MEMORANDUM

June 30, 2008

To: Academic Affairs

From: Jerry Cartwright, Florida SBDC Network State Director

Subject: Annual Report Academic Year 2007-2008

Attached you will find a narrative of the 2007-2008 Annual Report for the State of Florida Small Business Development Center Network which is hosted by the University of West Florida. Covering a great deal of information as required, you will find that I elected to succinctly and briefly discuss all required areas. If you require further information or additional clarity, please don’t hesitate to contact my office.

For transition and a foundation for the narrative, I am compelled to remind the reader of the following situation in Florida. Florida has a three-prong approach to economic development. Enterprise Florida provides the primary functions of the antiquated state commerce model. Their major function today is recruiting—chasing CEOs and luring big industry to our state. Florida’s statewide workforce initiative manages the duties of the now defunct Department of Labor and Employment while working to ensure a ready and capable workforce for our state. Many consider the key to a solid economy is a diverse and competent talent pool. Their work is accomplished through a network of twenty-nine workforce boards that serve Florida counties; it’s unemployed, underemployed and employed, along with the employers. Florida’s small business community is also served by a statewide network of centers and offices. Small business accounts for the majority of Florida’s economy and most consider them the only cure for the rapidly failing economy, yet the FSBDCN receives no state funding to support their efforts. Since the fairly stagnant federal budget offers little room for new approaches, different strategies and new initiatives, these happen rarely and only by leveraging resources to ensure goals are met. Counter to the lack of support, the FSBDCN is proud to be officially recognized in Florida Statute 288.001 as the “principal business assistance organization for small businesses in the state”.

Florida SBDC operations and facilities are extremely important, but the key element is the SBDC people—the certified business analysts (CBAs) and other staff that motivate, guide, inspire, and move clients to the right decisions. These men and women are passionate about what they do. They strive for success—not fame nor fortune, just the satisfaction of knowing they made a difference. When one more Floridian is renewed and realizes the American Dream, the CBA is thrilled. They don’t have to visit the business on Saturday, in the evening, or on the weekend; they do it for the client’s convenience. They train in churches, on campuses, anywhere a crowd is interested in the message; they counsel wherever the client is located; and they provide information on anything the client needs to get started, grow and succeed.

The FSBDCN State Director’s Office takes pride in ensuring the resources needed by the statewide staff are in place and appropriate. The State Director values his greatest resource—the talented people who make up the staff.

c: Dr. Richard Podemski
The State of Florida Small Business Development Center Network
Hosted by the University of West Florida

June 30, 2008

Introduction

The University of West Florida prioritizes its people, operations and funding to ensure students of sufficient quality and number are recruited, retained and educated with the highest concern for value and excellence. The Florida SBDC Network also targets with value and excellence. However, instead of students, the network targets clients with counseling, training and information. If you consider the university’s strategic priorities you will see words like inspires, encourages, attracts and engages students and their learning. The academic house isn’t that far from the grant-funded outreach side, because the two have a great deal in common. The SBDC inspires, encourages, attracts and engages small business clients, and provides the very best in support services and facilities to further enhance their probability of success. Many services are provided by students who learn in a real-world laboratory. It is the function of the FSBDCN SDO to ensure this takes place, that staff have the best resources needed to function in the manner expected and that communication remains open and effective.

SBDC clients come from all industries, profit or non-profit, service or manufacturing, start up or a growing business, and they all qualify for SBDC assistance. Whether they are trained or counseled or both, feedback tells us that 96% will tell their friends and family and recommend SBDC services. Further, the vast majority considers the SBDC in their region to be better than good and for many, the assistance is excellent.

Economic Impact

- FSBDCN—Statewide Economic Impact of Network CY2007
  7,904 Jobs Created/Retained
  $158m in Capital Formation
  910 Business Startups
  $392m Government Contract Awards
$129m in Sales Growth

*Service Delivery*

14,252 Clients Counseled
51,672 Total Counseling Hours Provided
1,740 Training Events
27,453 Training Event Attendees


- **PTAC Economic Impact CY2007**
  6,854 jobs created/retained
  3273 Government Contract Awards
  $340m in Contract Awards, includes:
    - $243m Federal Small Disadvantaged-Owned Small Businesses
    - $29m Woman Owned Small Businesses (51%)
    - $47m Service Disabled Veteran-Owned Small Businesses
    - $13m HUBZONE-Owned Small Businesses

*Service Delivery*

2170 Businesses Counseled
5075 Total hours, Counseling provided
253 Training Events
227,566 Training Event Attendees along with other public event exposure

**Assessment Means**

Funding from the SBA carries with it stringent requirements for assessing the productivity of supported programs. Those benchmarks are outlined in annual program announcements and complied with for continued funding. The Accreditation Standards of the Association of Small Business Development Centers also outline criteria that the network and each SBDC must meet. Accreditation takes place every four years and is scheduled for December 2008.

Assessments performed specifically by the SDO are of three types: macro for network economic impact, micro for program impact and information recorded and maintained in the Center IC. Surveys are performed for various projects and decisions that must be made throughout the year.

The Center IC captures data from the SBDCs that is used for reports and network economic impact (return on investment), and some is gleaned from the annual economic impact study completed by clients. Impact data is then used to report and communicate with all critical stakeholders, various communications
and for the federal requirements. We break the data down by Congressional district boundaries and report that to the respective individual representative and senator for that district. This is provided for Florida’s Legislature in Tallahassee and the Congressional Delegation in D.C. At the state level, the information provides them, and the appropriate committees, added and valuable information about the small business community of their district. It also provides Florida SBDC leadership valuable management information.

Miscellaneous surveys are also completed as needed for projects and to assist when significant decisions must be made by this office and/or an allied stakeholder.

The following are the surveys utilized during Academic Year 2007–2008:

1. 2007 ASBDC National Impact Survey
2. Miami–Dade Monroe Business needs Assessment Survey
3. 2007 FSBDC Annual Client Survey
4. 2008 Professional Development Conference Survey
5. Additional Certification Survey (Professional Development)

Summaries of this data are attached and are quite long.

Part I—SP Summary Report of Strategic Planning Goals and Objectives

Goals and Objectives for 2007–2008:

1) Develop a funding strategy and plan
   a. A funding plan for the FSBDC Network was developed, appropriations secured and subsequently signed by the Governor
   b. State and federal agencies were caught in Florida’s recession, however permanent state funding remains a system wide priority.

2) Assess stakeholder needs; meet and achieve accreditation standards; improve counseling skills; and achieve customer satisfaction
   a. Surveys used to determine needs. (See Assessment Means)
   b. Preparation currently underway for the scheduled December 2008 visit of an ASBDC Accreditation Team
   c. The FSBDCN State Director’s Office held two Ed Jones Workshops to further enhance CBA counseling skills. Train the Trainer sessions held
during the first part of 2008 with 20 Network employees attending the first training session and 17 attending the second session.

