

FY2012 DCEO Mid-Year Review

Office of Entrepreneurship,
Innovation and Technology

Entrepreneurship, Innovation & Technology

FY12 YTD Results through Q2

| Office Performance Measure | GOMB Metric | Type | FY12 Q1 | FY12 Q2 | FY12 Q3 | FY12 Q4 | FY12 YTD | FY11 |
|---|------------------------------------|-------------|---------|---------|---------|---------|----------|---------|
| SBDC Jobs Created | Jobs Created and Retained | Actual | 942 | 886 | | | 1,828 | 3,812 |
| | | Target | 1,050 | 1,050 | 1,050 | 1,050 | 4,200 | 4,000 |
| | | % of Target | 89.7% | 84.4% | | | 43.5% | |
| SBDC Jobs Retained | Jobs Created and Retained | Actual | 1,900 | 888 | | | 2,788 | 6,113 |
| | | Target | 1,675 | 1,675 | 1,675 | 1,675 | 6,700 | 5,500 |
| | | % of Target | 113.4% | 53.0% | | | 41.6% | |
| PTAC Jobs Created | Jobs Created and Retained | Actual | 292 | 516 | 0 | 0 | 808 | 1,803 |
| | | Target | 500 | 500 | 500 | 500 | 2,000 | 850 |
| | | % of Target | 58.4% | 103.2% | | | 40.4% | |
| PTAC Jobs Retained | Jobs Created and Retained | Actual | 1,404 | 754 | | | 2,158 | 4,289 |
| | | Target | 1,200 | 1,200 | 1,200 | 1,200 | 4,800 | 3,000 |
| | | % of Target | 117.0% | 62.8% | | | 45.0% | |
| EIT Jobs Total | Jobs Created and Retained | Actual | 4,538 | 3,044 | | | 7,582 | 16,017 |
| | | Target | 4,425 | 4,425 | 4,425 | 4,425 | 17,700 | 9,350 |
| | | % of Target | 102.6% | 68.8% | | | 42.8% | |
| Dollar Value of Capital Accessed Attributable to SBDC Assistance (millions) | Private Investment Leveraged (\$M) | Actual | 45.1 | 29.13 | | | 74.25 | 175.5 |
| | | Target | 48 | 49 | 49 | 49 | 195 | 160 |
| | | % of Target | 94.0% | 59.4% | | | 38.1% | |
| SBDC Customers Trained | Workers Trained | Actual | 3,960 | 4,441 | | | 8,401 | 16,793 |
| | | Target | 4,618 | 4,619 | 4,619 | 4,619 | 18,475 | 16,500 |
| | | % of Target | 85.8% | 96.1% | | | 45.5% | |
| Dollar Value of Contracts Attributable to PTAC Assistance | Private Investment Leveraged (\$M) | Actual | 193.64 | 886.1 | | | | 1,354.5 |
| | | Target | 350 | 350 | 350 | 350 | 1,400 | 1,000 |
| | | % of Target | 55.3% | 253.1% | | | 77.1% | |
| Individuals Completing Training at CTCs | Workers Trained | Actual | 10,374 | 16,406 | | | 26,780 | 47,027 |
| | | Target | 9,000 | 11,000 | 13,000 | 17,600 | 50,600 | 46,000 |
| | | % of Target | 115.3% | 149.1% | | | 52.9% | |
| Business Information Center Customers Assisted | Clients Counseled | Actual | 1,747 | 1,818 | | | 3,565 | 7,735 |
| | | Target | 2,125 | 2,125 | 2,125 | 2,125 | 8,500.00 | 12,000 |
| | | % of Target | 82.2% | 85.5% | | | 41.9% | |
| PTAC Business Clients Counseled | Clients Counseled | Actual | 618 | 358 | | | 976 | 1,936 |
| | | Target | 525 | 525 | 525 | 525 | 2,100 | 2,450 |
| | | % of Target | 117.7% | 68.2% | | | 46.5% | |
| SBDC Clients Counseled | Clients Counseled | Actual | 3,313 | 1,965 | | | 5,278 | 9,408 |
| | | Target | 2,875 | 2,875 | 2,875 | 2,875 | 11,500 | 12,000 |
| | | % of Target | 115.2% | 68.3% | | | 45.9% | |
| Small Bus. Receiving Environmental Counseling | Clients Counseled | Actual | 196 | 241 | 0 | 0 | 437 | NA |
| | | Target | 420 | 420 | 420 | 420 | 1,680 | |
| | | % of Target | 46.7% | 57.4% | | | 26.0% | |
| Clients Counseled Total | Clients Counseled | Actual | 5,874 | 3,193 | 0 | 0 | 9,067 | NA |
| | | Target | 5,945 | 5,945 | 5,945 | 5,945 | 23,780 | |
| | | % of Target | 98.8% | 53.7% | | | 38.1% | |
| Small Businesses Receiving Environmental Training | Workers Trained | Actual | 25 | 0 | | | 25 | NA |
| | | Target | 200 | 200 | 200 | 200 | 800 | |
| | | % of Target | 12.5% | 0.0% | | | 3.1% | |
| New Businesses Started | New Businesses Started | Actual | 70 | 100 | | | 170 | 290 |
| | | Target | 100 | 100 | 100 | 100 | 400 | 400 |
| | | % of Target | 70.0% | 100.0% | | | 42.5% | |

