CY25 Program Year
January 1 through December 31, 2025

New Mexico Small Business Development Center (NMSBDC) Network Foundational Documents

1. NMSBDC Statewide Network Business Plan
2. NMSBDC Statewide Network Business Plan Measures
3. NMSBDC Statewide Network Foundational Documents Definitions

"These Foundational Documents are the focus of the NMSBDC CY25 Program Year; they are designed to move the NMSBDC Network towards fulfilling our mission, vision and values. Working together as a Network within the NMSBDC Ecosystem your involvement is essential, necessary and appreciated in making our Statewide Network Business Plan a reality and adding value to clients and stakeholders."
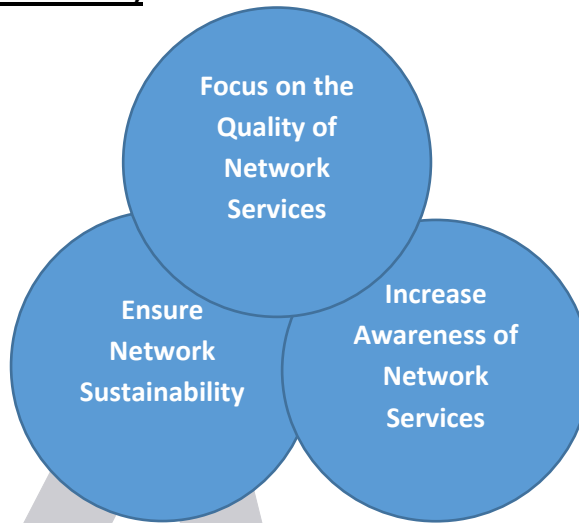
NMSBDC Lead Center Team

Strategic Priorities (Lead Center)

Focus on the Quality of Network Services

Ensure Network Sustainability

Increase Awareness of Network Services

Values

Integrity
Quality
Client Centric
Team
Professional

Mission

To develop skilled entrepreneurs and strong businesses.

Vision

To be the most effective economic development organization in New Mexico and be recognized as such.

Wildly Important Goals

1. Counsel and train entrepreneurs to start new businesses, grow existing businesses and stay in business.
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

The following outcomes of counseling and training are measured to move towards Wildly Important Goal (WIG) 1:

o Cost per jobs created or saved (benchmarked) (NM) (KPI)

o Number of Clients Advised (benchmarked) (SBA)

o Number of New Business Starts (benchmarked) (SBA)

o Number of Capital Infusion Transactions (benchmarked) (SBA)

o Number of small businesses which receive counseling and/or training on innovation & intellectual property protection (benchmarked (SBA)

The following outcomes are measured to move towards Wildly Important Goal (WIG) 2:

o Number of legislative visits
o Number of third party endorsements
o Number of media exposures
o Number of community presentations
o NMSBDC Client satisfaction level for counseling and training

Key Services

To develop skilled entrepreneurs and strong businesses the NMSBDC Network delivers technical assistance in the form of customized counseling and training to clients:

o *Counseling* - We provide high quality business counseling that meets clients' specific needs and aligns with our values and mission.
o *Training* – We provide high quality training that meets clients' needs and aligns with our values and mission.

Client Segments

While the NMSBDC Network provides services to all planned or existing small businesses in New Mexico, we strategically align our key services, training, and counseling, to engage and develop skilled entrepreneurs of the following key client segments: *Pre-Venture/Nascent, Start-up (in business < 1 year) and In Business (> 1 year)*. For America's SBDC Accreditation Standard 2.2 the client is the customer.

Pre-Venture/Nascent
o A Pre-Venture/Nascent individual interested in starting a business
o Will be located in New Mexico
  • Has the resolve and/or the experience, financial resources and credit score to start
  • Will benefit from the services we provide
  • Is willing to do the work necessary to become a skilled entrepreneur and build a strong business

Start-up (in business < 1 year)
o In business less than 1 year when becoming a NMSBDC Program client
o Located in New Mexico or interested in locating within New Mexico
  • Interested in growth
  • Will benefit from the services we provide
  • Is willing to do the work necessary to become a skilled entrepreneur and build a strong business

In Business (> 1 year)
o In business more than 1 year when becoming a NMSBDC Program client
o Located in New Mexico or interested in locating within New Mexico
  • Interested in growth

- Will benefit from the services we provide
- Is willing to do the work necessary to become a skilled entrepreneur and build a strong business
- Other consideration for businesses that provide a product or service that is critical to the quality of life, health or economic well-being of the community and may be at risk of relocating outside of the community or in danger of closing, such as a legacy business

Stakeholder Segments

The NMSBDC's key stakeholders are defined as the decision makers who financially support the NMSBDC through direct or indirect contributions.

- US Small Business Administration
- New Mexico Legislature
- New Mexico Governor
- New Mexico higher education institutions that host an NMSBDC Network Service Center
- New Mexico Congressional Delegation

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>

<u>Cost Per Jobs Created or Saved (KPI):</u> 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.

<u>Jobs Created:</u> 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':
- o Jobs resulting from expansion
- o Jobs resulting from start-ups, in which case the owner(s) should also be counted as new job(s) created.
- o 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.
- o 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.

