



## **Definitions**

**Annual NMSBDC Statewide Program Meeting:** This statewide Program meeting is held according to the ~~Statewide Business Cycle in November~~ each year to provide the next year's Foundational Documents and train Program staff on the documents.

~~**Assistance:** We provide high quality assistance by connecting our clients to tools, information, resources, partners, opportunities, support and education that meets their specific needs and leads to them being a successful and skilled entrepreneur. While assistance and counseling are often intertwined the intent of both is to establish relations with clients and both should be captured in counselor notes within Neoserra. Examples of assistance to clients include: referral to another entity that can assist them, helping with business registration, helping with a loan application that the client wants to apply for and providing information obtained from our research tools.~~

**Biennial:** Occurring every two years.

**Client:** A client is an individual or business that has registered through eCenter and has been accepted as a client in Neoserra. ~~Check alignment with the Cooperative Agreement.~~ The client is the business, if it exists. In the case of a prospective business, the client is the individual. Clients are classified as either In Business or Pre-Venture/Nascent: Pre-Venture/Nascent clients are individuals who have taken one or more active steps to form a business. This includes individuals seeking assistance from SBA and/or one of its resource partners. An "in business client" is defined as one that has completed required registration(s), AND at least one of the following:

- Has documented a transaction from the sale of a product or professional or personal service for the purpose of gain or profit; or
- Has contracted for or compensated an employee(s) or independent contractor(s) to perform essential business functions; or
- Has acquired debt or equity capital to pursue business operations (e.g., to purchase inventory, equipment, building, business, etc.); or,
- Has incurred business expenses in the operation of a business.

SBDC Program training attendees who do not meet the definition of a client should not be accepted in Neoserra as a client. (IE: lenders, partners, improvement in work skills)

~~**Client Economic Impact Report:** The paper report that the NMSBDC Program uses to prove to stakeholders that the economic impact we reported actually occurred and was attributed to NMSBDC Program's assistance. Reports are not seen by stakeholders but serve as verification tool in the case of a programmatic audit. In cases where obtaining a physical signed report is not possible an email from the client stating that the impact has occurred as a result of NMSBDC Program assistance will be accepted. In rare cases where obtaining a physical signed report or email verification is not possible, an email from the NMSBDC Executive State Director indicating that the impact actually occurred, will be accepted. Client Economic Impact Reports must be attached to each milestone or investment within Neoserra.~~

**Client Segments:** The specific types of clients we want to find and keep by aligning our tools, resources, processes and marketing efforts to attract and serve their needs. You can think of our client segments as a cross between a customer profile and a customer segment.

**Client Survey:** The NMSBDC Client Survey is an instrument used to obtain and measure client satisfaction with NMSBDC services. The survey is reviewed and updated as needed by the Lead

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Center in December each year and then activated on January 1 each year. Survey data is reviewed during WIG meetings and the prior year's survey data is also reviewed annually during the **July** Regional Meetings.

**Community:** People living in the same place in New Mexico or having a particular characteristic in common.

**Contact Hours:** The amount of time spent directly counseling/~~assisting interacting with~~ a business or individual client. In the case of electronic counseling the time spent writing the email to the client should be counted as contact time. Example: During our meeting we discussed the importance of having a bookkeeping system and I recommend that you explore the following...

**Go-Counseling:** ~~As determined by the counselor the use of co-counseling can be used to extend your ability to provide services to clients.~~ Counseling provided to a small business or pre-venture individual by an NMSBDC Program funded staff member and at least one other individual such as another NMSBDC Program funded staff member, Network staff member, an SBA Resource Partners member, a lender or another person that can add value to a client via counseling.

**Counseling:** No fee services provided to an individual and/or business that are:

- substantive in nature and require assistance in the formation, management, financing, and/or operation of a small business enterprise; AND
- specific to the needs of the business or individual; AND
- is one-on-one, in person (face-to-face), on the telephone or electronic; AND
- requires eCenter registration.

**Data Meeting:** This annual event is held **according to the Statewide Business Cycle** via an Internet platform to review the Program data with the NMSBDC Program funded staff in order for them to conduct their analysis in preparation for their **July** Regional Meeting.

**Executive State Director:** The Executive State Director (ESD) is the full-time senior manager who is tasked to direct and monitor the program activities and financial affairs of the NMSBDC Program to deliver effective services to the small business community, ensure the SBDC's compliance with applicable laws, regulations, OMB circulars and Executive Orders, implement the SBA/SFCC Cooperative Agreement and serve as the principal contact point for all matters involving the NMSBDC Program.

