



Committee Workplans



Accreditation Committee

Chair: Jody Keenan

Schedule: February and September -- in advance of biannual membership meetings

Projects or Activities:

13 reviews; 2 committee meetings; onboard 4-5 new committee members; committee training

Outcomes Toward Strategic Plan:

Accreditation drives continuous improvement achieved through innovation and growth.

Priorities: Innovation

Objectives:

Deliver accessible, inclusive, and impactful services, Expand SBDC network expertise, Share and Use Data

Conference Committee

Chair: Kyle Hensel

Schedule: Third Wednesday of each month at 1pm EST

Projects or Activities:

America's SBDC Annual Conference Educational Sessions

Outcomes Toward Strategic Plan:

Evaluate the idea of offering certifications at the National Conference to enhance the skills that are the core competencies of advisers. Increase programming at conferences related to the core competencies of advisers.

Priorities: Growth

Objectives:

Deliver accessible, inclusive, and impactful services, Expand SBDC network expertise

Leadership Committee

Chair: Tiffany Ford

Schedule: 4th Monday of each month @ 2pm CT

Projects or Activities:

In partnership with the Leadership Institute. Initiatives currently include SD Orientation, Peer Exchange, Mentor-Mentee Program, SD Roundtables. We are always considering new ideas to increase/enhance the engagement of SDs (and ASDs), In discussion: Book Club, transitioning SDs (working with departing SD and host?), and recognition of years of service.

Outcomes Toward Strategic Plan:

At the root of our efforts, we aim to support a thriving national program in the long term, by providing network leadership with opportunities for knowledge exchange, development of new leaders, and growth of existing leaders in all areas of the program: funding, operations, relationships, performance, and impact.

Priorities: Growth

Objectives:

Increase and diversify funding., Deliver accessible, inclusive, and impactful services, Expand SBDC network expertise, Share and Use Data, Elevate the Brand

Legislative Committee

Chair: Ernie Post

Schedule: 2nd Wednesday of the month from 2:30-3:30

Projects or Activities:

- Provide strategic feedback to ASBDC President & CEO, as needed, regarding legislative outreach and communication with Congressional members and staff.
- Coordinate with ASBDC staff and Leadership Committee to provide training to ASBDC membership relative to:
 - the federal legislative and budget process
 - state budget processes
- In coordination with the ASBDC President & CEO, identify key appropriators and small business committee members in Congress. Together, we will work with their state network to cultivate relationships and make them a champion of the SBDC Program.
- Continue to discuss new ways the Legislative Committee can better support the ASBDC President & CEO and membership as it relates to maintaining or growing federal and state appropriations to support our work.
- Coordinate with ASBDC President & CEO and VP of Communications the messaging around SBDC impact and, SBDC priorities and concerns to be delivered to Congressional members.
- Coordinate a member briefing in January before the February Winter Meeting in DC to help them prepare for Hill visits.

Legislative Committee

Chair: Ernie Post

Schedule: 2nd Wednesday of the month from 2:30-3:30

Outcomes Toward Strategic Plan:

- ASBDC President & CEO has a sounding board and feedback mechanism on federal budget, legislative issues, and Congressional processes.
- Expand ASBDC network expertise relative to federal and state legislative and budget processes. Through education and training, we will give ASBDC members enhanced tools and knowledge to increase and diversify their state funding match and access key federal programs.
- Elevate the ASBDC brand by helping member networks tell a strong story of SBDC's inclusive, accessible, and impactful work to their Congressional members, Governors, and state legislators.

Priorities: Growth

Objectives:

Increase and diversify funding., Expand SBDC network expertise, Elevate the Brand

Marketing & Communications Committee

Chair: Sherry Noller

Schedule: Second Tuesday of each month at 11:00am Central Time

Projects or Activities:

2024 Editorial Calendar, support to Association for SBDC Day & National Annual Report, Research current state of SBDC brand to influence ideas and activities to elevate the SBDC brand.

Outcomes Toward Strategic Plan:

Our efforts will help to steer an elevated brand once we get an understanding of where we are at, determine what success looks like and provides recommendations to the Board to help direct our attention and activities.

Priorities: Growth

Objectives:

Elevate the brand.

Operations Committee

Chair: Michael Singleton

Schedule: Ad hoc

Projects or Activities:

Review and provide feedback on the 2025 SBDC NOFO and Terms and Conditions; Other projects as needed or requested by America's SBDCs membership or Board.

Outcomes Toward Strategic Plan:

The most recent study of the economic impact of America's SBDCs revealed that SBDC consulting services return \$3.74 for every \$1 invested into the SBDC program. We can reduce operational costs by sharing and using data and expertise.

Priorities: Economic Impact

Objectives:

Deliver accessible, inclusive, and impactful services, Expand SBDC network expertise, Share and Use Data

Research & Data Committee

Chair: Austin Strawhacker

Schedule: Monthly

Projects or Activities:

- As needed, provide strategic feedback to ASBDC President & CEO regarding programmatic data analysis.

Coordinate with ASBDC staff to provide training to ASBDC membership relative to:

- a. CRM usage

- b. NEXUS upload process

- In coordination with the ASBDC staff, improve the collection and dissemination of programmatic data.

- Continue to discuss new ways the Research and Data Committee can support the Association's efforts to use relevant data to portray the national impact of the program.

- Provide a support network for networks experiencing turnover or issues in the federal reporting space.

Outcomes Toward Strategic Plan:

- Expand the network's access to clean, accurate data for peer comparison.

- Enhance the analysis of available programmatic data to assist the association's marketing and legislative priorities.

- Ensure that networks do not fall behind when experiencing turnover in key database positions

- a. Onboarding and troubleshooting.

Priorities: Economic Impact

Objectives: Elevate the brand, Share and Use Data