During the two day training sessions, Dr. Ed Jones shared ways to engage the adult learner while conducting a workshop; covered everything from how to choose appropriate visual aids to how to involve each workshop attendee in active learning; provided valuable acronyms and hands on examples to train attendees enabling them to remember and use the knowledge he shared in their own workshops when they returned home. To help enforce what was taught, each workshop participant was recorded conducting a short five minute workshop, and Dr. Jones provided feedback on areas that the participants could improve. Attendees planned to implement what they learned as soon as they returned. Among these was Cathy Hagan, from the SBDC at UNF. She used the two days to format and fine tune her presentation for the Bank of America workshop that she presented the very next evening.

d. Client/customer satisfaction achieved at 96% level, according to statewide survey.

3) Position the FSBDCN as a key player in Florida economic development activities.

House Bill 7109 which was signed into law on June 10, 2008 positioned the network as the key player in Florida economic development in small business through “An act relating to small business regulatory relief; creating s. 288.001, FS; designating the Florida Small Business Development Center Network as the principal business assistance organization for small business in the state.”

4) Enhance/strengthen the existing statewide program delivery and infrastructure.

Statewide delivery and infrastructure was enhanced/strengthened through

a. Further expansion of the Small Business Resource Network (SBRN) program statewide.

b. The SBDC at Florida Atlantic University is scheduled to close in December 2008. This was caused by the Florida Legislature budget reductions to the state universities which in turn reduced and/or eliminated many non-academic programs.

c. The SBDC at University of South Florida budget reduction was similar with auxiliary funds making up for the elimination of University funds,
but only on a temporary basis. The SBDC at the University West Florida budget reductions will also affect its Regional SBDC as well as the State Directors Office. The true impact of these permanent cuts is yet to be determined to the program. However, it is the state’s small business community that will feel the greatest reduction in services.

5) Manage the political environment to maintain and grow relationships to include advisory board members, lobbyist, and champions.

The political environment has been a priority for the State Director, regional directors and managers. The annual D.C. Briefing and Reception was eliminated due to funding cuts but the leadership team made the trip and was accompanied by advisory board members and clients of note. The state environment has been worked religiously by the State Director, Advisory Board members in Tallahassee and network partners.

The Network will recognize a valued member of the legislature from Florida for their outstanding record with respect to small business issues. That person is Congresswoman Ileana Ros-Lehtinen, serving the 18th District of Florida.

Outcomes are apparent in the discussion of HB 7109 and the second federal earmark for the Network’s BCRMC at $500,000. These are highly important to the network and excellent state and federal support of the FSBDCN.

6) Create an entrepreneurial environment that attracts and retains qualified employees.

The environment for small business development through the SBDCs has been enhanced by the Network adopting a more entrepreneurial approach to their efforts and to client relationships. The most apparent outcome of this is the successful coordination of the 2008 SBIR/STTR National Conference held in Orlando, Florida with approximately 369 attendees.

The network is continually recognized for its professionalism and for the professional development work that takes place annually—the network values the person, each employee.
Part II

Part II-A, Accomplishments and Changes in Programs and Services

FSBDCN organized and hosted the 2008 SBIR/STTR National Conference in Orlando, FL, May 2008, www.sbirflorida.org. This task was accomplished in three months. Normally the hosting agency/city/state has *two years to plan* and carry out this conference. A previously designated city pulled out at the last minute and the FSBDC Technology Program took it on, successfully. It was very appropriate for Florida with the 50th Anniversary of NASA and 25th year of the SBIR programming, and it is a key meeting for small businesses that wish to compete in the federal funding arena of SBIR/STTR.

The FSBDCN is made up of 34 service centers statewide, coupled with specialized programs that continue to make the work of the network successful. They are the Procurement Technical Assistance Center (PTAC), the Business Continuity and Risk Management Center (BCRMC), the Business Technology Commercialization (BTC), Veterans Business Outreach Center (VBOC), and the Defense Economic Transition Assistance (DETA).

- **DETA** is facing its final year of funding from beginning in 2002. Down to only three locations, it has slowly wilted away as the initial need for the program floundered.
- The FSBDCN make up includes Florida universities, colleges, Chambers and economic development agencies. The largest of the centers is the SBDC at Florida Atlantic University in Boca Raton. This SBDC will be closing effective December 30, 2008. This is due, of course, to drastic budget cuts that were passed on by the Florida Legislature to Florida Atlantic University. Given the need to cut academic programming as little as possible, they chose to take the cuts in non-academic programs.
- The State Director is currently recruiting new host(s) for the six counties vacated by FAU. To date, three community colleges and one private University are interested in hosting all or parts of the region.
- Cuts by the Florida Legislature have also affected the SBDCs at the University of South Florida, the University of Central Florida and the University of West Florida. No cut, however, comes close to the drastic actions suffered by the SBDC at FAU.

The **Procurement Technical Assistance Center (PTAC)** received the national VETBiz Award from the US Department of Veterans Affairs as evidence of their skill and diligence, in recognition of the ongoing support of Veteran-owned businesses and for the 2007 Veterans and Small Business Expo hosted by the PTAC at FAU in 2007.
BCRMC
The Business Continuity and Risk Management Center received SERT certification. State Emergency Response Team (SERT) is the designation for teams of organizations/people that join together in a declared emergency to respond under the direction of the Governor and State Emergency Management Officer (Craig Fugate in Florida). It is dictated in the Florida Comprehensive Emergency Management Plan which outlines the procedures, policies, etc. for the State’s management of emergency response.

- Sanctioned as a Primary Responder by the state, they man the official state ESF18 desk at Emergency Management in Tallahassee.
- Continued program activities with more than 25 disaster preparation workshop or outreach events conducted throughout the state.
- Increased engagement by Network personnel in local emergency management activities by serving on local ESF18 committees, participating in local disaster drills and attending advanced training opportunities to secure professional certification in business continuity planning. BCRMC program personnel have participated in two Florida Emergency Preparedness Association (FEPA) conferences and served as both presenters and exhibitors by at the annual Governor’s Hurricane Conference.
- Secured a second federal earmark of $500,000 during 2008 to continue BCRMC activities and additional earmark proposals submitted.
- Teamed with Bank of America to conduct 8 successful seminars titled “Small Business Financial Opportunities for Rural Florida”. This 3 hour free seminar provided outreach and valuable information to the small business community of Florida’s more rural areas. Some of the areas reached were Immokalee, Defuniak Springs, and Key West. The success of these seminars has led to probable continuance of the partnership between Bank of America and FSBDCN for 2009 and 8 more workshops.

