IMPACT COLLECTION

IMPACT COLLECTION (Section 10. SBDC Operating Guide)

The SBDC program is an outcome-based program. Its success is measured by the impacts or the results its products and services have on its customers and stakeholders. Consequently, the ability of the SBDC to collect and report impact is of utmost importance. In order to create and implement a valid and reliable data collection plan, both the State Lead Center and network centers need to complete the following steps to ensure an ample body of data to analyze and confirm its findings:

- Centers should outline a clear strategy to collect impact data in a manner that will result in the highest levels of impact collection and client participation.
- All service centers are *required* to:
    - ➢ collect economic impact data from the clients;
    - ➢ collect impact data on a *regular, ongoing* basis so that center performance may be regularly reviewed by the State Lead Center;
    - ➢ enter all impact data into Center IC in the follow-on session notes and reportable impact chart; and
    - ➢ ensure data is *verified* with client signature and *attributed* to the program activities.
- *The State Lead Center will issue standard reporting documents and validate economic impact data for each client through periodic audits.*

The Importance of Attribution (Giving Credit Where Credit is Due)

The Ohio SBDC uses the shorthand formula of AV^2 to designate and refer to its economic impact process. The first and most important component is *attribution*--the client's assigning the cause of his/her success to the SBDC's services and products. The goal of attribution is to help the SBDC and its funding partners understand the value of the SBDC's counseling on its clients' success. When obtaining economic impact data during the year, center directors and counselors must obtain *client acknowledgment—written or oral—for all Economic Impact data*.

This is not to say that the V^2 (validation and verification) of the formula are not important. For the uninitiated, *validation* refers to the history or *track record* of assisting the client in the area in which s/he claims impact. In addition, the *timing* of the counseling is equally paramount as only counseling conducted in that area *within the past year* is acceptable.

Verification refers to the *process* implemented at the local center level that ensures the SBDC is collecting valid and attributable data.

By themselves, however, validation and verification are not enough to substantiate the reported data used to evaluate the SBDC's impact on its clients' success. Without the client's attribution, the validation and verification data exist in a vacuum. It is the client's attribution which gives real meaning to the impact of the SBDC services. It is this commitment to veracity that distinguishes the Ohio SBDC as a program that deals in reality—

Real Impact for Real Small Businesses!

IMPACT COLLECTION

Success is measured by the impact or result

On Customers & Stakeholders

AV 2

- Attribution
- Validation
- Verification

- Lead Center Process
  - Run Report with Impact
  - Open Session with Impact
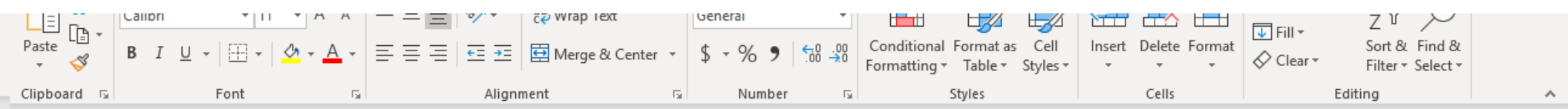 - Open all documents to verify dates and impact

Center Requirements

- Collect economic impact data from the clients;

- Collect impact data on a ***regular, ongoing*** basis - center performance regularly reviewed by the State Lead Center;

- Enter all impact data into Center IC in the follow-on session notes and reportable impact chart; and

- Ensure data is ***verified*** with client signature and ***attributed*** to the program activities.

E21

	Last Name	First Name	Business	Capital Infusion	Comments
3	Last Name	First Name	Business	Capital Infusion	Comments
4				549,500	Notes indicate months of work but only 1 entry
5				10,122	Verify

	Last Name	First Name	Business	Business Starts	Comments
13	Last Name	First Name	Business	Business Starts	Comments
14				1	Business Start Date 1/1/2008
15				1	No Attribution Statement
16				1	No Attribution Statement
17				1	No Attribution Statement
18				1	No Attribution Statement

	Last Name	First Name	Business	Jobs Created	Comments
22	Last Name	First Name	Business	Jobs Created	Comments
23					Notes indicate months of work but only 1 entry
24				1	No Attribution Statement
25				1	No Attribution Statement
26				1	No Attribution Statement
27				1	No Attribution Statement

Verification

1. $549K with 1 entry?
2. No Attribution Statement
3. No Attribution Statement

Last Name	First Name	Business	Capital Infusion	Comments
			720,000	Double counting on owner Equity Cash
			292,000	Verified
			500,000	No Attribution Statement
			167,500	Verified
			100,000	non attributable impact needs further review.

Last Name	First Name	Business	Business Starts	Comments
			1	Impact form does note include info when business started.
			1	Verified
			1	SOS filings indicate 5-29-18
			1	SOS filings indicate 9-18
			1	No Attribution Statement Business Started 7/9/18

Last Name	First Name	Business	Jobs Created	Comments
			3	Impact indicated on 641 not attribution statement
			2	No Attribution Statement
			2	No Attribution Statement
			1	No Attribution Statement
			1	Verified
			2	Verifed

Verification

1. $720K count incorrect
2. Business Start Date LY
3. No Attribution Stmt 🚫 641

Flags ⚠️

Business Start -Business on SOS (Articles of Incorporation) documents dated prior to/earlier than 1st meeting

Capital Infusion- One (1) meeting or counseling session before capital infusion claimed

Job Creation- No Attribution Statement indicating Job creation or incorrectly indicating job count (ex. 1.5)