Created: 07/2015
Revision Date: 12/16/2024
Effective 1/01 – 12/31/2025
Created By: RW

What Not to Count as 'Jobs Created':
o 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.
o 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.
o 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.
o 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.

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.

Definitions

Benchmark(ed): The NMSBDC Program has benchmarks for the five measures from external sources (State and SBA), so we know if we are performing at an average level. Think of a benchmark as the equivalent of par when playing golf. When a measurement outcome is at, above, or below the benchmark it helps us to evaluate if adjustments in how we accomplish daily activities are appropriate. Benchmarks are based on the fair share of the total NMSBDC Program goals from the State and the SBA and can be used as comparative data to determine strengths, gaps and opportunities.

Client: A NMSBDC Program Client is an individual or business that has registered through eCenter and has been accepted as a client in Neoserra by an NMSBDC Network Service Center. The client is the business, if it exists. In the case of a prospective business, the client is the individual. During the initial counseling session, the Service Center identifies and selects if the client is "Verified to be in business." Clients are classified with a permanent Initial Business Status as either Pre-Venture/Nascent, Start-up (in business < 1 year),or In Business (> 1 year). Pre-Venture/Nascent clients are individuals who have taken one or more active steps to form a business which includes individuals seeking assistance from SBA and/or one of its resource partners, but who are not "Verified to be in Business." "In business" is defined as a client that has 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.

If during the initial session the Service Center has reviewed the SBA definition for "in business" with the client and confirmed that the client meets the standard "Verified to be in Business", i.e. already in business when they requested services from the SBDC, then the Initial Business Status should be marked as either Start-up (in business < 1 year) or In Business (> 1 year) based upon the date provided by the client as the date their company was originally established. The "company status" should be reflective of the "Initial Business Status" and the "Date Company Established" entered. The verified to be in business checkmark box should also be checked without entering a date in the Reportable Business Start Impact date field.

NMSBDC Program training attendees who do not meet the definition of a client should not be accepted in Neoserra as a client. (IE: lenders, partners, hosts, individuals attending training to improve work skills, etc.)

Client Growth Assessment: The paper form that the NMSBDC Program uses to prove to stakeholders that the economic impact we reported actually occurred, is correct and was attributed to the NMSBDC Network's assistance. The SBA requires SBDC programs to have a systematic, understood, and documented method for attribution, verification, and validation of economic impact. Attribution is the client's confirmation that SBDC assistance significantly contributed to the result. The NMSBDC Program fulfils the attribution requirement when clients sign the Client Growth Assessment (Attachment I) which contains an attribution statement. Validation is assuring that the impact achieved is reasonable and fair based on services rendered by the SBDC. The NMSBDC

Program fulfils the validation requirement when the center director and assigned associate state director (if required) reviews the client record and signs the Client Growth Assessment (Attachment I) attesting that the claimed impact is reasonable, and fair based on the counseling notes and attachments in Neoserra. Verification is assuring that data are correct. The NMSBDC Program fulfils the verification requirement by having the client, counselor, and center director and assigned associate state director (if required) signature(s) on the Client Growth Assessment (Attachment I) indicating that data on the form has been checked and are correct. Economic impact should only be entered into Neoserra after the Client Growth Assessment (Attachment I) has been signed by all required parties indicating that all three components including attribution, verification, and validation have been fulfilled.

The Client Growth Assessment is not seen by stakeholders except during programmatic reviews and audits. In instances where obtaining a physical signed Client Growth Assessment is not possible a client email response to the NMSBDC Lead Center's approved Client Growth Assessment template will be accepted. If so, a Client Growth Assessment signed by the counselor, center director and/or or assigned associate state director must be attached as a cover sheet to the client email when uploaded to the milestones in Neoserra. A Client Growth Assessment 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. Segmenting Program clients into logical groupings based on common characteristics allows us to tailor our Key Services to meet their needs and expectations and better analyze how well we are performing at meeting those needs and expectations.

Client Surveys: The NMSBDC Client Surveys are instruments used to obtain and measure client needs, expectations and satisfaction with NMSBDC counseling and training services. The survey instruments are reviewed and updated annually by the Lead Center and the new survey is activated in January each year.

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

- **Client Survey for Training**: A printed Client Survey for Training (Attachment M) is used to manually 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. The completed survey responses are manually transferred into Neoserra for each training attendee by the NMSBDC Network Service Center and the paper survey or Zoom quiz is attached to the training record for data verification purposes.

Survey data is reviewed regularly by Service Center directors when meeting with their assigned ASD. If a survey indicates that a client is dissatisfied with the counseling or training services they received it is the responsibility of both the NMSBDC Network Service Center director and the assigned ASD to ensure contact is made with the client and/or training attendee to diagnose the concern, attempt to address it, and document the resolution within the client file in Neoserra.

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 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…

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.

eCenter: The Outreach Systems' website used by individuals to request counseling services by selecting "New Client Sign Up" and/or view and sign up for training services by selecting "Training Events." Once their request is processed, they will receive confirmation and a login password for their future use. eCenter is accessed via the Internet at https://nmsbdc.ecenterdirect.com The eCenter registration process serves as an approved electronic substitute for the SBA Form 641.

