ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2004

Area or Unit Name: NORTHWEST TEXAS SMALL BUSINESS DEVELOPMENT CENTER
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Section 1. Goals and Accomplishments

Goal 1: Goal 1. Client Access and Diversity: Ensure all citizens of the region have equal access to all services of the NWTSBDC Network.
- Added one hispanic counselor in outlying subcenters.
- Replaced all vacant positions, where possible, with qualified minority applicants
- Delivered six seminars to various economic entities on the new 2003 census update results and their effect on the regional economy.
- Counseled 218 Black clients, 489 Hispanic clients and 113 Asian or other minority clients in FY 2004.
- Helped open 15 Black owned businesses, 69 Hispanic owned businesses, and 11 Asian and other minority owned businesses that represented, collectively, 411 new jobs created in FY 2004.

Goal 2: Goal 2. Academic Excellence/Real World Experience: Provide an environment for Students to work in real world situations to complement and enhance their classroom experience.
- Added one new intern to the BIDC program for 2004.
- Added two new interns in the TTU SBDC program for 2004.
- Increased regional student intern employment by 5 students for 2004.

Goal 3: Goal 3. Engagement: Maintain existing and add new programs to the NWTSBDC Network to ensure the creation of new businesses, the expansion of existing businesses resulting in new jobs created and economic growth of the region.
- Participated in a regional employment survey for business employee needs.
- Conducted a client survey of current training and education needs of their businesses.
- Counseled 3,026 clients for 17,946 hours of counseling in FY 2004.
- Presented 308 seminars to 5,783 attendees within the region in FY 2004.
- Completed 29 projects and had in process 33 projects for manufacturers in the region in FY 2004.
- Assisted PAC clients in receiving over $6,100,000 in awards for FY 2004.
- PAC helped to create or retain 135 jobs in the region in FY 2004.

Goal 4: Goal 4. Technology: Continue to expand the NWTSBDC Network’s computer system as well as train area small businesses in all areas of Computer Technology.
- Connected the TTU SBDC @ Abilene’s network to the NWTSBDC network through VPN tunnel.
- Redesigned the NWTSBDC and it's subcenter websites.
- Added WIFI access to the network.
- Created and implemented logon policy for all users and computers of the NWTSBDC network.

Goal 5: Goal 5. Partnerships: Grow and enhance our relationships with all internal and external partners, both funding and none funding sources.
• More than 200 public appearances were made by NWTSBDC personnel during FY 2004.
• Co-sponsored over 210 training events with regional partners in FY 2004.

Goal 6: Human Resources: Ensure a staffing structure at the NWTSBDC Network that allows for a diverse and varied employee base to ensure a supportive environment for all clients.

• All job descriptions have been updated for new personnel procedures.
• Annual subcenter audits confirm region wide compliance of federally mandated personnel and salary requirements.
• Five new students positions created and staffed in outlying subcenter locations in FY 2004.

Goal 7: Program Image and Stature: Establish a regional, national and international image of quality and professionalism for the NWTSBDC Network.

• Staff attended the ASBDC annual training conference.
• Staff attended the NWTSBDC training conference when State SBDC Conference cancelled.
• Two specialty professional training events conducted in the region in 2004
• Several local training events attended by region staff throughout 2004.
• The NWTSBDC distributed performance reports to all funding partners and allies during 2004.
• Over 60 recommendation letters were received by operating units of the NWTSBDC during 2004.

Goal 8: Program Evaluation and Accountability: Continually evaluate and update the performance and activity criteria that the NWTSBDC Network’s success is measured against.

• Updated the computer usage policy for the NWTSBDC and implemented the changes.
• Annual performance goals for staff, subcenter and region performance were reviewed for FY 2004 and modified and adopted for FY 2005 at the annual subcenter director retreat.
• Annual SBDC subcenter desk audits were conducted and no problems found.
• The PAC program was audited by DLA with no adverse findings.

Goal 9: Programmatic Stability: Insure uninterrupted funding for the TMAC and the ITC programs.

• The TMAC program lost 50% of their funding in 2004
• The ITC lost 100% of their funding for 2004 through 2007.
• The NWTSBDC lost $250,000 in funding when Lubbock closed MLI and replaced it with LEDA.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
NORTHWEST TEXAS SMALL BUSINESS DEVELOPMENT CENTER

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
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<td>Businesses Opened</td>
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<td>453</td>
<td>346</td>
<td>328</td>
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<td>Jobs Created</td>
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<td>Cost to create new job</td>
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<td>Jobs Retained</td>
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<td>Total Capital Formation</td>
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<td>Dollar Value</td>
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<td>Contract $ Awarded</td>
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<td>Projects Completed</td>
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<td>Clients Counseled</td>
<td>3,533</td>
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<td>Counseling Hours</td>
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<td>Avg. Hrs/ Client</td>
<td>4.39</td>
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<td>Seminars Pres.</td>
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<td>184</td>
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<td>Seminar Attendees</td>
<td>7,586</td>
<td>4,700</td>
<td>3,218</td>
<td>4,037</td>
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<td>5,783</td>
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Section 3b. Qualitative Information.

- The NWTSBDC continues to be ranked as one of the top 5 SBDC programs in the nation by the Small Business Administration.
- The TTU SBDC @ Abilene and the TTU SBDC @ Lubbock subcenters were recognized as two of the top 5 subcenters in the nation.
- The PAC is ranked in the top 20 procurement centers in the nation.
- The TMAC is ranked in the top 10 MEP centers in the nation.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:
Fiscal Year 2004 was a challenging year for the NWTSBDC. Our longest and largest local funding contributor, Market Lubbock Inc., was discontinued in favor of a new organization, LEDA. This resulted in a loss of $250,000 per year. Legislative squabbling in Washington resulted in a 50% funding loss in the TMAC program. The Comptroller of the State of Texas also declined to certify our International Trade Center resulting in a loss of $600,000 per year. With all of these challenges, the NWTSBDC still came extremely close to duplicating the record performance results of 2003. The NWTSBDC counseled over 3,000 clients in 2004 resulting in 385 new business openings and the creation of 1,401 new jobs. The NWTSBDC presented 308 seminars to 5,783 attendees, a significant increase from 2003. Overall the NWTSBDC has weathered a very difficult year and has already been successful in restoring a portion of the lost funding. New funding sources are being evaluated and the program is rebounding nicely.

Implementation Plan:
As a result of the recent ASBDC Accreditation review, the NWTSBDC has been instructed to modify it's Strategic Plan to one that reflects the needs of the NWTSBDC and not that of TTU. The TTU plan was deemed inappropriate for the strategic needs of the NWTSBDC by the Accreditation team.