Highline College Institutional Effectiveness Department Report

2020-2021

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| **Department information**  |
| Department name | Business Development (SBDC and StartZone) |
| Date this report was completed | July 28, 2020 |
| Staff who contributed to this report | Rich Shockley |
| Department Mission statement (if applicable) | **Mission of the SBDC****Helping Washington businesses grow and succeed through advising, education and research****Mission of StartZone Microenterprise** **Helping entrepreneurs start, grow and sustain a profitable business that will provide for the owner, meet the needs of their employee and bring value to their customer** |

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| **Taking stock of 2019-2020**  |
| **Describe 2-5 major accomplishments for 2019-2020. For each accomplishment, identify the related objective or indicator from the Mission Fulfillment Report (MFR), and describe the evidence you used assess this accomplishment** |
| For our program, the education and students we work with are defined as business owners and entrepreneurs in our local service area (Federal Way, Des Moines, Burien, SeaTac, Tukwila, Normandy Park).Accomplishment 1 - Response and support of businesses through COVID-19 (CT 1,2,3)* Transitioned our advisors and microenterprise specialists to assist businesses navigate SBA and US Treasury stimulus package within days of COVID pandemic
* Assist with completion and applications for loans and grants (CT1.1, 2.2)
* Provided guidance to grants for ITIN holders (Individual Tax ID Number). An ITIN holder is an undocumented immigrant who owns a business and pays taxes through their ITIN rather than a social security number or business tax ID number. (CT2.1, 2.2,
* Provided guidance and support to our local city economic development managers to notify businesses and deploy support for businesses facing closure. (CT3.1, 3.2, 3.3)
* Member and participant of Federal Way Mayor Task Force (CT3.1, 3.2, 3.3)
* Member and participant of S.M.A.R.T The Southside Mitigation And Recovery Taskforce (SMART) is a public/private taskforce that strives to find real solutions to the challenges our community faces as we confront the human and economic impacts of COVID-19. (CT3.1, 3.2, 3.3)
* Converted and converting Reality Check in English and Spanish to online classes (CT1.1, 1.2, 2.2)
* Assisted businesses access $3,899,586 in stimulus and grants due to COVID-19 (client verified as of July 24th) (CT3.3)

Accomplishment 2 – Formalized relationship with Washington Small Business Development Center to recognize and financially support StartZone Microenterprise program (CT 2, 4)* Secured approval from WSBDC for training and education to Certify Microenterprise Specialists as Associate Business Advisors ( a Washington SBDC credential) (CT4.1)
* Transition StartZone Database to shared database with Washington Small Business Development Center (CT2.2, 4.2))
	+ To provide better reporting of activity for our funders
	+ To provide better client management for advisors and microenterprise specialists
	+ To track and record accomplishments (jobs created, loans, increase revenue, business starts, etc.)

Accomplishment 3 – Diversified funding for StartZone (CT3, 4)* Secured three year commitment from the Port of Seattle to fund StartZone (CT4.2)
* Secured L&I grant to train and education Spanish speaking business owners (CT3.1,3.2,3.3,4.2)
* We invited to submit RFP to City of Kent – expanding the cities we serve (CT3.1,3.2,3.3,4.2)
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| **Department strengths** |
| SBDC is well respected for the work we do for the cities in our service area.StartZone is recognized as providing a needed support service to immigrant, underserved and people of color communities. |
| **Department challenges**  |
| Sufficient funding for staffing to better meet the needs of our diverse South King County community. Most funding for StartZone currently is short term and often we see a delay in continued funding. The program needs a longer-term funding source other than project-by-project or one-year term. |
| **Areas you would like to improve** |
| Visibility and communication of our programs to the businesses, cities and partners in our service area.Consistent funding aligned with the role of our program. When funding is not aligned with our mission but is achievable, we need the ability to pass up misaligned funding. |

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| **2020 - 2021 work plan development**  |
| **Goals:** Identify 3-6 goals for your department for 2020-2021. Each goal should be associated with the core theme objective or indicator that best relates to the desired outcome of your work. In parentheses after each of your goals, describe the evidence you plan to use to assess the achievement of that goal.Not every objective or indicator will have an associated goal from your department, and you are welcome to delete the Core Themes/Objectives/Indicators that are NOT directly related to your goals for 2020-2021.  |
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| **Core theme 3:** Build valuable relationships and establish a meaningful presence within Highline College’s communitiesObjective 1. The College communicates effectively with its communities  Indicator 1.1: The local community is familiar with the college.Objective 2. The College initiates connections to understand community needs.Indicator 2.1: The college actively offers a variety of programs and makes connections with external organizations.Indicator 2.2: Participation rates reflect meaningful community connections and confidence in the quality of college offerings.Objective 3. Highline College contributes to meeting community needs.Indicator 3.1: The college serves the ever-changing needs of our service district.Indicator 3.2: The college meets regional workforce development needs. |
| **Core theme 4:** Model sustainability in human resources, operations, and teaching and learning Objective 1. The College recruits, retains, and develops a highly qualified workforce.Indicator 1.1 Staff and faculty actively pursue continuing professional development opportunities.Indicator 1.2 Current employees indicate satisfaction with working environment and campus climate.Indicator 1.3 Employees are retained by the college.Objective 2. The College demonstrates good stewardship of financial resources while ensuring sufficient resources will be available in the future.Indicator 2.1: The college maintains sufficient financial resources to both maintain programs and remain strategic in times of financial downturn.Indicator 2.2: The college maintains strong internal controls over assets and ensures compliance with college and state procedures.Indicator 2.3: The college ensures continuing alignment of fiscal resources to meet current operating needs.Objective 3. The College demonstrates stewardship of environmental resources.Indicator 3.1: The College encourages awareness and use of ‘green’ practices in working environments. |
| **2020-2021 Goals SBDC and StartZone****Goal 1 CT 3 - Establish better visibility and communication of our programs to community leaders, city managers, city council and college leadership to validate credibility and the value of our programs to our region.****(Evidence; \*Quarterly newsletter from State SBDC sent electronically to stakeholder, \*Two – Three client highlights each year demonstrating value to business community \*Visible community engagement demonstrated by participation through speaking engagement, panels , training delivery, etc) \*Meet or exceed metrics as determined by our contracts and SBA funding [ hours of service, job creation, job starts, capital investment])****Goal 2 CT4 – Reorganize team to more effectively accomplish the program needs with our limited staff****(Evidence; \*Transition role of Outreach Specialists to Microenterprise Specialists which will modify their activity and deliverables \* Bring one StartZone staff from PT to full time to better retain their focus on our program, \* Continue to fully implement the SBDC database and tracking for StartZone clients to better capture staff activity and client results****Goal 3 CT3 - Modify and develop training that is more relevant and meets the need the business community is facing. Add relevant training and counseling, training not being offered elsewhere and that aligns with regional need, demand and opportunity.****(Evidence – \* Remote training for startups in our new economy with limited personal access \* Develop and promote international trade and logistics in partnership with SBDC trade specialists, city partners, college trade and logistics program and Center of Excellence for GTSCM, \* Leverage partners who have developed curriculum that we can deliver to our community.** |

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| **Suggestions to improve this report or process** |
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