

**Service Outcomes Assessment Follow-Up
2023-2024 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 – 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 2022-23 Service Outcome Year-End Report:

Item #	Action Items: (Action item identified in the 2022-23 service outcome year-end report.)	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 2024-2025 action items table below.)
1	Provide counseling to Wayne County entrepreneurs to plan, start and grow successful businesses, creating and retaining jobs. (Assessed by: Annual report to SBCN 2023-2024.)	We provided 150.42 Hour of effective counseling divided by 77 clients. We have been advertising using our traditional channels (Printed Con. Ed. Schedules and SBC Flyers) and through social media (Facebook and LinkedIn). We also use “Constant Contact” directly to our clients using our database and email on file.
2	Run our Launch Goldsboro program every year for 13 weeks (about 3 months) starting early in spring. (Assessed by: Will assess based on the number of participants and total final “graduates” and pitch competition. Goal number of businesses opened, and number of jobs created.)	Due to sponsors funding for the \$5,000.00 Price for the program winner we did not Run Launch Goldsboro this year (2024). The program has been upgraded to Launch Wayne County and will run 2 times a year, Spring and Summer. We, WCC, will host the Spring and MOU will host the Fall event. WCC SBC will be responsible for the educational side (seminars) for both dates. (Partners: WC Chamber of Commerce, MOU, WC Development Alliance, Rotary, Spiron Solutions and SBC WCC) We ran a similar program called Culinary Arts and Beyond in a partnership with Con.Ed. and Rebuilding Broken Places.
3	Host an Entrepreneurial Summit at least once a year in early Fall, partnering with local service providers and other community colleges. (In Spanish) (Assessed by: Will assess based on number of participants and number of partners participating.)	We hosted “Meet the Experts” Non-Profit Summit. 36 Attendees 5 Seminars. Not in Spanish. We need to find a way to avoid the push back from the community perceiving us as the Hispanic Small Business Center.

		New strategy, host bilingual event, with live Interpreters. Some seminars in English some in Spanish ate the same time.
4	Closely participate with our local community boards and chambers to be able to gauge the needs of our local business owner's community. (Assessed by: 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.)	1. Hispanic/Latino Wayne County Council. Vice President. 2. Wayne County Library Board 3. Downtown Goldsboro Development Corporation, Economic Vitality Committee. 4. Wayne County Chamber of Commerce, Small Business Diversity committee. 5. Working closely with the Mexican General Consulate in Raleigh. Will work towards creating a partnership with the Wayne County Economic Development Alliance.

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
2023-24	77 Counseling Hours 150.42

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 Small Business Center offered 97 seminars with a total number of attendees of 644, an average of 7 people per seminar. Exceptionally sparse numbers considering the amount of time and resources invested in them.

We need to find a way to reach a bigger audience and encourage them to participate and take advantage of the quality and professionalism of our “free” seminars, learning and networking opportunities.

The original intention to offer seminars in Spanish and Have dedicated events to Spanish Speaking attendees was not received with the enthusiasm we expected. I will try a different approach, offer events in English (With live interpretation to Spanish) and events in Spanish (With live interpretation to English). The idea is to create understanding between diverse cultures and ways of doing business, promoting networking and mutual understanding. I will try the idea with a small business summit on a Friday-Saturday in late Spring.

2024-2025 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. (Assessed by: Annual report to SBCN 2024-2025.)	The SBCN annual report provides metrics on all the services provided by the SBCs and the success they had during the 2024-2025 fiscal year.
2	Run our Launch Wayne County program during Spring in Goldsboro and during Fall in Mount Olive. Partners: WC Chamber of Commerce, MOU, WC Development Alliance, Rotary, Spiron Solutions and SBC WCC will work to include the Mount Olive Chamber of Commerce.	We will assess by number of individual attendees to the seminars; and by number of participants enrolled in the program that pitch their business plan at the final event. We can also measure the number of attendees to the pitch competition.
3	Host an Entrepreneurial Summit in English and Spanish simultaneously. (Assessed by: Will assess based on number of participants and number of partners participating.)	We will assess the number of participants and number of partners participating in the event.
4	Culinary Arts and Beyond. Partner again with Con.Ed. and Rebuilding Broken Places. Make the program recurrent in Spring and Fall, each year.	Number of Participants and graduates.
5	Participate with our local community boards and chambers to gauge the needs of our local business owner's community. (Assessed by: 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.)	Will work towards creating a partnership with the Wayne County Economic Development Alliance.

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 11/20/2024

VP / Date: Renita Dawson 11/22/2024