**Face-to-face Counseling (in person):** An in person counseling session with a client that meets the definition of "counseling". The recipient of the counseling must acknowledge, through eCenter registration the requirements imposed by accepting SBDC Program counseling assistance.

**Foundational Documents:** The Foundational Documents are the focus of the Program Year; they are designed to move the program towards fulfilling our mission, vision and values. The four documents that comprise the Foundational Documents are the: Statewide Business Plan Cycle, Statewide Business Plan, Measures and Definitions.

**Host Institution:** An organization selected by the ESD and contracted via a cooperative agreement with SFCC to have an SBDC at their location to serve new and existing small businesses and pre-venture individuals in a defined service area.

**In-Business:** See Client definition.



## New Mexico Small Business Development Center (NMSBDC) Statewide Business Plan (SBP) Definitions

**International Business Accelerator (IBA)** – The International Business Accelerator is a statewide resource program offered through the NMSBDC Lead Center and Western New Mexico University that provides education and counseling for New Mexican businesses and individuals wishing to introduce their product or service into the global market.

**Key Services**: The ~~three~~ main services listed in the Statewide Business Plan (~~Assistance, Counseling and Training~~) that the NMSBDC Program provides to clients at every NMSBDC ~~subcontracted~~ service center across the entire network.

**Lead Center**: The entity established by the SBDC Recipient Organization (SFCC) that has a current Cooperative Agreement with SBA to administer and operate the SBDC Program within the state. The Lead Center is responsible for establishing an SBDC Program for the state and for overall program development and management, service coordination, financial management, reporting, promotion and public relations, evaluation, assessment and internal quality control over Program services.

**Lead Center Leadership Team**: The full-time staff at the Lead Center that are direct reports to the ESD.

**Legacy Business**: A longstanding small business that is of significant value to their community and should be preserved.

**Mission**: Our ultimate purpose or a brief statement that explains why the NMSBDC Program exists. Think of the mission as what you are ultimately trying to accomplish through your daily work.

**NMSBDC Network**: The NMSBDC Network includes the SBDC Program as well as the following programs/functions: Procurement Technical Assistance Centers (PTACs), International Business Accelerator (IBA) and the Technology Commercialization Accelerator (TCA). The SBA definition of "Network" is just the SBDC Program.

**NMSBDC Program**: This is New Mexico's SBDC Program awarded by the SBA that serves small businesses and pre-venture individuals in the state by our key services. The NMSBDC Program includes the Lead Center, ~~subcontracted~~-service centers and their satellites.

**Online Counseling**: An online or email counseling session that meets the definition of "counseling".

**Partner**: Key organizations or individuals who are working in concert with the NMSBDC Program to help entrepreneurs start new businesses, grow existing businesses and stay in business; or who are working in concert to communicate the NMSBDC Program's value to stakeholders, partners, clients and the community.

**Plan, Do, Study, Act**: The Plan-Do-Study-Act (PDSA) Cycle is a four-step problem-solving iterative technique used to improve business processes. This is the cycle used by the NMSBDC Program to develop, implement, monitor and evaluate our strategic plan. Originally developed by American physicist Walter A. Shewhart during the 1920s, the cycle draws its inspiration from the continuous evaluation of management practices and management's willingness to adopt and disregard unsupported ideas. The method was popularized by quality control pioneer Dr. W Edwards Deming in the 1950s and first coined the term "Shewhart" Cycle after his mentor.



## New Mexico Small Business Development Center (NMSBDC) Statewide Business Plan (SBP) Definitions

**Prep Time:** The amount of time spent writing **counseling** session notes, preparing and researching information for a business or individual client should be recorded in Neoserra as prep time. The time SBDCNet spends conducting research for your client may be captured as prep time as long as a copy of the research is attached within Neoserra.

**Pre-Venture/Nascent:** See Client definition.

**Procurement Technical Assistance Center (PTAC)** – A Federal grant offered as a statewide program through the NMSBDC Lead Center and Santa Fe Community College that provides education and counseling for small businesses on doing business with Federal, State, Tribal and Local governments.