The Mobile Assistance Centers (MACs) were utilized in several outreach programs throughout Florida in 2008. Among the events were a visit by Senator Nelson to tour the MAC on January 16th, Manatee County Lending Fair on April 25th, a St. Johns County Chamber of Commerce meeting on April 29th, and the 2008 Hurricane Expo at the Pensacola Civic Center on April 12th. More than 500 people learned about and viewed the MAC during a single event in Pensacola. In addition to being present at several disaster workshops throughout the state, the MAC was present at the Annual Small Business Expo in Cape Canaveral. The Expo was hosted by NASA.
**Part II-B, Distinguished Individual Accomplishments**

**Jerry Cartwright, State Director**

- Appointed to Association of Small Business Development Centers (ASBDC) Board of Directors to fill a six-month vacancy, April to September 2007.
- Elected to a two-year term to the ASBDC Board of Directors in September 2007; subsequently elected Board Secretary.
- ASBDC Board Liaison to Marketing and Communication Committee.
- ASBDC Board Liaison to Disaster Interest Group, Technology Interest Group.
- Member of ASBDC Personnel Committee.
- Co-wrote a $500,000 federal earmark proposal for continuation funding of the BCRM program.
- Forged a strategic assistance agreement with the Department of Management Services Office of Supplier Diversity and the FSBDC.
- Presented new SBDC State Director orientation training at the ASBDC Fall Conference in Denver, Colorado.
- Presented best practice in legislative awareness as a funding tool to the 9th Annual Mexican Association of SBDC’s in Veracruz.
- Provided testimony to Florida House and Senate Committees on the role of SBDC’s in business assistance.
- Awarded the annual “Community Builder Award” from the Florida Finance Network.
- Spearheaded legislative support which resulted in specific legislation HB7109 –
  - Identifying the FSBDC as the state’s principal small business assistance organization.
  - Creating a state small business advocate under a business regulatory relief act.
- Forged a strategic alliance with the Florida department of Veterans Affairs resulting in FSBDC administering HB678, a statewide service-disabled veteran contracting preference program.
- Spearheaded legislative support through the Governor’s Office of Tourism, Trade and Economic Development and the Office Policy and Budget to secure a $250,000 appropriation for the FSBDC.
Kelly McLeod

- Created one extremely significant publication marking the 30th Anniversary of the Florida SBDC Network. Known as the Showcase of Florida Successes Over 30 Years publication, it covers 30 success stories spanning 30 years and special programs along with all SBDC program locations. Delivered via digital video to each viewer.
- Designed and created the SBIR logo graphic and all collateral marketing materials for the 2008 SBIR Conference, including the conference website, posters, banners, commemorative pin and 450 notebooks; and created all materials celebrating the 50th anniversary of NASA.
- Created all marketing materials for the 2008 Professional Development Conference using NASCAR conference theme.
- Organized and produced awards presentation at awards luncheon for 31 SBDC award winners.
- Served on the national Association of Small Business Development Centers National Conference Committee that assists with the coordination of the annual conference for 1,500 plus attendees nationwide (5 year commitment).

Kate Hoelscher

- Groomed contact with Bank of America. Prepared and awarded grant on behalf of Network Foundation for $20,000. Oversight of program delivery of eight Access to Capital Workshops.
- Served on Start Up Florida Steering Committee as part of a collaborative self-employment program of the U.S. Department of Labor, Agency for Workforce Innovation, USF’s Center for Inclusive Communities and the National Disability Institute. Quarterly meetings.
- Secured relationship and funding (approx. $30,000) with AWI/Workforce for three Fast Trac for Veterans programs to be conducted by regional centers at Jacksonville, Polk County, Ft. Lauderdale.
- Served as Chair of ASBDC Counselor Certification Task Force.
- Conducted presentation for New State Director Training at ASBDC Fall Conference in Denver, Colorado.
- Participated in ASBDC Disaster Interest Group and Fall 2007 meeting coordination. Presentation participation scheduled for Fall Conference 2008.
- Coordinated Network CBAs and delivered training presentation at CA SBDC Annual meeting on SBDC disaster preparation.
- Presented at the Mexican ASBDC Meeting Spring 2008.
Lew Attardo
- Co-chaired the ASBDC Technology Interest Section. Assisted with the design of the Core Competency Requirements and training for the ASBDC Technology Counselor Certification Program. Facilitated and served as one of the instructors for the ASBDC Core Competency Training session on “Partnership Development and Technology Networks” at the 2007 ASBDC National Conference, Denver, CO. Assisted with the 2008 T Core Competency Training for the 2008 ASBDC Conference.

Laura Subel
On behalf of the Florida PTAC Program and its PTAC specialists, she accepted the 2007 National VETBiz Award from the US Department of Veterans Affairs at the 2008 Association of Procurement Technical Assistance Centers National Conference held in Lexington, Kentucky.

David Weeks
During this period of slashed budgets and general distress over funding, he has managed the budget for all State Directors Office programs and projects (30–40 accounts) and financial reporting for all SBDC programs—SBDCs, PTAC, DETA, VBOC, and BCRMC. These programs generated approximately $248,000 of indirect for the host—UWF. He has managed funds ensuring that necessary purchases were made and programs were not affected. His demeanor and overall ability with the resources has brought calm during what could be a stressful time at the FSBDCN.
Lucy Davison
- Volunteered as staff the 2008 National Spring SBIR/STTR Conference.
- Trained two new support staff on SDO goals and accomplishments, UWF forms and systems, and both UWF and SDO policies and procedures.
- Trained new PTAC program assistant BCRMC assistant and IT assistant

Jennifer Crews
Coordinated and oversaw all administration of two significant conferences: the 2008 SBIR/STTR National Conference in Orlando at the Rosen Centre, and the 2008 FSBDCN PD Conference at the Shores on Daytona Beach.

Jamie Koester
Volunteered to staff the SBIR Conference. Pulled together the Ed Jones Training sessions held in Orlando; did same for the FSBDCN Professional Development Conference.

Paymon Shokoohi
- Volunteered for SBIR conference staff; assisted with IT and AV
- Worked as the liaison between Bank of America and FSBDCN to coordinate the 8 rural seminars throughout the state.
- Attended 2008 FEPA Conference and the 2008 Governor’s Hurricane Conference to better prepared for the 2008 hurricane season and other emergency management situations.

James Gray
- Developed potentially patentable software for use at SBIR conference for registration, scheduling and tracking of SBIR One-on-One Tables that covered session every 15 minutes for two full days.
- Provided IT support for all meetings and presentations for the SBIR conference and workshops that followed; provided same for the PD Conference ensuring that technology was there, appropriate and working with their software.
- Developed technology-based communication strategy to ensure that all BRRT personnel may communicate during periods of unrest due to disaster and lack of normal communication methods.

Dr. Dianne Barlar
- Developed, organized and coordinated five-year FSBDCN Strategic Planning Retreat for 48 attendees; arranged for hotel, etc. in Orlando for two–day meetings.
• Asked to continue service on the District II Workforce Development Board and Communications & Outreach Committee as chair; created new five-year Promotional Plan.
• Conceptualized and helped with design of logo for SBIR along with all other marketing materials; served on SBIR taskforce to ensure the conference was organized and presented in three months rather than the customary two years.
• Wrote much of and edited all materials included in Showcase of Florida Successes Over 30 Years publication.

