New Mexico Small Business Development Center (NMSBDC) Network Business Plan Measures

January 1 – December 31, 2025, SBA Goals for NMSBDC Program	
Clients Advised (CA)	1,692
New Business Starts (NBS)	131
Capital Infusion Transactions (CIT)	311
Number of small businesses which receive counseling and/or training on innovation & intellectual property protection	40

<u>Wildly Important Goal (WIG) 1</u> - *Counsel and train entrepreneurs to start new businesses, grow existing businesses and stay in business.*

<u>Measures</u>

Cost Per Jobs Created or Saved: This is a New Mexico Accountability Measure from the New Mexico Department of Finance and Administration (NMDFA) to Santa Fe Community College for the NMSBDC Program and is calculated based on adding the Jobs Created plus the Jobs Saved and then dividing that total number by the State Fiscal Year (July 1 - June 30) funding allocated to NMSBDC Network Service Centers by the ESD. A lower Cost Per Jobs Created or Saved shows a higher Return on investment (ROI). This being a State measure the data and funding allocation used is for the State Fiscal Year period. The goal assigned to Santa Fe Community College for the NMSBDC Program by the NMDFA is $5,000 or less Cost Per Job Created or Saved and the ESD sets the benchmark for each NMSBDC Network Service Center at this same level within the cooperative agreements.

Jobs Created: A job may be reported as created if a client creates and fills a new position as a direct result of assistance from the NMSBDC Network. The business must be a small business as defined by the SBA, meet the definition of an NMSBDC Program Client and complete a Client Growth Assessment (Attachment I) signifying that the NMSBDC Network's assistance has resulted in the creation of a new job. For a job(s) to be counted as created , it requires the creation of full or part-time staff milestone(s) to be created in Neoserra with the signed Client Growth Assessment attached to each milestone that is created. Detailed counseling notes must support all economic impact that is claimed.

What to Count as 'Jobs Created':
- Jobs resulting from expansion
- Jobs resulting from start-ups, in which case the owner(s) should also be counted as new job(s) created.
- In cases where a business is purchased, the new owner is a job created if they are actively managing the business. Any new positions hired by the new owner are also counted as a job(s) created.
- New positions that are on the business owner's payroll should be counted as a job created. Seasonal workers that are employed for at least 30 consecutive days are legitimate job creation but may only be counted once and not annually. For example, if a business creates 5 new summertime positions those may be counted the first year but may not be counted as 5 new jobs created in future summers as only 5 positions in total were created.

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What Not to Count as 'Jobs Created':
- In cases where a business is purchased, the jobs that existed with the old owner and will continue to exist with the new owner should not be counted as jobs created. These should be classified as jobs saved if the company received direct SBDC assistance and therefore the client will not have to lay off positions.
- Jobs that were created indirectly as a result of a business start-up or expansion. Examples include day-jobs, or a contractor hired by the client to construct or remodel a building would not qualify as a job created.
- If a client's employee resigns or is fired from their position and the client refills that position with a new employee that would not qualify as a job created.
- See above description concerning Seasonal employees not being counted in multiple years.

Jobs Saved: A job may be counted as saved if the NMSBDC Network has provided counseling and/or training to a client of an action they need to take or not take to avoid negative business impact and the client follows the advice. In situations where the business is closing, but the NMSBDC Network assists the owner in selling the company or the buyer in purchasing the company then the positions that continue to exist may be counted as jobs saved but only on one side of the transaction. The business must be a small business as defined by the SBA, meet the definition of an NMSBDC Program client, complete a Client Growth Assessment signifying that NMSBDC Network's assistance has resulted in job(s) saved and a Jobs Saved milestone must be entered in Neoserra. Detailed counseling notes must support all economic impact that is claimed. A job may only be counted as saved once within each State Fiscal Year. It is important to understand that the "Job Saved" milestone is unique to the NMSBDC Program and is not related in any way to the SBA "Job Retained" data element found in Neoserra.

Number of Clients Advised (CA): (U.S. Small Business Administration (SBA) Measure)
Total number of clients receiving substantive counseling services during the Program Year from a NMSBDC Network Service Center. If a client has at least one counseling session from an NMSBDC Network Service Center that is marked as reportable within Neoserra during the Program Year, the client will be automatically counted as one unique client advised. Substantive counseling services as reported in Neoserra which is uploaded to Nexus includes individual counseling of one minute or more which meets the definition of counseling and excludes training. While training is still valuable, tracking clients advised allows greater focus on the clients and client outcomes.