Ecosystem WIG Meeting: WIG stands for Wildly Important Goals. The New Mexico SBDC holds a quarterly Ecosystem WIG meeting to review the NMSBDC Network and Ecosystem results. These meetings serve to identify learning opportunities and improvements. This methodology informs the Program, based on available data, what is working and what is not in order to determine what actions may need to be adjusted.

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 NMSBDC's Networks 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. The Code of Federal Regulations requires the ESD to have clear and complete control of all SBDC Program funds and the authority necessary to control all personnel, budgets, and expenditures under the cooperative agreement. In addition to the NMSBDC Network the ESD directs and monitors the program activities and budgets of the various programs and projects that are part of the NMSBDC Ecosystem.

Face-to-face Counseling (in person): An in person counseling session with a client that meets the definition of "counseling".

Foundational Documents: The Foundational Documents are the focus of the Program Year; they are designed to move the Network towards fulfilling our mission, vision and values.

Host Institution: An organization selected by the ESD and contracted via a cooperative agreement with SFCC to have an SBDC Network Service Center at their location to provide NMSBDC Key Services to new and existing small businesses and pre-venture individuals in a designated service area.

In-Business: See Client definition.

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. The IBA is not an SBDC Network Service Center but operates collaboratively as part of the NMSBDC Ecosystem.

Key Services: The main services as listed in the Statewide Network Business Plan provided to Program clients at every NMSBDC Network Service Center are Counseling and Training. While not all NMSBDC Network Service Centers deliver trainings directly, all Service Centers should provide Program clients access to training through SBA Resource Partners, host institutions, partners, and NMSBDC online training offerings.

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 Network 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.

Neoserra: Outreach Systems' management informational system that the NMSBDC Network uses to record the Key Services we provided to Program clients, record our measurement outcomes, and store our client data.

Statewide Network Business Plan: A strategic plan intended to be easily understood and executed by every NMSBDC Network Service Center and their SBDC Program funded staff.

NMSBDC Ecosystem: The NMSBDC Ecosystem is a group of programs and projects with various funding sources under the purview of the ESD. The NMSBDC Ecosystem includes the NMSBDC Program and Network, New Mexico APEX Accelerator Program, International Business Accelerator Program and two Federal projects - eCommerce for Native Americans Continuation Program and the Online Resource Expansion.

NMSBDC Network: The NMSBDC Network delivers the SBDC Key Services to NMSBDC Program clients across the state. The SBA definition of "Network" is just the SBDC Program, meaning the NMSBDC Network is a term used for referring to the contracted SBDC Network Service Centers, NMSBDC Service Center satellite locations and the NMSBDC Lead Center as a whole. The New Mexico APEX Accelerator, International Business Accelerator (IBA), eCommerce project and the two Federal projects, are all separate Programs or projects under the purview of the NMSBDC Lead Center and are part of the NMSBDC Ecosystem (See NMSBDC Ecosystem).

NMSBDC Program: The Federal grant Program awarded by the SBA to Santa Fe Community College via cooperative agreement, under the direction of the ESD and operated by the Lead Center to serve small businesses and pre-venture individuals in New Mexico with SBDC Key Services. The NMSBDC Program fulfills delivery of the required SBDC Key Services to the Program's clients through the NMSBDC Network.

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 Network 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.

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.

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

Program Funded Staff: The staff positions at the Lead Center and at the contracted 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.

SBA Community Navigators: An SBA grant to fund a 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.

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.

SBDC 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.

Service Center: An SBDC Network Service Center 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) small businesses.

Skilled Entrepreneur: An individual that is <u>motivated</u> to work on their business and continuously enhances their skills towards starting, growing and sustaining their specific business. Mission fulfillment hinges on how successful we are at building and maintaining long term mentoring relationships with our clients so we can <u>motivate</u> them to keep working on their business and enhancing their skills.

Small Business: A business entity as defined by the SBA:

 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;
- $45 million in average annual receipts for most general & heavy construction industries;
- $19 million in average annual receipts for all specialty trade contractors;
- $9.0 million in average annual receipts for most retail and service industries; and
- $2.0 million to $5.0 million in average annual receipts for most agricultural industries.

Stakeholder Segments: 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.

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 NMSBDC Network Service Centers on their role in executing the Statewide Network Business Plan.

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

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 Network, 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 completed SBA Form 888, advertisement of the training event describing the program content on the NMSBDC template, the training event attendee report for online events or the attendance sign in sheet for in person events, and the competed Client Survey for Training (Attachment M) must be attached to the Neoserra training record. The Client Survey for Training completed by each attendee should be

manually transferred/completed electronically in the training file by the NMSBDC Network Service Center. For further details review the cooperative agreement.

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

> <u>On-Line Training/Distance Learning</u>: 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.

<u>Travel Time</u>: 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.

<u>Values</u>: 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.**

<u>Vision</u>: 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 individuals and not as a number.

<u>Wildly Important Goal (WIG)</u>: 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 our mission.