



Small Business
Development Centers

Strategic Plan 2018

Our Mission is to Accelerate Business Success

Our Vision is to be **the** resource for business expertise

As a statewide network we value:

Economic Impact – this is why we do what we do

Guidance – the nature of our efforts

Service – the spirit with which we work

Collaboration – the openness we possess
to multiply our efforts

Ohio SBDC is a remarkable network of business advisors, consultants and professionals that focus on one thing: helping Ohio businesses grow. For over 31 years, the program has helped thousands of businesses start, thrive, and build a better Ohio. When it comes to helping small businesses, no other program in the state has the history, impact, and return on investment demonstrated by Ohio SBDC . The Ohio SBDC Strategic Plan is our working agenda. This action-oriented living document guides our activities, investments, and priorities to strengthen services, maximize our resources, improve our workforce, and accelerate business success!



Enrich the Quality of Services

Design key services and processes that ensure flexibility in responding to evolving client needs and:

- Further refine our client satisfaction survey to identify needs and improvement opportunities based on client segments.
- Improve delivery of services by creating efficiencies in managing client engagements.
 - Identify opportunities to “automate” training of pre-venture clients.
- Launch E-center to enhance client connectivity and access to e-learning opportunities.



Maximize Economic Impact

Drive activities that engage high performing clients and refine /standardize processes that ensure the capture of quality impact.

- Implement a universal client onboarding checklist to set expectations and drive response rates on impact and satisfaction surveys.
- Improve consistency and reliability in impact reporting.
- Develop Center IC scorecard – provide real-time impact data at center level.



Strengthen Our Team

Invest to develop key skills, increase communication and implement best practices to drive impact.

- Conduct a skills assessment to identify advisor needs – align outcomes with professional development opportunities.
- Improve communication processes to ensure consistent understanding of program requirements – Revise Operations Guide.
- Launch Statewide Leadership Team that will:
 - Inform lead center decision making regionalize the sharing of best practices.
 - Coordinate regional outreach.
 - Create regional plans for legislative engagement.



Enhance Visibility

Develop messaging to engage targeted client segments, multiply efforts through outreach to top referrers and tell the SBDC story.

- Conduct a marketing needs assessment - prioritize investments in practical and feasible marketing activities/collateral material.
- Signature Series Webinars – Launch quarterly, high profile, and in-demand webinars marketed statewide.
- Multiply reach through key relationship-building activities and engage our loyal client base.
- Further refine and institutionalize improved messaging and channels for outreach.