Explanation of Results

- Quarterly goals are not seasonally adjusted.
 - For example, Q1 was strong for total EIT jobs created and retained (102.6%), but the Q2 total for the same category was lower (68.8%). This trend, seen across several performance measures provided here, is consistent with last year's pattern of strong totals in some quarters but lower totals in others.
- New programs that recently launched are not reflected here, but will augment Q3 and Q4 results.
 - Invest Illinois Venture Fund (IIVF)
 - Technology, Innovation and Entrepreneurship Services (TIES)
 - Registration of Smaller Sources (ROSS) Program
- An increasingly robust SBDC and CTC networks have led to on-target or higher than expected results with respect to training.
 - The anomaly is the small business environmental training program. SBEAP conducted very few training programs during Q1 and Q2, but this year has already assisted 629 individuals and have numerous training scheduled for the remainder of FY 12 (seven of which will occur in March alone), so we are on target to achieve the stated goals.

Tactics for 2012 Goals

Workers Trained

- SBDC to utilize the large and diverse statewide network of partners to leverage resources, enhance offerings and increase the number of workers trained.
- Programs will leverage the outreach and assistance initiative for new Illinois Air permit streamlining process and the Registration of Smaller Sources Program.
- Programs will refer more “early stage” contacts to workshops and training programs to receive baseline education and training.
- Long term challenges on goal with sunset of Digital Divide program.

Value of Exports

- SBDC ITC, Office of Regional Outreach and OTI to collaborate closer and identify Illinois small to medium sized companies with ready to export profile.
- ITCs, ORO, and OTI will make mutual referrals, conduct joint company site visits and co-consult as needed to meet the needs of Illinois companies interested in exporting.
- Building support for incubators and sector-based organization to promote international trade and position Illinois as a nexus of innovation.

Created & Retained Jobs

- SBDCs will meet quarterly with Regional Outreach staff to review sector strengths in each region and deploy plan to promote these strengths.
- SBDCs and ORO staff will serve jointly on sector focused teams to identify financial resources, set up linkages with resources/mentors, promote key market opportunities and review in support of companies in targeted market sectors.
- Effect of supplemental Jobs Act funding

Tactics for 2012 Goals (continued)

New Business Starts

- Improve entrepreneur screening to relevant services via IIN and call center;
- SBDC to promote growth sectors and support regional economic plans;
- Provide an increased capacity to deliver technical assistance to innovators and technology based, high growth potential entrepreneurs;
- Review and collaborate closer with university accelerators improve translation between technology and business community;
- Effect of supplemental SBDC technology funding & accreditation.

Indirect Investment Leverage

- Aggressively promote the SSBCI programs.
- Accelerate sector initiatives (problem-centered approach) and regional alignment with a greater chance for Illinois to win.
- Increased outreach to sector-based organization to support joint Federal grant applications.
- SBDCs and ORO to serve jointly on sector focused teams to identify financial resources, set up linkages with resources/mentors.
- Increase support for SBIR/STTR training for organization to accelerate tech translation activity.

Clients Counseled

- Support establishing a seamless door following a total customer approach for all state business services.
- Increased use of email, LinkedIn, Facebook, Twitter, Constant Contact and other electronic/social media to reach more clients.
- As part of the IIN the SBDC will utilize the large and diverse statewide network of partners to leverage resources and increase services.
- Effect of supplemental SBDC technology funding & accreditation.

Assessment of Tactics

Tactics that are Working

- Robust SBDC network is yielding high numbers of clients trained
- To meet demand, all SBDC's are now running a "Start Up Your Business" workshop geared towards early stage business clients
- Referrals by and export sales attributable to the ITC's are high.
- Collaboration with university accelerators gaining positive feedback.
- Good demand with direct investment program and strong investment leverage/job creation (IIVF)
- Great interest within the market for services provided through the TIES program
- Supporting incubators
- Tech/innovation NGO's as catalysts for entrepreneurial activity and investment
- Stronger than expected CTC training with expected low cost per trainee.
- Capacity building for sector initiatives.

Tactics Not Working Yet Realized

- In the absence of updated regional economic development plans, EIT has not been able to develop or execute a strategy to promote greater collaboration with the Regional Outreach staff
- Better screening, especially sector-based screening, continues to be a challenge as the department reassesses its broader approach
- Continued absence of a seamless digital door to all DCEO business services (not leveraging social media, both within the department and across the SBDC network)
- Lack of support for integrated connect-the-dot network (IIN)
- The predictability of funding for the Digital Divide program and the sustainability of the CTC network should that funding be eliminated in future budget years.

Too Soon to Say

- Robust SBDC network is yielding high numbers of clients trained
- Effectiveness of the new Advantage Illinois website (slated to go online in late February)
- The impact of government's new role as investor via SSBCI and other direct investment tools
- Impact on improving university translation and commercialization specific to Life Sciences (i.e. IMD)
- Greater success rate from pursuing federal grants with State capital match.
- State led innovation challenge grants and problem-centered initiatives.

Adjustments Going Forward

- Greater and more structured collaboration between EIT and Regional Outreach staff
- Continued emphasis on implementing the web redevelopment
- Realignment of resources for Digital Divide to increase the chances for self-sustainability
- Prioritize action on impending federally funded staff shortages
- Smarter alignment of federal and state resources with non-governmental entities to maximize overall economic impact