**Part II–C, Community Engagement Activities with Participation on Behalf of UWF**

The members of the State Directors Office of the FSBDCN are not necessarily engaged with the community, but they are very often engaged on a statewide basis. Therefore we have opted to briefly list some of our more significant network-oriented engagements and contacts along with the outcome of those encounters. We also included our program partners across the state since we must engage them often and they are very aware that UWF hosts the FSBDCN.

**United States Senator Bill Nelson**
The FSBDCN has a proven record with Senator Nelson and now has an advocate in Washington D.C. The second BCRMC earmark is a testament to his faith in the network, the MAC program and the abilities of the program.

**Florida Senate President, Jeff Atwater**
One of Florida’s finest politicians, Senator Atwater has a long-term relationship with the FSBDCN covering many years. His support was critical in the passage of HB7109 and the $250,000 appropriations.

**Workforce Florida**
SBDCs now deliver entrepreneurial training for veterans and other entrepreneurs through the insistence and assistance of Workforce Florida funding. The locations were the SBDC at Ft. Myers, SBDC at Orlando, and the SBDC at Tampa, and now three additional cities are targeted under the SBDC at UNF; they are Jacksonville, Polk City and Fort Lauderdale.

**Bank of America**
$20,000 funding to support training in rural areas (see explanation under BCRMC above). To be extended to eight new locations for 2009.
Florida First Capital Finance Corporation
The company provides SBA and specialty lending in Florida. The FFCFC CEO is an advisory board member and often donor to FSBDCN and provides enormous legislative support.

Borrego Springs Bank
The lending agency provides work similar to the FFCFC, but they are for-profit, rather than non-profit. Fred Crispen, bank president, is an excellent supporter of the FSBDCN.

SBDC Program Locations
The infrastructure of the FSBDCN is fully aware of the institutional host of the Network. All budgets are managed through UWF along with significant interface with procurement, printing and other UWF functions. All locations are functioning SBDC offices that train, counsel and provide information. They are listed here for your information in no particular order of significance.

SBDC at the University of West Florida
401 E. Chase Street, Suite 100
Pensacola, FL 32502–6160

SBDC at the University of West Florida
922 Mar Walt Drive, Suite 203
Fort Walton, FL 32547–6703

SBDC at Gulf Coast Community College
2500 Minnesota Avenue
Lynn Haven, FL 32444–4815

SBDC at Florida A& M University
2035 E. Paul Dirac Drive, Suite 130
Morgan Building
Tallahassee, FL 32310–3700

SBDC at North FL Community College
325 N.W. Turner Davis Drive
Business Education Bldg #7, Room 107
Madison, FL 32340–1602
SBDC at Florida A&M University
Taylor County Chamber of Commerce
428 N. Jefferson Street
Perry, FL 32347-2510

SBDC at the University of North Florida
Coggin College of Business, University Center
12000 Alumni Drive
Jacksonville, FL 32224-2677

SBDC at the University of North Florida
2153 S.E. Hawthorne Road, Suite 126
Gainesville, FL 32641-7577

SBDC at the University of North Florida
1100 E. Silver Springs Blvd.
Ocala, FL 34470-6613

SBDC at the University of Central Florida
Disney/SBA National Entrepreneur Center
315 E. Robinson Street, Suite 100
Orlando, FL 32801-1698

SBDC at Daytona Beach College
1200 W. International Speedway Blvd.
Room 223, Bldg. 110
Daytona Beach, FL 32114-2817

SBDC at Seminole Community College
1445 Dolgner Place
Sanford, FL 32771-9204

SBDC at the University of Central Florida
Kissimmee/Osceola County COC
1425 E. Vine Street
Kissimmee, FL 34744-3621
SBDC at Manatee Community College
Business Resource Center
8000 Tamiami Trail South
Venice, FL 34293-5113

SBDC at Florida Gulf Coast University
12751 Westlinks Drive, Suite 8, Bldg. 3
Fort Myers, FL 33913-8615

SBDC at Florida Gulf Coast University
Charlotte County COC
2702 Tamiami Trail
Port Charlotte, FL 33952-5129

SBDC at Florida Gulf Coast University
1020 Cultural Park Blvd.
Cape Coral, FL 33990-1229

SBDC at Florida Gulf Coast University
Career Service Center of Collier County
750 S. 5th Street, Suite 710
Immokalee, FL 34142-4301

SBDC at Florida Atlantic University
College of Business, Career & Service Center
215 S. Francisco Street
Clewiston, FL 33440-4002

SBDC at Florida Atlantic University
Main Campus
777 Glades Road, Bldg. T-11
Boca Raton, FL 33431-0991

SBDC at Florida Atlantic University
Treasure Coast Campus
500 N.W. California Blvd., Bldg. SL, Room 125A
Port St. Lucie, FL 34986-2601
SBDC at Florida Atlantic University
Okeechobee One-Stop Career Center
209 S.W. Park Street
Okeechobee, FL 34972–4160

SBDC at the University of Central Florida
1250 N. Hancock Road, Room 106, Bldg. 1
Clermont, FL 34711–5931

SBDC at Brevard Community College
3865 N. Wickham Road, Room 122, Bldg. 10
Melbourne, FL 32925–2310

SBDC at the University of South Florida
1101 Channelside Drive, Suite 210
Tampa, FL 33602–3613

SBDC at USF – St. Petersburg
College of Business
263 13th Avenue South
St. Petersburg, FL 33701–5511

SBDC at Florida Atlantic University
Jupiter MacArthur Campus
5353 Parkside Drive, Bldg. SR, Room 221
Jupiter, FL 33458

SBDC at Florida Atlantic University
Downtown Fort Lauderdale Campus
Reuben O’D. Askew Tower, Room 530
111 E. Las Olas Blvd.
Fort Lauderdale, FL 33301

SBDC at Florida Atlantic University
Festival Plaza
8500 S.W. 8th Street, Suite 224
Miami, FL 33144–4002
SBDC at Florida Atlantic University
Florida Keys Community College
5901 College Road, Suite C–226
Key West, FL 33040–4315

SBDC at the University of South Florida
7402 N. 56th Street, Suite 425, Bldg. 400
Temple Terrace, FL 33617–7743

SBDC at Central Florida Development Council of Polk County
C/O PCC/USF Lakeland Campus
3433 Winter Lake Road, Modular—LMC
Lakeland, FL 33803–9807

SBDC at the University of South Florida
600 W. College Drive, Bldg. L
Avon Park, FL 33825

SBDC at Manatee Community College
Lakewood Ranch
7131 Professional Parkway East
Sarasota, FL 34240–8453

There are many other local partners that are too numerous to list.
Part III

Strategic Planning Focus and Goals for 2008–2009

Focus on Funding

Goal 1 The FSBDCN will attract sufficient funding to sustain and build capacity, and fund new initiatives.

