



SBDC at Kent State University Tuscarawas (SBDC @ KSUT) Marketing and Stakeholder Engagement Plan

Center Director: Steve Schillig

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Situation Analysis

- Fiscal YTD 2016:
 - Have counseled 292 clients.
 - 3,065 counseling hours.
 - 42% Pre-venture.
- SBDC @ KSUT covers seven counties and is acknowledged as a significant partner and a source for business assistance. This comes in part as a result of the visibility of our Host and the number of boards and committees we serve on.
- Positive forces include:
 - Often invited into meaningful projects within the counties we serve (for example, we are working with three other individuals to review and restructure the economic development process in Tuscarawas County).
 - Increased the number and size of stakeholder support for FY 2017.
 - Established satellite offices to provide convenience and support throughout our seven counties.
 - Using distant learning equipment to again provide convenience to our client base.
- Opportunities for improvement:
 - Increase cash match.
 - Obtain more “high impact clients.”
 - Remind/ inform referral sources that we serve both pre-venture and existing businesses.

Goals

- FY 2017:
 - 80 Long-term clients.
 - 20 Business Starts.
 - \$3,800,000 in Capital Infusion.
 - 30% of clients report impact.
 - 1,600 hours of counseling hours.

Target Audiences

- Clients:
 - Pre-venture.
 - New to business and/or pursuing self-employment.
 - Market through workshops such as Business Start-up classes and ENCORE.
 - Promote our services through the committees and boards we serve on.
 - Start-ups.
 - Promotion through workshops on topics that are relevant and current.
 - Referrals from stakeholders, specifically our banking partners.
 - Existing businesses.
 - Promotion through workshops on topics that are relevant and current.
 - Referrals from stakeholders and partners, specifically our bankers.
- Referral sources:

- Bankers (compiled list attached)
- Accountants
- Attorneys
- Stakeholders (see details below)
- Our clients.

Objectives

- To contact 2 bankers per month (face to face, phone or email) to remind them of our services and request referrals.
- To send, via email, quarterly reminders to stakeholders and partners of the resources we offer (First Research, Business Reference Guide, Profit Cents, GrowthWheel, etc.).
- To re-vamp and formalize our trainings and workshops so that we have a strategy, goals and objectives and measurable outcomes.
 - Potential goals and objectives include:
 - Increased outreach.
 - Improved marketability.
 - Increase gross and net revenues (which will be used as Program Income to further support our program).
 - Identify and attract new clients to the Center.
- To increase our visibility in our service area by accepting speaking engagements for organizations such as Rotary, Kiwanas, Business Associations, etc.
- To continue to use our advisory board to its fullest which includes obtaining their input on funding issues, marketing, etc.

Messages

- The SBDC provides confidential business consulting at no charge.
- We can assist individuals starting or growing a business by offering specific assistance in areas such as:
 - Business planning.
 - Access to capital.
 - Marketing.
 - Human Resources.
 - Accounting and Financial analysis.
- The SBDC has numerous resources available to assist a business in a variety of ways:
 - Business Valuations through the Business Reference Guide.
 - Financial analysis through FINTEL and ProfitCents.
 - Industry data through IBIS and First Research.
 - GrowthWheel.

Strategies

- The SBDC's strategy will continue to be the "central point of contact in our service area" for those individuals that need assistance with starting or growing their business.
- In order to market our services, we will continue to be visible to our stakeholders, partners and other referral sources.

Tactics

- Use of marketing materials (flyers, business cards, etc.) that are consistent and clear and most importantly that deliver our message.
- Press releases.
- Trainings and events.
- Social media—i.e. Facebook, web site.
- Quarterly reminders to our stakeholders and partners.
- Scheduled calls with bankers.
- Client referrals.
- Legislative events.

- Speaking engagements.
- Success stories.

Measurement and Evaluation

- Goals will be monitored on a monthly basis.
- Information shared with the staff, Host and advisory board.
- Areas of improvement will be identified and corrective action taken.

Stakeholder Engagement:

- Detailed below is list of stakeholders, community leaders, potential collaborators, economic development entities, banks, other small business programs and legislators that our Center plans to meet with at least once over the course of the program year.

| Organization | Title | Name |
|------------------------------------------------|-----------------------------------|-------------------------|
| Tuscarawas County Chamber | Director | Scott Robinson |
| Economic Development & Finance Alliance | Director | Harry Eadon |
| Tuscarawas County Improvement Corp. | Director | Gary Little |
| Coshocton County Port Authority | Director | Dorothy Skowrunski |
| Coshocton County Chamber | Director | Amy Stockdale |
| Jefferson County Chamber | President | Tricia Maple |
| Columbiana County Port Authority | Director | Penny Traina |
| Salem Area Sustainable Opportunity Development | Executive Director | Mike Mancuso |
| Harrison County Community Improvement Corp. | Executive Director | Nick Homrighausen |
| Carroll County Chamber | Executive Director | Amy Rutledge |
| Carroll County Economic Development | Director | Glenn Enslin |
| Holmes County Economic Development Council | Executive Director | Mark Leininger |
| American Electric Power | Community Affairs General Manager | Dave Wheeler |
| Frontier Communications | President | Tim Coolman |
| Kent State University Salem | Dean | David Dees |
| Peoples Bank | Vice President | Todd Brown |
| First Federal Bank | EVP | Scott Finnell |
| FNB Dennison | President | Blair Hillyer |
| Consumers National Bank | Branch Manager | Greg Brokaw |
| PNC | Area President | Janet Jacobs |
| First Knox | President | Bob Boss |
| Commercial Savings Bank | Vice President | Steve Stiffler |
| Huntington National Bank | President | Tony Settimio |
| State of Ohio Representative | State Representative | Al Landis |
| Business Resource Network | Director | Kelly Haer & Gene Babik |
| Small Business Administration | Lender Representative | Mark Hansel |
| SCORE | President | Ed Messerly |

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| Ohio Mid-Eastern Government Association (OMEGA) | Director | Jeanette Wierabicki |
| Eastern Ohio Development Alliance | Director | Jim Schoch |