



FFY2019 Ohio SBDC ACF Questionnaire

Applicant Name (Host): Youngstown State University

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1. Provide a brief description of any proposed service delivery changes compared to your FFY2017 proposal or FFY 2018 ACF questionnaire:

Service delivery will basically remain the same with a focus on small to mid-sized growing / existing companies, high impact ventures and growing exporting companies. Additional enhancements to the SBDC at YSU:

- a. Increased EAN consulting services to better assist the expanded territory
- b. Increased utilization of the financial analysis/cash flow projection model, job costing model and in-depth market research for SBDC and EAN companies
- c. Expansion of export compliance, CGBP training & certification offerings, and possibly a trade mission
- d. Expand use of remote consulting for time efficiencies
- e. Continue to collaborate with Lower Northeast Ohio Regional Group to strengthen the counties and leverage the varied human and business resources
- f. Increase business market research activities for counties in the region, including export research to assist EAN colleagues in the state
- g. Explore utilization of Creative Problem Solving (CPS) techniques to benefit the Center, clients and the student learning experience
- h. Updated start-up aids to screen, assist and attract late-stage start-up ventures

2. Provide a brief description of any significant budgetary changes as compared to your FFY2018 budget proposal.

There are no significant budgetary changes for FY 2019. Crystal Volinchak will work half-time for Q1 coming off maternity leave, and full-time as of January 1, 2019. Slight increases in consultant hours.

3. Funding: Provide a brief description of how a funding increases of ten percent funding would be utilized by the center. Please identify estimated costs and explain if your center would have

available local cash match (standard cash match requirements apply). Outline how your center would re-budget based on a ten percent cut of grant funding.

- a. A funding increase of 10% would mainly be used to increase consulting capacity for both SBDC and EAN programs. 10 % or \$34,000 could provide between 680 and 755 additional consulting hours. Currently, the SBDC at YSU provides considerable match beyond the minimum required. Additional match may possibly be acquired, if necessary.
- b. A funding cut of 10%, or \$34,000 would eliminate the (vacant) consultant, 1 graduate assistant with fringes, eliminate the NASBITE Conference (possibly cover from Program Income), reduce some travel/supplies/misc. expenses, and minimally cut other consulting time across the board.

4. Please provide a justification for your proposed goals:

- a. Met or exceeded goals in previous years
- b. Focus on existing and higher impact clients
- c. New business starts, as formula generated, may be slightly high due to the focus on existing companies
- d. Additional consulting hours for SBDC and EAN companies
- e. SBDC and EAN at YSU can provide the in-depth, high-level business services (financial modeling, job costing, domestic and international research, etc.) that are in demand from the target markets
- f. Increasingly better referrals from lenders due to the services available
- g. EAN services help attract clients that may also benefit from SBDC consulting tools and assistance
- h. Availability of graduate assistants, interns and class projects to leverage staff resources

Proposed Strategic Plan Alignment:

Our Mission Statement - Accelerate Business Success

Our Vision Statement - To be the resource for business expertise!

Our Values:

Economic Impact – the reason for our existence

Service – the spirit with which we work

Guidance – the nature of our efforts

Collaboration – the openness we possess to work with others

Directions: For each of our four strategic pillars below please outline any proposed projects, initiatives or activities that align with Ohio SBDC



Enrich the Quality of Services



Maximize Economic Impact



Strengthen Our Team



Enhance Visibility

1. Enrich Quality of Services: Design key services and processes to ensure flexibility and responsiveness to evolving client needs.

- **Desired Outcomes:** Improved Client Satisfaction.
- **Examples:** New programming in response to local needs, designing/implementing new measures or outreach to identify business needs, developing processes for regular evaluation of satisfaction data etc.

Add your center projects or tactics here:

- In-depth target market research; both domestic and international
- Financial and Job Costing Models
- Increased EAN services & programs, including CGBP and other certifications
- Potentially lead a trade mission in 2019
- Creative Problem Solving training and variations of the process to benefit companies and SBDC EAN
- Focused and in-demand training programs for existing companies
- Increased collaboration among network colleagues and local resources
- Variety of services to assist small to medium-sized growing businesses
- Cultivate client & staff feedback and recommendations to improve the quality of consulting services and programs offered to the business community
- Utilize the Lower Northeast Ohio SBDC Consortium to collectively enhance all services in the region
- Updated business start-up screening and assistance materials

2. Maximize Economic Impact: Drive activities that engage high performing clients and refine processes that ensure the capture of quality impact.