Focus on Stakeholder Needs

Goal 2 The FSBDCN will meet and work to exceed stakeholder needs and provide products and services that help Florida businesses grow and succeed.

Focus on Network Awareness

Goal 3 The FSBDCN will be recognized by the state as the statewide economic development network.

Focus on Staffing

Goals 4 The FSBDCN will staff for future needs by matching the clients and market needs; and provide an environment built on the principles of entrepreneurship.
Annual reports for units in the Division of Academic Affairs are to be posted to the Annual Report section of the unit’s strategic planning site on UPIC according to the following schedule:

- Academic departments/divisions: Monday, June 30
- Colleges and other units: Monday, July 14
- Division of Academic Affairs: Monday, July 28

An electronic copy should also be forwarded to the Office of Academic Affairs (academicaffairs@uwf.edu).

**PART I**

**Part I-SP, Summary Report on Status of Strategic Planning Goals/Objectives**

To be completed by all units. [See attached template for Part I-SP](#).

**Go to Part I-ALC/ALP/AFP, Summary Report on Assessment of Student Learning**

- Undergraduate Programs: Academic Learning Compacts (ALCs)
- Graduate Programs: Academic Learning Plans (ALPs)
- General Education: Academic Foundation Plans (AFPs)

**PART II**

**Part II-A, Major Unit Accomplishments and Changes in Programs and Services**

To be completed by all units. [See attached template for Part II-A](#).

*Note:* If the unit’s Notable Accomplishments report has already been posted to UPIC, Part II-A need not be completed.

**Part II-B, Distinguished Individual Accomplishments**

To be completed by all units. [See attached template for Part II-B](#).

*Note:* Information about tenure and promotion and university-level awards and recognitions need not be included given that this information is already on file in the Office of the Provost.

**Part II-C, Community Engagement Activities with Participation on Behalf of UWF**


**PART III**

**Part III-A, Strategic Planning Goals/Objectives**

To be completed by all units. [See attached template for Part III-A](#).

**Part III-B, New Degree Program Projections**

To be completed only by the Dean for the college-level annual report. [See attached template for Part III-B](#).
## Part I-SP, Summary Report on Status of Strategic Planning Goals/Objectives

<table>
<thead>
<tr>
<th>Program/Function/Service</th>
<th>Strategic Goal/Objective</th>
<th>Method of Assessment</th>
<th>Summary of Assessment Results</th>
<th>Use of Assessment Results to Improve Program/Function/Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding</td>
<td>Develop a funding strategy and plan.</td>
<td>Identification of federal earmarks; identification of state meetings best for presentations for funding.</td>
<td>1) a. plan developed &amp; vetoed by Governor; b. recession caught possibly for funding. (page 3)</td>
<td>FSBDCN BCRMC rec’d Federal earmark for continuation and further development.</td>
</tr>
<tr>
<td>Needs/Demand</td>
<td>Assess stakeholder needs; meet and achieve accreditation standards; improve counseling skills; and achieve customer satisfaction.</td>
<td>Surveys such as the 2007 Annual Client Summary; Accreditation Visitation and Workshops designed to enhance skills; evaluation of PD Conf for needed topics.</td>
<td>Att: 2007 Annual Client Survey Summary; 2008 ASBDC Visitation planned; Ed Jones Workshops; Customer satisfaction; Pgs. 3&amp;4</td>
<td>Client needs used to determine program changes; accreditation data &amp; findings used following pedagogical and operational program review of state; Counseling improvements show in workshop evaluations and federal goals met per counseling; 96% as per customer/Client satisfaction.</td>
</tr>
<tr>
<td>Positioning</td>
<td>Position the FSBDCN as a key player in Florida economic development activities.</td>
<td>2007 Annual client survey; Work with partners to map legislative plan.</td>
<td>Higher impact assumes better positioning; Presentation for favorable legislation; individual centers worked with county politicians to hold local/regional position—Match funds.</td>
<td>Impact—pgs 1 &amp; 2. Many presentations were held in Tallahassee by SDO and partners; House Bill 7109, see pg.4. PTAC awarded national award, pg. 6. BCRMC received SERT certification, pg.7; and page 8 outlines the many things the SDO did to better position the network.</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Enhance/strengthen the existing statewide program</td>
<td>Actual info gained from staff via</td>
<td>SBRN plan for statewide use of profs;</td>
<td>Pg.4 discussion in narrative; Increase use of partners to leverage</td>
</tr>
<tr>
<td>Environment</td>
<td>Manage the political environment to maintain and grow relationships to include advisory board members, lobbyist, and champions.</td>
<td>Legislative plan for network; plan for SDO and partners; Actual information gleaned from political interactions.</td>
<td>Results of plans and interactions/ Presentation to staffers and groups in DC and Tallahassee.</td>
<td>Discussed under 5) on pg. 5; listing of actions taken by SDO—accomplishments on pg.8. These ended up as a result of many hours and days spent in DC and Tal. UNF saved funds due to working the county by staff, clients and partners.</td>
</tr>
<tr>
<td>-------------</td>
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<td>---------------------------------</td>
<td>-------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Staff Professionalism</td>
<td>Create an entrepreneurial environment that attracts and retains qualified employees.</td>
<td>Actual</td>
<td>PD Conf each year; workshops planned to benefit staff; ASBDC recognized the FSBDCN for the many things they do for employees; &amp; the SBIR conference was entrepreneurial, pg. 5.</td>
<td>Staff invited to present to staff in other states; many are invited to train the trainer, particularly those from BCRMC; 20 staff were chosen to staff the SBIR Conference in Orlando, see pg.5 and pg. 10.</td>
</tr>
</tbody>
</table>

delivery and infrastructure.

strategic planning process & anecdotal info collected through communications with staff.

State funding issue stopped many things that would have been done.

resources and help enhance statewide infrastructure, such as Workforce and Bank of America.
N/A for FSBDCN SDO

Annual Report, 2007-2008

Department/Division: ________________________________________

College: ________________________________________

Part I-ALC/ALP/AFP, Summary Report on Assessment of Student Learning

Undergraduate Programs: Academic Learning Compacts (ALC)
Graduate Programs: Academic Learning Plans (ALP)
General Education: Academic Foundation Plans (AFP)

To be completed by academic units offering degree programs or general education.

I. Undergraduate Programs: For Each Program

See attached TEMPLATE

II. Graduate Programs: For Each Program

See attached TEMPLATE

III. Academic Foundations: General Education Status: For Each Course Assessed

To be completed by academic units offering one or more courses in General Studies / Academic Foundations. Submit a report for each course in which assessment activities for General Studies/Academic Foundations took place in 2007-2008.

See attached TEMPLATE
N/A for FSBDCN SDO

I. Undergraduate Programs - To be completed by academic units offering degree programs.

Annual Report, 2007-2008

Department/Division: __________________________

College: __________________________

Part I - ALC, Summary Report on Assessment, Academic Learning Compacts (ALC)

Program Title: _____________________________ Degree: ____________ CIP Code: ____________

*Prepare separate summary table for each degree program.  
*For example, BA, BS, BSBA

Based on direct measures of student learning in the domain(s) your department assessed, compare your students’ performance this year to their performance last year.