**Program:** The **SBA** SBDC Program is the U.S. Small Business Administration's (SBA's) largest matching grant-funded program providing quality service to the small business community. The **SBA** SBDC Program has **63** Recipient Organizations - one in each state (with the exception of four regional SBDC networks in Texas and five Recipient Organizations comprised of six regional SBDC networks in California), the District of Columbia, Puerto Rico, the Virgin Islands, Guam, American Samoa **and Northern Mariana Islands**. The Recipient Organization (SFCC) is responsible for establishing a Lead Center and a network of Service Centers to cover its designated area of service. The SBDC Program links the resources of Federal, state and local governments with the resources of the educational community and the private sector to provide assistance to the small business community. In partnership with SBA's Office of Small Business Development Centers (OSBDC) and District Offices, SBDCs develop business counseling and training programs, informational tools and other services that enhance the economic development goals and objectives of SBA, in their respective service areas and their local funding partners.

**Program Data:** The information captured concerning numerous aspects of the Program to include client, stakeholder and staff data as well as overall Program and **subcontracted** service center **performance and** results.

**Program Funded Staff:** The staff positions at the Lead Center and at the **subcontracted** service centers funded by cooperative agreements.

**Program Year:** The SBA grant award time period for the Program, which is the same as the calendar year January 1 – December 31.

**Regional Meeting:** Annual meetings that take place **in July—August of** each year **according to the Statewide Business Cycle** to allow Program funded staff in a smaller group setting to discuss and provide input concerning Program data, **performance results**, Foundational Documents, improvement opportunities and next steps. These meetings are attended (in-person or virtually) by all Program funded staff within their designated region.

**Research Tool:** An information resource contracted by the NMSBDC Lead Center that is used to **developed skilled entrepreneurs and strong businesses** by providing valuable business information to a client, **stakeholder and community** about **their** industry, market, customers, products, services, or financials.

**SBA Community Navigators** – An SBA grant to fund a Pilot Program consisting of a Hub and Spoke network that allows trusted, culturally knowledgeable groups and individuals to connect underrepresented and underserved entrepreneurs to entrepreneurial service providers.



## New Mexico Small Business Development Center (NMSBDC) Statewide Business Plan (SBP) Definitions

**SBA Office of Small Business Development Centers (OSBDC) CY Funding Opportunity:** The annual SBDC grant application document from the SBA to SFCC that sets the SBDC Program's guidelines and requirements.

**SBA Resource Partners:** Organizations that provide services through SBA funding or through another recognized relationship with the SBA. Resource partners include SBDCs, Service Corps of Retired Executives (SCORE), Veterans Business Outreach Centers (VBOCs), Women's Business Centers (WBCs), U.S. Export Assistance Centers (USEACs), the SBA Microloan Program micro-lenders and non-lender technical assistance providers, **Small Business Investment Companies (SBICs), Certified Development Companies (CDCs), SBA Community Navigators** and SBA Co-sponsorship and Memorandum of Understanding partners.

**SBDC Net** – The National Information Clearinghouse for the SBA that provides research assistance directly for SBDC counselors at no charge.

**Skilled Entrepreneur:** An individual that is motivated to work on their business and continuously enhances their skills towards starting, growing and sustaining their specific business.

**Small Business:** A business entity as defined by the SBA **for 2021:**

- i) That is independently owned and operated, is not dominant in its field of operation, is organized for profit with a place of business located in the United States, and operates primarily within the United States; and
- ii) That does not exceed the applicable size standard for its industry as established under 13 C.F.R. § 121. In general, the most common size standards are:
  - 500 employees for most manufacturing and mining industries;
  - \$39.5 million in average annual receipts for most general & heavy construction industries;
  - \$16.5 million in average annual receipts for all specialty trade contractors;
  - \$8 million in average annual receipts for most retail and service industries; and
  - \$1.0 million in average annual receipts for most agricultural industries.

**Stakeholder:** The key decision makers who financially support the NMSBDC Program through direct or indirect contributions.

**Start-up:** Individuals (entities) who have been in business up to 12 months.

**Statewide Advisory Board:** This Board is established to help advise, counsel and confer with the Executive State Director (ESD) on policy matters pertaining to the operation of the NMSBDC Program as required by federal statutes and the OSBDC Funding Opportunity. The Board consists of members appointed by the ESD from regions across the state and several ex-officio members. The Board generally meets at least twice a year.

**Statewide Business Plan:** The statewide strategic plan intended to be easily understood and executed by every NMSBDC **subcontracted** service center and their SBDC Program funded staff.

**Statewide Business Plan Cycle (Strategic Planning Cycle):** The annual recurring process that we follow to **guide our efforts and** improve the NMSBDC Statewide Business Plan and ultimately the NMSBDC Program.





