businesses and aspiring entrepreneurs through training. Based on client needs, local business trends and individual business requirements, the LSBDC modifies services to meet the evolving needs of the small business community.

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	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
	Direct - Training Attendees (Other)	Has the criterion The LSBDC will host training events throughout the region to educate small business owners and those interested in starting a small business. Business topics range from start-up assistance, marketing and management expertise. The training goal is 750 attendees. been met yet? Not met	The 2016-2017 fiscal year for achieving 750 attendees was not met. The number of training attendees was 393 at 52.40% of goal.		- Resources / Resource Allocation (for Administrative Units): The LSBDC will work with other resources such as economic development organizations, chambers of commerce, and private organizations in the eight parish region in order to achieve this goal.

Assessment List Findings for the Assessment Measure level for Clients of the SBDC will start businesses.

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		verified by direct contact with clients and reviewed on a weekly basis by SBDC Director and staff. This goal is monitored by SBDC Director and staff on a weekly basis. The goals are secured by remaining in close contact with clients on a weekly basis through the duration of project. The goal for Fiscal Year 2016-2017 is 16 business starts. been met yet? Met	businesses in the 2016-2017 fiscal year. The goal for the fiscal year was 16 and the center achieved this goal at 181.25%.		
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Assessment List Findings for the Assessment Measure level for Assist consulting clients through Long-Term Business Consulting.

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		<p>a frequent basis, usually weekly or monthly, until project completion. Assessment timeline is determined by SBDC Director and compared to goals on a weekly basis with staff. Long-term counseling target is 70 clients. been met yet? Met</p>	<p>70 and center achieved this goal at 147%. Long-term counseling hours typically correlate with impact generated by the client.</p>		
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Assessment List Findings for the Assessment Measure level for The LSBDC Center assists business owners and budding entrepreneurs will counseling services in the areas of start-up assistance, access to capital, regulatory compliance, business plan development, and expansion.

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Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email (selected)

Presented formally at staff / department / committee meetings (selected)

Discussed informally (selected)
 Other (explain in text box below) (selected)

The assessment results are available in the data management and analytics software.

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle) (selected)
 Periodically (2-4 times per cycle)
 Once per cycle
 Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head (selected)
 Dean / Asst. or Assoc. Dean
 Departmental assessment committee
 Other faculty / staff (selected)

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

The center has outperformed the action plan that was created for the 2015-2016. The strategic planning process is continuously reviewed with the team and all activities that are conducted in the center each year must tie back to the original goals and mandate set within the plan.

5) What has the unit learned from the current assessment cycle?

The unit has learned that continuous sharing of data is key to achieving the goals and by sharing data on a more frequent basis, activities and plans can be altered in order to achieve the set goals.

Attachments

Attachments

Upload any supporting documents related to your assessment plans, results, or improvements. Documents may include rubrics, survey questions, reports, etc. There is no limit to the number of documents you can upload.

Click "Select File" to upload document(s)

LSBDCULL2016_17goals.xlsx
 FY16_17ULLAnnualReport.pdf