[duplicate this section if students were assessed in multiple domains]

<table>
<thead>
<tr>
<th>Indicate the student learning outcome assessed (check one):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
</tr>
<tr>
<td>Critical Thinking</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Based on departmental assessments, student learning in this domain was (check one):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worse than last year</td>
</tr>
<tr>
<td>Equivalent to last year</td>
</tr>
<tr>
<td>Slightly better than last year</td>
</tr>
<tr>
<td>Moderately better than last year</td>
</tr>
<tr>
<td>Dramatically better than last year</td>
</tr>
<tr>
<td>Cannot be compared (this is the first year for this assessment)</td>
</tr>
</tbody>
</table>

Describe the direct measure used to assess student learning in this domain (e.g., answers to questions included on an exam, performance on a paper or project scored with a rubric, etc.)

If you observed changes in student performance on this measure when comparing the two years, briefly describe (in one or two sentences) the nature of these changes.

Use of Assessment Data for Making Decisions. Describe the process used in your department to evaluate assessment evidence and make decisions (include dates of relevant department meetings if known). Describe the decisions made to improve student learning in your program. Describe how these decisions are related to the assessment evidence collected by your department.

Use of Assessment Data for Improvement of Assessment Procedures. Describe any changes made to assessment methods. Explain the relation between these changes and the information obtained from previous assessments.

Describe the Department’s Commitment to Assessment Activities in 2008-2009

Domain(s) to be examined in assessment plan in 2008-2009

Assessment question(s) to be addressed in 2008-2009
N/A for FSBDCN SDO

II. Graduate Programs - To be completed by academic units offering graduate degree programs.

Annual Report, 2007-2008

Department/Division: ____________________________

College: ____________________________

Part I-ALP, Summary Report on Assessment, Academic Learning Plans (ALP)

Program Title*: ____________________________  Degree: ________  CIP Code: ____________

*Prepare separate summary table for each degree program.

Based on direct measures of student learning in the Academic Foundations domain(s) your department assessed, compare your students’ performance this year to their performance last year. [duplicate this section if students were assessed in multiple domains]

<table>
<thead>
<tr>
<th>Indicate the student learning outcome assessed (check one):</th>
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</thead>
<tbody>
<tr>
<td>Content</td>
</tr>
<tr>
<td>Critical Thinking</td>
</tr>
</tbody>
</table>

Based on departmental assessments, student learning in this domain was (check one):

- Worse than last year
- Equivalent to last year
- Slightly better than last year
- Moderately better than last year
- Dramatically better than last year
- Cannot be compared (this is the first year for this assessment)

Describe the direct measure used to assess student learning in this domain (e.g., answers to questions included on an exam, performance on a paper or project scored with a rubric, etc.)

If you observed changes in student performance on this measure when comparing the two years, briefly describe (in one or two sentences) the nature of these changes.

Use of Assessment Data for Making Decisions. Describe the process used in your department to evaluate assessment evidence and make decisions (include dates of relevant department meetings if known). Describe the decisions made to improve student learning in your program. Describe how these decisions are related to the assessment evidence collected by your department.

Use of Assessment Data for Improvement of Assessment Procedures. Describe any changes made to assessment methods. Explain the relation between these changes and the information obtained from previous assessments.

Describe the Department’s Commitment to Assessment Activities in 2008-2009

Domain(s) to be examined in assessment plan in 2008-2009

Assessment question(s) to be addressed in 2008-2009

Annual Report, 2007-2008
N/A for FSBDCN SDO

III. Academic Foundations / General Education - To be completed by academic units offering courses related to General Studies.

Annual Report, 2007-2008

Department/Division: ________________________________

College: __________________________________________

General Studies Course*: ______________________________

*Prepare separate summary table for each course assessed.

Based on direct measures of student learning in the domain(s) your department assessed, compare your students’ performance this year to their performance last year. [duplicate this section if students were assessed in multiple domains]

<table>
<thead>
<tr>
<th>Indicate the Academic Foundations learning domain assessed (check one):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking</td>
</tr>
<tr>
<td>Communication</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Based on departmental assessments, student learning in this domain was (check one):</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
<td>Dramatically better than last year</td>
</tr>
<tr>
<td>Cannot be compared (this is the first year for this assessment)</td>
</tr>
</tbody>
</table>

Describe the direct measure used to assess student learning in this domain (e.g., answers to questions included on an exam, performance on a paper or project scored with a rubric, etc.)

If you observed changes in student performance on this measure when comparing the two years, briefly describe (in one or two sentences) the nature of these changes.

Use of Assessment Data for Making Decisions. Describe the process used in your department to evaluate assessment evidence and make decisions (include dates of relevant department meetings if known). Describe the decisions made to improve student learning in your program. Describe how these decisions are related to the assessment evidence collected by your department.

Use of Assessment Data for Improvement of Assessment Procedures. Describe any changes made to assessment methods. Explain the relation between these changes and the information obtained from previous assessments.

Describe the Department’s Commitment to Assessment Activities in 2008-2009

Domain(s) to be examined in assessment plan in 2008-2009

Assessment question(s) to be addressed in 2008-2009

Annual Report, 2007-2008
Department/Division:  Sponsored Research
College:  FSBDCN

Part II-A, Major Unit Accomplishments and Changes in Programs and Services

This section of the annual report replaces the Notable Accomplishments report that was required in past years.

List major department/division accomplishments and changes in programs and services for 2007-2008. (Add lines as needed.)

1. FSBDCN organized and hosted the 2008 SBIR/STTR National Conference in Orlando, FL, May 2008, www.sbirflorida.org. This task was accomplished in three months. Normally the hosting agency/city/state has two years to plan and carry out this conference. A previously designated city pulled out at the last minute and the FSBDC Technology Program took it on, successfully. It was very appropriate for Florida with the 50th Anniversary of NASA and 25th year of the SBIR programming, and it is a key meeting for small businesses that wish to compete in the federal funding arena of SBIR/STTR.

The FSBDCN is made up of 34 service centers statewide, coupled with specialized programs that continue to make the work of the network successful. They are the Procurement Technical Assistance Center (PTAC), the Business Continuity and Risk Management Center (BCRMC), the Business Technology Commercialization (BTC), Veterans Business Outreach Center (VBOC), and the Defense Economic Transition Assistance (DETA).

- The FSBDCN make up includes Florida universities, colleges, Chambers and economic development agencies. The largest of the centers is the SBDC at Florida Atlantic University in Boca Raton. This SBDC will be closing effective December 30, 2008. This is due, of course, to drastic budget cuts that were passed on by the Florida Legislature to Florida Atlantic University. Given the need to cut academic programming as little as possible, they chose to take the cuts in non-academic programs.
- The State Director is currently recruiting new host(s) for the six counties vacated by FAU. To date, three community colleges and one private University are interested in hosting all or parts of the region.
- Cuts by the Florida Legislature have also affected the SBDCs at the University of South Florida, the University of Central Florida and the University of West Florida. No cut, however, comes close to the drastic actions suffered by the SBDC at FAU.

