

# Assessment Plan

## Long Beach City College

### Admin - Economic Development (Outcomes)

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**Intended Outcome: Performance metrics**

Meet SBA and CA Statewide performance goals on an annual basis, with significant economic impact activities to demonstrate ROI.

**N/A:** 2009 - 2010  
 2010 - 2011  
 2011 - 2012

**Start Date:** 08/14/2009

**Outcome Status:** Active - Currently Assessing

**If specific to a functional unit, indicate here:** SBDC Lead Center & Network, including Long Beach SBDC

**Strategies for Outcome:** Provide appropriate and relevant training to SBDCs to ensure business advisors with teh appropriate skills set are retained and enhance professional development oportuntiiies and training on client case management approaches that lead to client retention and achieving economic impacts.

| Means of Assessment  |   |                     |        |
|--|---|---------------------|--------|
| Assessment Task  | Criteria/Expected Level of Achievement  | Responsible Parties | Active |
| Performance data collected using WebCATs system. Data is entered by SBDCs on a monthly basis according to operational procedures per Lead Center.<br><b>Assessment Method Category:</b><br>Other | 1. 100% achievement of specified annual goals per Network Cooperative Agreement (# of Multi-Year clients, # of Business starts, Capital Infusion \$ amount)(in progress)<br><br>2. Collected Metrics (Reference monthly performance report) (in progress)<br><br>3. Increased efficiency of business advising hours (1 in 5 with economic impact) |                     | Yes    |

**Intended Outcome: Center performance**

Meet critical and key performance goals specified by SBDC Lead Center on an annual basis

**N/A:** 2009 - 2010  
 2010 - 2011  
 2011 - 2012

**Start Date:** 08/14/2009

**Outcome Status:** Active - Currently Assessing

**If specific to a functional unit, indicate here:** Long Beach SBDC

**Strategies for Outcome:** Enhance and develop team of business advisors with skill sets to offer quality and level of business advising need by clients served by the Center.

| Means of Assessment  |  |                     |        |
|--|--|---------------------|--------|
| Assessment Task  | Criteria/Expected Level of Achievement   | Responsible Parties | Active |
| Enter performance data monthly into WebCATS<br><b>Assessment Method Category:</b><br>Other | 1. Counsel 360 one-time clients<br>2. Counsel 202 clients for 5 hours or more<br>3. Help start 48 businesses<br>4. Generate capital infusion of \$6,500,000 for business clients |                     | Yes    |

| Means of Assessment |  |                     |        |
|---------------------|--|---------------------|--------|
| Assessment Task     | Criteria/Expected Level of Achievement | Responsible Parties | Active |

- 5. Help create 225 jobs
- 6. Generate \$6,630,000 in client's increase in sales

**Intended Outcome: CITD Revenues**

Increase revenue of CITD services by meeting local/regional international trade needs companies

**N/A:** 2009 - 2010  
 2010 - 2011  
 2011 - 2012

**Start Date:** 08/14/2009

**Outcome Status:** Active - Currently Assessing

**If specific to a functional CITD unit, indicate here:**

**Strategies for Outcome:** Development business plan with services model that leads to revenue generation (Fee for services provided to clients)

| Means of Assessment  |  |                     |        |
|--|--|---------------------|--------|
| Assessment Task  | Criteria/Expected Level of Achievement                         | Responsible Parties | Active |
| Generate revenue via development of new CITD services offered to clients and/or securing sponsorships or new grant projects<br><b>Assessment Method Category:</b><br>Other | Minimum of \$25,000 in additional new revenue to CITD annually |                     | Yes    |