Number of New Business Starts (NBS): (SBA Measure) The number of new Businesses Started by NMSBDC Program Clients as a result of counseling and/or training received from the NMSBDC Network. A "New Business Start" is counted in Neoserra based on the following two indicators being marked in the client record:

1. Is the client "Verified to be in business?" (Yes) (checkmark box)

2. "Reportable Business Start Impact?" (Yes) (Reportable Business Start Impact date entered)

Step 1: Is the client verified to be in business?

NMSBDC Network Service Center verifies that the business completed required registration(s), with the local, state, and/or Federal government (e.g., DBA registration, get a business license, agency issued tax identifications, etc.) **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.
- Has acquired debt or Equity Infusion to pursue business operations, for example, to purchase inventory, equipment, building, business, etc.
- Has hired and/or compensated an employee(s) including the business owner/sole proprietor or contracted with an independent contractor(s) to perform essential business functions.
- Has incurred business expenses in the operation of a business.

Once the NMSBDC Network Service Center verifies the client is in business, the Service Center selects "Yes" (checks the box to verify client is in business) to the question "Is the client verified to be in business?" and enters a date in the Reportable Business Start Impact date field. Because the Service Center must verify whether the client is in business, or not, this field is not asked on eCenter Direct as part of the client intake process. Both the "Verified to be in business" and the "Reportable Business Start Impact" fields are only available in Neoserra and must be completed by the NMSBDC Network Service Center.

If the service center is only verifying the client is in-business and not collecting a reportable new business start, no date is entered in the "Reportable Business Start Impact" field.

Step 2: Reportable Impact? (Reportable Business Start Impact)

The NMSBDC Network Service Center determines that the SBDC provided assistance with the business start and the startup assistance provided is clearly documented in the counseling notes. When the "Reportable Business Start Impact" (date is entered) it will be counted as a new business start. (It is important to verify a previous business start has not already been claimed for the client.)

The New Business Start will be counted within the Program Year, Federal Fiscal Year and Quarter in which the Reportable Impact was reported. The business must meet the definition of an NMSBDC Program Client, and a client signed Client Growth Assessment signifying that the NMSBDC Program's assistance resulted in the new business start must be uploaded to the milestone. Detailed counseling notes must support all economic impact that is claimed.

Number of Capital Infusion Transactions (CIT): (SBA Measure) The total number of capital infusion transactions which occurred as a result of NMSBDC Network counseling services. Capital infusion transactions includes all forms of **debt** and **equity** but does not include sales increases or events such as private or government contracts awarded since these are distinguished separately in Neoserra.

- **Debt** capital infusion transactions includes SBA Loans and Non-SBA loans. Non-SBA loans includes all forms of capital debt, for example, consumer debt products used specifically for the business, lines of credit, and other revolving debt facilities/instruments.

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All lines of credit and revolving debts are to be recognized for the full amount of the line of credit when established and not to be based on individual drawdowns.

- **Equity** Infusion includes all forms of investments from all sources, for example, angel investors, crowd funding, family contributions, and owners' capital contributions. Others includes Grants and other capital contributions not associated with equity. Crowd funding is counted as a single transaction.

The business must be a small business as defined by the SBA, meet the definition of an NMSBDC Program Client and have a completed Client Growth Assessment attached to each Capital Funding in Neoserra. When captured on the same Client Growth Assessment debt and equity should be entered as separate transactions into Neoserra based on the funding source.

Examples:
- If on a Client Growth Assessment (Attachment I), it was captured that the owner contributed their own money to buy a delivery truck, welding equipment and office furniture that should be entered as only one transaction with the amounts for each item specified in the Capital Funding notes.

- If on a Client Growth Assessment, it was captured that the owner contributed their own money to buy a delivery truck and welding equipment, and Grandpa acquired equity in the business by contributing the money for office furniture that should be entered as two separate equity transactions, one for the owner with the Capital Funding notes specifying the contribution amount and details for each item, and one for Grandpa with the Capital Funding notes specifying the contribution amount and details.