2. **Procurement Technical Assistance Center (PTAC)** received the national VETBiz Award from the US Department of Veterans Affairs as evidence of their skill and diligence, in recognition of the ongoing support of Veteran-owned businesses and for the 2007 Veterans and Small Business Expo hosted by the PTAC at FAU in 2007.

3. **BCRMC**

The Business Continuity and Risk Management Center received SERT certification. State Emergency Response Team (SERT) is the designation for teams of organizations/people that join together in a declared emergency to respond under the direction of the Governor and State Emergency Management Officer (Craig Fugate in Florida). It is dictated in the Florida Comprehensive Emergency Management Plan which outlines the procedures, policies, etc. for the State’s management of emergency response.

- Sanctioned as a Primary Responder by the state, they man the official state ESF18 desk at Emergency Management in Tallahassee.
- Continued program activities with more than 25 disaster preparation workshop or outreach events conducted throughout the state.
Increased engagement by Network personnel in local emergency management activities by serving on local ESF18 committees, participating in local disaster drills and attending advanced training opportunities to secure professional certification in business continuity planning. BCRMC program personnel have participated in two Florida Emergency Preparedness Association (FEPA) conferences and served as both presenters and exhibitors by at the annual Governor’s Hurricane Conference.

- Secured a second federal earmark of $500,000 during 2008 to continue BCRMC activities and additional earmark proposals submitted.
- Teamed with Bank of America to conduct 8 successful seminars titled “Small Business Financial Opportunities for Rural Florida”. This 3 hour free seminar provided outreach and valuable information to the small business community of Florida’s more rural areas. Some of the areas reached were Immokalee, Defuniak Springs, and Key West. The success of these seminars has led to probable continuance of the partnership between Bank of America and FSBDCN for 2009 and 8 more workshops.

4. MACs (Mobile Assistance Centers) were utilized in several outreach programs throughout Florida in 2008. Among the events were a visit by Senator Nelson to tour the MAC on January 16th, Manatee County Lending Fair on April 25th, a St. Johns County Chamber of Commerce meeting on April 29th, and the 2008 Hurricane Expo at the Pensacola Civic Center on April 12th. More than 500 people learned about and viewed the MAC during a single event in Pensacola. In addition to being present at several disaster workshops throughout the state, the MAC was present at the Annual Small Business Expo in Cape Canaveral. The Expo was hosted by NASA.

5. Defense Economic Transition Assistance (DETA) is facing its final year of funding from beginning in 2002. Down to only three locations, it has slowly wilted away as the initial need for the program floundered.
Part II-B, Distinguished Individual (Faculty, Staff, and Student) Accomplishments

Staff

Jerry Cartwright, State Director
- Appointed to Association of Small Business Development Centers (ASBDC) Board of Directors to fill a six-month vacancy, April to September 2007.
- Elected to a two-year term to the ASBDC Board of Directors in September 2007; subsequently elected Board Secretary.
- ASBDC Board Liaison to Marketing and Communication Committee.
- ASBDC Board Liaison to Disaster Interest Group, Technology Interest Group.
- Member of ASBDC Personnel Committee.
- Co-wrote a $500,000 federal earmark proposal for continuation funding of the BCRM program.
- Forged a strategic assistance agreement with the Department of Management Services Office of Supplier Diversity and the FSBDC.
- Presented new SBDC State Director orientation training at the ASBDC Fall Conference in Denver, Colorado.
- Presented best practice in legislative awareness as a funding tool to the 9th Annual Mexican Association of SBDC’s in Veracruz.
- Provided testimony to Florida House and Senate Committees on the role of SBDC’s in business assistance.
- Awarded the annual “Community Builder Award” from the Florida Finance Network.
- Spearheaded legislative support which resulted in specific legislation HB7109 -
  o Identifying the FSBDC as the state’s principal small business assistance organization.
  o Creating a state small business advocate under a business regulatory relief act.
- Forged a strategic alliance with the Florida department of Veterans Affairs resulting in FSBDC administering HB678, a statewide service-disabled veteran contracting preference program.
- Spearheaded legislative support through the Governor’s Office of Tourism, Trade and Economic Development and the Office Policy and Budget to secure a $250,000 appropriation for the FSBDC.

Lew Attardo
- Co-chair, ASBDC Technology Interest Section. Assisted with the design of the Core Competency Requirements and training for the ASBDC Technology Counselor Certification Program. Facilitated and served as one of the instructors for the ASBDC Core Competency Training session on “Partnership Development and Technology Networks” at the 2007 ASBDC National Conference, Denver, CO. Assisted with the plans for convening the 2008 T Core Competency Training for the 2008 ASBDC Conference.

Dr. Dianne Barlar
• Developed, organized and coordinated five-year FSBDCN Strategic Planning Retreat for 48 attendees; arranged for hotel, etc. in Orlando for two-day meetings.
• Asked to continue service on the District II Workforce Development Board and Communications & Outreach Committee as chair; created new five-year Promotional Plan.
• Conceptualized and helped with design of logo for SBIR along with all other marketing materials; served on SBIR taskforce to ensure the conference was organized and presented in three months rather than the customary two years.
• Wrote much of and edited all materials included in 30-30-30 publication.

Jennifer Crews
Coordinated and oversaw all administration of two significant conferences: the 2008 SBIR/STTR National Conference in Orlando at the Rosen Centre, and the 2008 FSBDCN PD Conference at the Shores on Daytona Beach.

Lucy Davison
• Volunteered as staff the 2008 National Spring SBIR/STTR Conference.
• Trained two new support staff on SDO goals and accomplishments, UWF forms and systems, and both UWF and SDO policies and procedures.
• Trained new PTAC program assistant, BCRMC assistant and IT assistant.

James Gray
• Developed potentially patentable software for use at SBIR conference for registration, scheduling and tracking of SBIR One-on-One Tables that covered session every 15 minutes for two full days.
• Provided IT support for all meetings and presentations for the SBIR conference and workshops that followed; provided same for the PD Conference ensuring that technology was there, appropriate and working with their software.
• Developed technology-based communication strategy to ensure that all BRRT personnel may communicate during periods of unrest due to disaster and lack of normal communication methods.