- **Desired outcomes:** Increased engagement of high performing clients, especially existing businesses and improved capture of impact.
- **Examples:** implementing time/case management procedures to focus activities on existing business clients, developing trainings/processes to streamline interactions with non-productive pre-venture clients, creating systems and processes that increase rate of impact capture etc.

Add your center projects or tactics here:

- Leverage available resources while providing quality, impact-driven results
- Utilize student resources in the Center and through class projects
- Center's business tools and capabilities – financial and job costing models, in-depth domestic and international market research, etc.
- Expand the OH PA Global Export Initiative research, including the additional counties of the EAN at YSU
- Expand the Export Internship Program to 15 students
- Potential to lead an overseas trade mission in 2019

- g. Expand CGBP training & certification and other export-related training, to increase exporting awareness, knowledge and activity
- h. Fall semester 2018, a 10 week Export Compliance course will be conducted at YSU by Mousa Kassis, and open to companies, students and the network
- i. Mousa Kassis has acquired accreditations which attract and enable the EAN at YSU to service high impact companies: CGBP (Certified Global Business Professional) and EAR/ITAR (ECoP) Export Compliance Professional designations
- j. Continue the SBA Emerging Leaders Program (Year 9)
- k. Continue the partnership with Mahoning Valley PTAC
- l. Improve the impact collection time and process to increase the response rate

3. Strengthen Our Team: Invest to develop key skills, increase communication across the SBDC network, and share and implement best practices.

- **Desired Outcomes:** Increase the skill sets of our advisors, enhance ability to be more responsive to customers' needs, increased communication, collaboration and referrals in the SBDC network.
- **Examples:** Increased participation on statewide SBDC committees (marketing, CBA, Statewide Conference), regional collaboration on events, marketing or other initiatives with other SBDCs, development of Individual Professional Development Plans for staff, other training investments for staff.

Add your center projects or tactics here:

- a. Lower Northeast Ohio SBDC regional collaboration
- b. Ohio SBDC Statewide Conference
- c. NASBITE, ASBDC and other conferences, as funding is available
- d. "Soundview" business summaries available to all staff for updates on business trends and resources
- e. Encourage staff participation in all webinars and SBDC EAN training
- f. Periodic in-house training on all Center business tools, research databases, etc.
- g. Standard training for all students on SBDC processes, resources and business tools

4. Enhance Visibility: Continued development of activities and messaging to engage targeted, impact generating, client segments. Multiply outreach through identification and outreach to top referrers.

- **Desired Outcomes:** Increased awareness of Ohio SBDC, especially to our top referrers (banks, the economic development community) funders, other key stakeholders and desired local client segments.
- **Examples:** Redevelopment of the marketing and stakeholder engagement plan, conducting market research on new organizations to engage, development of new locally targeted marketing materials etc.

Add your center projects or tactics here:

- a. Develop new marketing materials
- b. Utilize appropriate social media tools for targeted audiences
- c. Participation in the region's annual "Economic Development Report"
- d. Monthly SBDC EAN Newsletter
- e. Quarterly EAN Exporting Report
- f. Targeted SBDC and EAN training programs
- g. CGBP training & testing by Mousa Kassis at YSU (one of thirteen certified training sites in the country)
- h. Annual report for the WCBA Center of Excellence in International Business at YSU

- i. Annual report for the Williamson College of Business Administration at YSU
- j. Co-sponsor of the SBA Emerging Leaders Program
- k. Expand the OH PA Stateline Global Export Initiative research to the additional EAN at YSU counties
- l. County business research for the Columbiana County Port Authority
- m. Partner with PTACs to offer training/networking events
- n. SBA Lenders Roundtable with the Cleveland District SBA
- o. Tools developed by the SBDC – financial and job costing models, in-depth market research, etc.
- p. Women in Business Conference during Women’s Business Week in October
- q. Periodically update both the SBDC EAN at YSU Strategic Plan and Marketing Plan

5. **SBA Specific Information:** The SBA has requested we provide an overview of services offered in the following specific categories. In the spaces below, please list any planned activities related business segments in any of the following categories. If the center does not have any specific activities under a topic area, leave blank.

SBIR, STTR or tech transfer from federal labs or state universities:

Guidance or Training related to Cyber Security:

Targeted Assistance to Veterans:

Workshop for veterans to be co-sponsored with the Cleveland District SBA and veteran outreach organizations

Targeted Assistance to disadvantaged businesses including Minority-owned, Women-owned and Rural businesses:

“Women in Business” Conference to be scheduled in October for Women in Business Week, in conjunction with Montclair State University in New Jersey.