

**Service Outcomes Assessment Follow-Up
2022-2023 Service Outcome (SO) Year End Reporting Form**

In response to SACSCOC 8.2, “The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results ...”

Name of Service: Workforce Continuing Education Services

Service Area – Small Business Center

Outcome #1: The Small Business Center (SBC) will support Small Businesses in Wayne County, NC through counseling and educational offerings to plan, start and grow successful businesses with a special interest in job creation and retention.

Action Items from Service Review:

Item #	Action Items: (Action item identified in the 2021-22 service review.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)
1	Provide counseling to service area (Assessed by: Number of clients served as reflected on the Annual Report to NCCCS 2022-2023)	Counseling provided in Wayne County 2022-2023 in accordance with the SBCN metrics: 9 businesses started, 11 Jobs Created, 3 Jobs Retained, 74 Clients and 149 Counseling Hours. 62 Seminars with 442 attendees.
2	Offer a veteran agriculture small business program (Assessed by: Offering in Fall semester 2022 and Spring semester 2023)	Decided to not run a program for Veterans only, veterans are not local, so not farming landowners, we had a 3-seminar series on farming titled The Business of Farming opened to the public in general with an active offering to our veteran’s community.
3	Provide a Latino small business agriculture offering (Assessed by: Provide an offering Fall semester 2022 and Spring semester 2023)	We offered the program titled “Cultivo Latino” in June 2023 and we are offering a second set of seminars, today November 14 th and November 28 th . We will assess the success of the seminars and offer the program again in Spring, Summer, and Fall., 2024 – 2025.

Baseline: 111(Average # of SBC clients counseled-*last three years – 2019-20; 2020-21; 2021-22*)
Standard: 117 (5% from baseline)
Target: 122 (10% from baseline)

Reporting Year	Number of SBC Clients Counseled
2017-18	117
2018-19	147
2019-20	107
2020-21	115
2021-22	113
2022-23	74 * Only 6 Months January 2023-June 2023

Provide narrative for analysis of (number of trainees served). *(How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)*

- The office of SBC Director was vacant for 6 months after Covid, in January we started working and servicing our entrepreneurial community and brought our clients served up to 74 with a total of 149 counseling hours. If we count the fiscal year 2023, January 23 up to today, we have served 130 clients.
- We have had a special focus targeting the Spanish speaking community in our county and surrounding areas.

2023-2025 Action Items:

Item	Action Items <i>(What actions can be taken to increase the success of the outcome in your service unit?)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Provide counseling to Wayne County entrepreneurs to plan, start and grow successful businesses, creating and retaining jobs.	Annual report to SBCN 2023-2024.
2	Run our Launch Goldsboro program every year for 13 weeks (about 3 months) starting early in spring.	Will assess based on the number of participants and total final “graduates” and pitch competition. Ultimate goal number of businesses opened, and number of jobs created.
3	Host an Entrepreneurial Summit at least once a year in early Fall, partnering with local service providers and other community colleges. (In Spanish)	Will assess based on number of participants and number of partners participating.
4	Closely participate with our local community boards and chambers to be able to gauge the needs of our local business owner's community.	Wayne County Chamber of Commerce, Library, Hispanic/Latino Wayne County Council, Mexican Consulate General in Raleigh, Downtown Goldsboro Development Corporation and Wayne County Economic Development Alliance. Track the number of connections made and membership to those boards.

Approvals

1. Using DocuSign (electronic signature), the Office of Institutional Effectiveness (IE) will review and approve the Program/Service Outcome Assessment when completed by the responsible program/service personnel.
2. Using DocuSign (electronic signature), appropriate Department Chair, Division Dean, Director, and/or AVP is asked to read and approve the Program/Service Outcome Assessment.

IE Acceptance / Date: Dorothy Moore 11/14/2023

Department Chair, Dean, Director, and/or VP / Date: Renita Dawson 11/14/2023