Fiscal Year 2014 Achievements

The Robert W. Plaster School of Business at Missouri Southern State University is pleased to announce the fiscal year-end goal achievements for the Small Business & Technology Development Center (SBTDC).

Each year the Center receives goals from the Missouri SBTDC network. Three of the goals are directly related to the Small Business Administration (SBA) grant. The goals and percentages reached for fiscal year 2014 (October 1, 2013 – September 30, 2014) for MSSU are:

FY14 Goals Achieved:

**SBA Goals**

New Businesses Created = 142%

Jobs-Change in Staff FT & PT = 170%

Capitalization-Loans, Equity, & Research Grants = 306%

**SBTDC Network Goals for MSSU**

Training Attendees = 116%

Unique Clients Counseled = 115%

Third Party Endorsements = 131%

(A Third Party Endorsement is a contact made to a stakeholder by a client or other individual about the effectiveness of the MSSU SBTDC program.)

Certifications

The following certifications are held by members of the MSSU SBTDC staff:

Certified Economic Development Finance Professional
National Development Council

Certified Global Business Professional
NASBITE

Certified Kauffman Facilitator
Kauffman Foundation

Certified Executive Coach
Blue Mesa

Certified Public Accountant
Missouri
Fiscal Year in Review

FY 2014 provided the MSSU SBTDC many opportunities to make improvements in their own processes to better serve business clients, students, and MSSU.

- Student focused campaign
- MSSU Career Services Partnership
- Adopted a cohesive branding strategy for the MSSU SBTDC office
- Updated website design & layout www.mssutraining.com
- Branded SBTDC training, *Training Across the Spectrum*, as entry level training to compliment other training offered by the MSSU Plaster School of Business
- Simplified training/event registration by using an online platform for attendees to register any time
- Redesigned Facebook presence & improved posts from content only to visual posts/content www.facebook.com/mssusbtdc

- Expanded training curriculum topics & began offering new material in the Fall 2014 training cycle
- Offered training on email & social media with Constant Contact partnership
- Joined Twitter & Pinterest www.twitter.com/mssusbtdc or @mssusbtdc www.pinterest.com/mssusbtdc
- Robinson & Surbrugg became Certified Global Business Professionals – NASBITE
- Surbrugg lead the MO SBTDC Finance Team in developing updated curriculum for use statewide:
  - Understanding Financial Statements
  - Analyzing & Managing Cash Flow
  - Predicting Cash Needs
- Consolidated all staff back to the MSSU campus office
- All full time staff received professional development training at the National ASBDC Conference in Dallas, TX

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Funded in part through a cooperative agreement with the U.S. Small Business Administration. Programs are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the MSSU SBTDC, 3950 Newman Rd., Joplin, MO 64801, 417-625-3128.