## New Mexico Small Business Development Center (NMSBDC) Statewide Business Plan (SBP) Definitions

**Statewide Improvement Opportunity Action Step:** A specific, time bound internal action that the entire network is working on together to improve our outcomes, moving us toward accomplishment of our WIG's and strategic priorities.

~~**Statewide Programmatic Action Step:** A specific action required by an external entity that needs to be accomplished by the NMSBDC Program, normally by a set date. This may require the entire network or a portion of the network to accomplish the action. Example: SBA requiring a NMSBDC strategic plan be developed for Opportunity Zones.~~

**Strategic Priorities:** What the NMSBDC Program must achieve to remain or become effective and ensure its long-term sustainability. Strategic priorities established by the Lead Center set longer-term directions for the overall Program and guide resource allocation. Strategic priorities are translated into Wildly Important Goals in order to provide direction for ~~subcontracted~~ service centers on their role in executing the Statewide Business Plan.

**Strong Business:** A sustainable business that fulfills the specific personal and financial needs of its owner or owners.

**Subcontracted Service Center:** An SBDC designated by the ESD and contracted via a cooperative agreement by SFCC with the host institution, to serve ~~Pre-Venture/Nascent~~ individuals, ~~Start-Up (in business < 1 year) and In Business (> 1 year) new and existing~~ small businesses. ~~and in a defined service area.~~

**Subcontracted Service Center Directors Meeting:** This meeting is held ~~according to the Statewide Business Plan annually in August—September timeframe~~ to ~~finalize~~ review the inputs from the Regional Meetings and clarify inputs to the ESD for proposed changes to the Foundational Documents. This meeting is attended (in-person or virtually) by all ~~subcontracted~~ service center directors.

**Technology Commercialization Accelerator (TCA) -** A statewide program offered through the NMSBDC Lead Center and New Mexico Institute of Mining and Technology (NM Tech) that provides education and counseling on intellectual property, patents, commercialization and cyber security.

**Telephone Counseling:** A telephone counseling session with a client that meets the definition of "counseling".

**Training:** An SBDC Program workshop and/or offering is an activity or event in which a counselor from the NMSBDC Program, and/or a third-party activity delivers a structured program of knowledge, information or experience on a business-related subject. The training must include two or more contacts in attendance and documented via SBA Form 888. ~~The agenda and/or program content, attendee list and evaluations are required for each training event.~~

**In-Person Training:** These offerings by service centers must be of a quality and substantive nature and include registration via eCenter.

**On-Line Training/Distance Learning:** These offerings by the Lead Center or service centers must be of a quality and substantive nature and include registration via eCenter. Online Training/Distance Learning can be synchronous or asynchronous ~~by connecting clients with remote and multiple resources using print, video, audio, computer, satellite and audio-graphic technologies.~~



## New Mexico Small Business Development Center (NMSBDC) Statewide Business Plan (SBP) Definitions

**Travel Time:** The time spent traveling to a client's location to provide key services. Travel time does not count toward counseling time and is tracked separately in Neoserra.

**Values:** Think about our values as a moral compass for how the NMSBDC Program operates. While circumstances may change, ideally our values do not. Our values are the cultural foundation of our Program and Network that serve as a decision-making tool that guides our behavior in our daily interactions with clients, stakeholders, partners, community and each other. **The program values are listed in an ideal priority order.**

**Vision:** Think of this as the NMSBDC Program's aspirations, or if the NMSBDC Program was a person, what we want to be when we grow up, etc. **The word "effective" should be viewed in how we fulfill our mission of developing skilled entrepreneurs and strong businesses as unique entities and not as a number.**

**Wildly Important Goal (WIG):** The Wildly Important Goals are derived from the Strategic Priorities set by the Lead Center, in order to align all of the Program efforts with accomplishing ~~the our~~ mission. ~~Think of the WIG's like the object of a game you are playing; it's ultimately the two things we must do if we want to win the game and accomplish our mission.~~

**WIG Meeting:** WIG stands for Wildly Important Goals. The New Mexico SBDC holds alternating monthly statewide and semimonthly Center WIG meetings to review NMSBDC Program and ~~Subcontracted~~ Service Center's ~~performance results~~. These meetings serve to identify learning opportunities and improvements. This methodology informs the ~~Program Network~~, based on ~~available data outcomes~~, what is working and what is not in order to determine what actions may need to be adjusted. ~~for improvement at both the center and Program levels.~~