

The SBDC at NMSU-Alamogordo surpassed the service center's performance milestones including unique clients served, new businesses started, capital infusion, and jobs supported. While client satisfaction is not goalled for the NMSBDC, the center's performance was 4.77 out of 5. The percent achievement for capital infusion was 964% and 850% for new business starts.

In 2022, the service center helped build small businesses in the community through creating and implementing innovative programs such as creating a Steps to Becoming a Contractor checklist, a marketing brochure, a 15-week online class schedule utilizing NMSBDC and SCORE classes, a Bookkeeping PowerPoint to teach individual clients bookkeeping, and templates for onboarding and registering clients. The SBDC initiated a collaboration with the local Chamber of Commerce, City, and Main Street to bring a more successful Small Business Saturday to the area and reduce duplication of effort.

The SBDC at NMSU-Alamogordo has actively participated with the lead center in the professional development of counselors by volunteering to teach the NeoSerra portion of the Orientation class and was an active team player in the creation of the NMSBDC Diagnostic Counseling Guides.

Finally, the SBDC at NMSU-Alamogordo was recognized in 2018 for the Small Business Development Center Excellence and Innovation Award. Trish Livingston, the Director of the center, contributed as a presenter for the SBA New Mexico District Office Webinar Series: New Mexico Wildfires and made herself available to remote applicantes of the SBA Disaster Loan. She has been an ongoing presenter at the SBA Boots to Business Series at Holloman Air Force Base and has provided hours of assistance to area small businesses with questions and referrals regarding the SBA EIDL. She has served as an alternate on New Mexico Economic Development Collateral Assistance Program review team, has a close symbiotic relationship with Otero County Economic Development Council, and was an active participant on the Southern New Mexico Economic Development Economic recovery focus group for Regional Disaster Economic Recovery.