- If on a Client Growth Assessment it was captured that the owner contributed their own money to buy a delivery truck, and First National Bank provided a loan for welding equipment, and Grandma provided a loan for office furniture, that should be entered as three separate equity transactions, one for the owner with the Capital Funding notes specifying the contribution amount and details, and one for the First National Bank loan with the Capital Funding notes covering the contribution amount and details, and one for the loan from Grandma with the Capital Funding notes covering the amount and details.

To reduce the potential of the NMSBDC Network accidentally reporting duplicate capital infusion transactions it is critical that both the Client Growth Assessment and the Capital Funding notes clearly list the contribution amount and details as to what the funding was used for i.e., tools, computer, displays.

SBDCs must capture and report the **Dollar Amount of Capital Infusion** which resulted from SBDC counseling services, but the SBA is not setting a Dollar Amount of Capital Infusion goal for the 2025 Program Year.

Number of small businesses which receive counseling and/or training on innovation & intellectual property protection: (SBA Measure) The number of small businesses which have received 1 or more hours of counseling and/or training from the SBDC on innovation topics such as protection of intellectual property, preparing and submitting patents, and other information related

to innovation**.** Innovation & Intellectual Property Protection topics will be calculated for the number of small businesses which receive counseling using the "Intellectual Property" counseling area within Neoserra. Training events will be calculated using the "Intellectual Property" training topic within Neoserra.

Wildly Important Goal (WIG) 2 - Ensure the value of the NMSBDC Program is demonstrated to stakeholders, partners, clients and the community through awareness and quality of the services we provide.

Measures
(These are all NMSBDC Measures)

Number of legislative visits: A legislative visit is a phone, two-way electronic dialog, or in person visit with a New Mexico state or federal legislator or key legislative staff by NMSBDC Program funded staff. Legislative visits are entered as Narratives into Neoserra and must outline the date, location, legislator or legislative staff name and description of the conversation, including any comments or feedback regarding their expectations or satisfaction with the NMSBDC Program and/or Ecosystem.

Number of third-party endorsements: A third-party endorsement is any form of written communication about the NMSBDC Program and/or Ecosystem that is sent directly to a stakeholder by an SBDC client or SBDC partner. Third party endorsements are entered as Narratives into Neoserra and must have the clients written communication attached to the Narrative.

Number of media exposures: A media exposure is any form of published communication such as TV, radio, newspaper, online article and/or social media, chamber of commerce or college newsletter, etc. with the potential to expose the value of the NMSBDC Program and/or Ecosystem to stakeholders, partners, potential clients or the community. To keep our measurement aligned with WIG 2,and what we are trying to accomplish, NMSBDC Network Service Center newsletters sent to existing clients, will not be counted toward media exposures. A media exposure must use one of the following exact terms to be counted towards our measure: "New Mexico Small Business Development Center", or "New Mexico Small Business Development Centers", or "New Mexico Small Business Development Center Network", or "New Mexico SBDC" or "Small Business Development Center", or "SBDC @ Your center name", or "NMSBDC Ecosystem". A media exposure should be entered for each publisher, for example, if the same story is covered in two different newspapers, two media exposures should be entered. Media exposures are entered as Narratives into Neoserra and must have the published communication attached to the Narrative.

Number of community presentations: Presentations which communicate the value of the NMSBDC Network and/or Ecosystem to groups such as, but not limited to, chambers, area legislative bodies and legislative committee testimony. Community presentations are entered into Neoserra as Narratives and the meeting agenda listing the SBDC and/or the actual presentation must be attached to the Narrative. Attending a meeting without presenting at the meeting is not considered a community presentation.

NMSBDC client satisfaction level for counseling and training: A client satisfaction level as identified by the Lead Center methodology of a Client Survey for Counseling and a Client Survey

for Training. The client satisfaction level is based on a 5- point scale and an average score of 4.5 or higher serves as the benchmark indicating that Program clients have a reasonable level of satisfaction with the services they receive. An average score below 4.5 indicates that Key Client Services should be evaluated for improvement.

The Client Survey for Counseling is automatically emailed to clients by Neoserra.

The Client Survey for Training is manually provided to clients during trainings and completed survey responses are manually entered into Neoserra. A printed Client Survey for Training (Attachment M) is used to collect client satisfaction during in person trainings and a Zoom quiz version of the Client Satisfaction for Training is used to collect client satisfaction during synchronous online trainings.