Kate Hoelscher
• Groomed contact with Bank of America. Prepared and awarded grant on behalf of Network Foundation for $20,000. Oversight of program delivery of eight Access to Capital Workshops.
• Served on Start Up Florida Steering Committee as part of a collaborative self-employment program of the U.S. Department of Labor, Agency for Workforce Innovation, USF’s Center for Inclusive Communities and the National Disability Institute. Quarterly meetings.
• Secured relationship and funding (approx. $30,000) with AWI/Workforce for three Fast Trac for Veterans programs to be conducted by regional centers at Jacksonville, Polk County, Ft. Lauderdale.
• Served as Chair of ASBDC Counselor Certification Task Force.
• Conducted presentation for New State Director Training at ASBDC Fall Conference in Denver, Colorado.
• Participated in ASBDC Disaster Interest Group and Fall 2007 meeting coordination. Presentation participation scheduled for Fall Conference 2008.
• Coordinated Network CBAs and delivered training presentation at CA SBDC Annual meeting on SBDC disaster preparation.
• Presented at the Mexican ASBDC Meeting Spring 2008.
Jamie Koester
Volunteered to staff the SBIR Conference. Pulled together the Ed Jones Training sessions held in Orlando; did same for the FSBDCN Professional Development Conference.

Kelly McLeod
- Created one extremely significant publication marking the 30th Anniversary of the Florida SBDC Network. Known as the Showcase of Florida Successes over 30 Years publication, it covers 30 success stories spanning 30 years and special programs along with all SBDC program locations. Delivered via digital video to each viewer.
- Created the SBIR logo graphic and all collateral marketing materials for the 2008 SBIR Conference, including commemorative pin and 450 notebooks; and created all materials celebrating the 50th anniversary of NASA.
- Created all marketing materials for the 2008 Professional Development Conference using NASCAR conference theme.
- Organized and produced awards presentation at awards luncheon for 31 SBDC award winners.
- Served on the national Association of Small Business Development Centers National Conference Committee that is responsible for the overall coordination of this annual conference (five year commitment).

Paymon Shokoohi
- Volunteered for SBIR conference staff; assisted with IT and AV.
- Worked as the liaison between Bank of America and FSBDCN to coordinate the 8 rural seminars throughout the state.
- Attended 2008 FEPA Conference and the 2008 Governor’s Hurricane Conference to better prepare for the 2008 hurricane season and other emergency management situations.

Laura Subel
On behalf of the Florida PTAC Program and its PTAC specialists, she accepted the 2007 National VETBiz Award from the US Department of Veterans Affairs at the 2008 Association of Procurement Technical Assistance Centers National Conference held in Lexington, Kentucky.

David Weeks
During this period of slashed budgets and general distress over funding, he has managed the budget for all State Directors Office programs and projects (30-40 accounts) and financial reporting for all SBDC programs—SBDCs, PTAC, DETA, VBOC, and BCRMC. These programs generated approximately $248,000 of indirect for the host—UWF. He has managed funds ensuring that necessary purchases were made and programs were not affected. His demeanor and overall ability with the resources has brought calm during what could be a stressful time at the FSBDCN.
Part II-C, Community Engagement Activities (Faculty, Staff, and Student)

This section is optional for the 2007-2008 Annual Report given that units in Academic Affairs were requested to provide information about community service earlier this spring. Information such as the following will be requested for the 2008-2009 Annual Report. Information about community engagement will be used to document the University’s activities related to its service mission, to comply with a new SACS standard pertaining to community service, and to support the University’s application for classification by the Carnegie Foundation as a “community engagement” institution.

List all college/departmental community engagement activities with participation on behalf of UWF by faculty, staff, and students during 2007-2008. Please include a very brief description of the Activity, the Community Partner, the Time Commitment (identify as hours per week, hours per month, hours per semester, or hours per year), and a very brief description of the Outcome/Impact of the activity.

Examples of community engagement activities include participation on community-based projects, organization and/or presentation of cultural community events, faculty scholarship related to community action, student scholarship related to community action, participation on community organization boards, and community-based student learning activities such as service learning projects, internships, and capstone experience projects.

<table>
<thead>
<tr>
<th>Community Partner</th>
<th>Activity</th>
<th>Time Commitment (Hours)</th>
<th>Outcome/Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Faculty/Staff</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States Senator Bill Nelson</td>
<td>Information Sharing</td>
<td>Success Impact Data</td>
<td></td>
</tr>
<tr>
<td>Florida Senate President, Jeff Atwater</td>
<td>Information Sharing</td>
<td>Success Impact Data</td>
<td></td>
</tr>
<tr>
<td>Workforce Florida</td>
<td>Training and Information</td>
<td>Success Impact Data</td>
<td></td>
</tr>
<tr>
<td>Bank of America</td>
<td>Training and Information</td>
<td>Success Impact Data</td>
<td></td>
</tr>
<tr>
<td>Florida First Capital Finance Corporation</td>
<td>Information Sharing and Partnering</td>
<td>Success Impact Data</td>
<td></td>
</tr>
<tr>
<td>Borrego Springs Bank</td>
<td>Information Sharing and Partnering</td>
<td>Success Impact Data</td>
<td></td>
</tr>
<tr>
<td>SBDC Program Locations</td>
<td>Counsel, Train, Research &amp; Info</td>
<td>Success Impact Data</td>
<td></td>
</tr>
</tbody>
</table>

List strategic plan goals/objectives and planned method of assessment (if applicable).

<table>
<thead>
<tr>
<th>Strategic Goal/Objective</th>
<th>Method of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Focus on Funding</strong></td>
<td></td>
</tr>
<tr>
<td>The FSBDCN will attract sufficient funding to sustain and build capacity, and fund new initiatives.</td>
<td>Actual funding.</td>
</tr>
<tr>
<td><strong>Focus on Stakeholder Needs</strong></td>
<td></td>
</tr>
<tr>
<td>The FSBDCN will meet and work to exceed stakeholder needs and provide products and services that help Florida businesses grow and succeed.</td>
<td>Surveys of client base.</td>
</tr>
<tr>
<td><strong>Focus on Network Awareness</strong></td>
<td></td>
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<tr>
<td>The FSBDCN will be recognized by the state as the statewide economic development network.</td>
<td>Anecdotal evidence and possible funding at state level.</td>
</tr>
<tr>
<td><strong>Focus on Staffing</strong></td>
<td></td>
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<tr>
<td>The FSBDCN will staff for future needs by matching the clients and market needs; and provide an environment built on the principles of entrepreneurship.</td>
<td>Monthly video meetings of directors to best position staff to need area.</td>
</tr>
</tbody>
</table>
N/A for FSBDCN SDO
}
Annual Report, 2007-2008

Department/Division: __________________________

College: __________________________

Part III-B, New Degree Program Projections

This section **to be completed only by the Dean** for the college-level annual report.

List new degree programs and specializations under consideration and planned year of implementation.

<table>
<thead>
<tr>
<th>Program Title</th>
<th>Level(^a)</th>
<th>New Degree(^b)</th>
<th>New Specialization(^c)</th>
<th>Implementation Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
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\(^a\)For example, BA, BSBA, MEd.

\(^b\)For degrees not currently offered as stand-alone programs; will require submission of requests to Faculty Senate and Board of Trustees.

\(^c\)For new specializations within an existing degree program; will require submission of request to Faculty Senate but not to Board of Trustees.