

2017-2018 Assessment Cycle MCOBA_Small Business Development Center

Mission (due 12/4/17)

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 / VP and Program / Department Mission

Mission of College or VP-area

Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."

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.

Mission of Program / Department

Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."

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.

Attachment (optional)

Upload any documents which support the program / department assessment process.

Assessment Plan (due 12/4/17)

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

Assessment List

Goal/Objective	Client companies of LSBDC will create jobs.(Imported)		
Legends	PO - Program Objective (academic units);		
Standards/Outcomes			
Assessment Measures	Assessment Measure	Criterion	Attachments
	Direct - Job Target (Other)	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 2017-18 goal for the number of jobs to be created by LSBDC clients is 60.	

Goal/Objective	The LSBDC at UL Lafayette provides 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.(Imported)		
Legends	PO - Program Objective (academic units);		
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Assessment Measures	Assessment Measure	Criterion	Attachments
	Direct - Training Attendees (Other)	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.	

Goal/Objective	Clients of the SBDC will start businesses.(Imported)
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Legends	PO - Program Objective (academic units);		
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	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 2017 -18 is 17 business starts.	

Goal/Objective	Assist consulting clients through Long-Term Business Consulting.(Imported)		
Legends	PO - Program Objective (academic units);		
Standards/Outcomes			
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	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 75 clients. Long-term counseling hours is constituted by 5 or more hours of counseling and preparation work.	

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.(Imported)		
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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. The 2017-18 goal for clients counseled is 350.	

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Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?
- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
- 4) What is the plan for using data to improve student learning and/or operations?
- 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

Assessment Process

The overall plan for improving the performance of the LSBDC at UL Lafayette is to use the metrics outlined in the assessment in comparison with the goals that have been set by the funders of the program. The data and outcome is used to measure the following:

- (1) To ensure that Service Center is mapping respective programmatic and operational activities back to the current LSBDC Network Strategic Plan,
- (2) To ensure that Service Center is following programmatic and operational protocols as per the current LSBDC Network's Policies and Procedures Manual (PPM),
- (3) To prepare Service Center for the annual SBA Louisiana District Office Programmatic Review,
- (4) To prepare the Service Center for the SBA Headquarters' Biennial Programmatic Review,

- (5) To close the loop in the America’s SBDC Accreditation Standards for quality and continuous improvement, and
- (6) Identify and share Best Practices throughout the LSBDC Network

Results & Improvements (due 9/15/18)

Results and Improvement Narratives

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

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Reflection (Due 9/15/18)

Reflection

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose, respond to the questions below.

1) How were assessment results shared in the program / department?

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

Distributed via email

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

Discussed informally (selected)

Other (explain in text box below) (selected)

All data is captured in an electronic data base which all staff and personnel have access to and can track and monitor progress throughout the fiscal year. The LSBDC Center is required to maintain complete and accurate records and supporting documentation to facilitate a thorough program examination. All significant client counseling, training and other activities must be fully documented.

2) How frequently were assessment results shared?

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

4) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.

For the SBDC to improve quality and performance, the SBDC utilizes a system to document its work performance and outcomes in order to drive continuous quality improvement. This includes the ability to report on the performance indicators set forth and the results measurement. The results are a measurement of what we have accomplished and how it maps back to the strategic plan of what guides the center at the beginning of each fiscal year.

5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.

The overall impact of the assessment cycles has helped to establish methods for monitoring performance associated with this process, and actions to be taken when indicators for key services as defined are not being delivered in a manner that meets requirements.

Attachments (optional)

Upload any documents which support the program / department assessment process.