METRICS

A metric is any type of measurement used to gauge some quantifiable component of an organization's performance, such as return on investment (ROI), impact, and so on. When the reviewers use the term metrics, they are referring to data relating to the performance of the organization. In the case of SBDC, the metrics are collected and maintained in WebMQS. The NYS SBDC’s use of WebMQS ensures that information collected across the network is consistent and reliable, and that everyone across the state is using common definitions and methods for collecting the information.

Which metrics are important? It depends. The ones SBA cares about are the ones related to the goals they set for SBDC performance:

- Number of long-term counseling clients (5 hours or more)
- Number of new businesses created
- Dollar amount of loans, equity, etc. invested in the businesses

The SBA is also interested in the number of individuals trained by the SBDC, though as of FY 2006, this is no longer part of the goal set for the program. The SBA is likewise interested in the number of loans made to small business, but the SBDC does not report this number to the SBA.

The SBDC Central Office sets goals for the regional centers and monitors other metrics to ensure the program is operating effectively. Twice a year, the Central Office generates a report called the Administrative Summary, which ranks the centers on several metrics.

Here is a list of some of the metrics:

- Cases opened (by month) and closed (by type of action)
- Percentage of long term cases
- Counseling hours by case
- Ethnic background of clients
- Use of outside resources
- Training events (total events, attendees, hours)
- Client evaluations (response rate, service rating)
- Cost of program operation

What metrics are important to your job or to your center? How do your center use metrics to make decisions relating to products and services delivered to your customers?

WHAT'S NEW THIS WEEK?

Each of the focus areas listed in this section contain descriptions of activities relating to SBDC’s key objectives and are the basis of the metrics by which our Strategic Plan implementation is measured and assessed.
PROFESSIONAL DEVELOPMENT & STAFF RETENTION

The Corning SBDC staff met with representatives from Five Star Bank and HSBC to formalize a referral process with new commercial loan officers and review changes in loan requirements.

The Corning SBDC Director and Office Manager completed a one-day program offered by the host institution, Corning Community College, on CPR/AED (cardio-pulmonary resuscitation/automated external defibrillator) training. The Corning Office Manager and new Business Advisor also participated in a team building workshop provided by the host institution.

MARKETING

Ed Fritz, the Director of the Stony Brook SBDC, attended a legislative breakfast sponsored by the Long Island Association at their headquarters in Melville. The crowd of three hundred listened intently as the Long Island Congressional delegation provided an assessment of the major issues facing Long Island, New York State and America. The Director greeted Congressmen Tim Bishop, Peter King, Gary Ackerman, Steve Israel and Congresswoman Carolyn McCarthy. He gave their respective staff an updated report on the Stony Brook SBDC. The breakfast provided an excellent opportunity to reconfirm the value of the SBDC to the constituents of the congressional representatives.

SPECIAL PROJECTS

The Corning SBDC Director met with a New York Farm Link representative based at Cornell University to partner in providing business plan development to agricultural operations in the Southern Tier region.

PROGRAM DEVELOPMENT: PRODUCTS AND SERVICES

The Corning SBDC partnered with the Steuben County Convention and Visitors Bureau to develop a survey on using the Internet for marketing. Based on the survey results, a workshop was developed on "Women and Technology: The Well-Rounded e-Marketing Campaign" and attended by 35 members of the Women Business Owners' Roundtable in January.

Ed Fritz, the Director of the Stony Brook SBDC spoke about the virtues of business planning at the Institute for Financial Education on January 31st at Adelphi University. The event was attended by 18 small business owners who wanted to expand their businesses. The three hour program included a power point presentation and was followed by Q & A.

Catalina Castaño, Pace University SBDC Business Advisor, made a presentation on Developing a Successful Business Plan at the "Starting a Business – What You Need to Know Seminar that was held at The Thypin Oltchick Institute for Women's Entrepreneurship in January. Her presentation was attended by an enthusiastic crowd of almost 200 women.

The Oswego SBDC outreach office has held several eBay training workshops. The Watertown office is working with the Continuing Education department of Jefferson Community College to offer a similar eBay class, possibly with an additional segment on Internet marketing.

The Corning SBDC staff met with the new retail specialist/recruiter for Corning's Gaffer District (downtown Corning) to discuss the current mix of businesses and potential opportunities in the District.
ABOUT THE GAZETTE

The SPD Gazette is a brief newsletter distributed via email and posted on the Internal Web Site. It will feature a column to be titled, What’s New This Week, in which the network will share best practices in strategic objectives. A series of articles in the Gazette will explain the program’s statewide approach to strategic objectives in six key areas:

- Marketing
- Professional Development and Certification
- Program Development: Products and Services
- Special Projects
- Strategic Partners and Alliances
- Technology, Information and Communication

For more information or answers to your questions, call Tom Morley at 914-375-2107 or email him at SPD@Mercy.edu. Send your report forms to SPD@Mercy.edu.

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