

Innovative Ideas – SBTDC Statewide

- Category:** Public Service
- Project Name:** Targeted Business Services in Low-wealth Counties
- The Idea:** Each of the 10 Regional Service Centers of the Small Business Technology Development Center (SBTDC) is identifying at least one low-wealth county in their service area for intensified levels of service. Regional Centers will work through county leadership to identify and reach out to businesses in the county which are primary drivers of the local economy. Extensive counseling and management education services provided to identified businesses will focus on enhancing strategic performance and competitiveness.
- Project Execution:** Existing staff resources in each Regional Center will be utilized to carry out the project. A heavier allocation of these resources will be focused on the selected low-wealth county. The project will last a minimum of one year with intensive services level; ongoing support for client businesses will be continued thereafter.
- External Impact:** A heightened, more intensive level of service provided to targeted businesses will result in significant numbers of retained and new jobs in the county. It is estimated that 10-12 businesses will benefit from services in each county. The project also will heighten the visibility of SBTDC Center host campuses in the counties.
- Internal Impact:** The project will afford significant opportunities for both graduate and undergraduate student engagement in support of selected businesses. The project also will provide opportunities for the professional staff of the SBTDC to develop case studies and share best practices.
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