

Entrepreneurship - Small and Home Based Business

Entrepreneurship - Small and Home Based Business

V(A). Planned Program (Summary)

1. Name of the Planned Program

Entrepreneurship - Small and Home Based Business

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
134	Outdoor Recreation	2%		2%	
504	Home and Commercial Food Service	2%		2%	
602	Business Management, Finance, and Taxation	80%		80%	
604	Marketing and Distribution Practices	7%		7%	
607	Consumer Economics	2%		2%	
608	Community Resource Planning and Development	5%		5%	
801	Individual and Family Resource Management	2%		2%	
Total		100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	4.8	0.0	0.4	0.0
Actual	3.8	0.0	0.4	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 210545	1890 Extension 0	Hatch 0	Evans-Allen 0
1862 Matching 558037	1890 Matching 0	1862 Matching 0	1890 Matching 0
1862 All Other 20523	1890 All Other 0	1862 All Other 0	1890 All Other 0

V(D). Planned Program (Activity)

1. Brief description of the Activity

•Consultations - Small and Home Based Business •Entrepreneurship - Small and Home Based Business Public Presentation •Governor's Regional Conferences on Small Business & Entrepreneurship •National Home-Based and Micro Business Design Team •Small and Home Based Business Education Clinic •Small and Home Based Business Workshop Series •Tourism Economic Development: Inter-Organizational Consultation •Tourism Economic Development - Community and Business Modules •Trade Area Analysis Program •Virtual Resource Library

2. Brief description of the target audience

•4-H Special Interest or Short-Term Program Participants (Youth) •Agency Staff or Professionals (Adult) •Business Assist Organization Staff (Adult) •Business Owners - current (Adult) •Business Owners - potential (Adult) •County Executive Committee Members (Adult) •Economic Development Organization Staff (Adult) •Extension - all staff (Adult) •Extension Faculty (Adult) •Small or Home-Based Business Owners - Current (Adult) •Small or Home-Based Business Owners - Potential (Adult) •Tourism Development Stakeholders (Adult)

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	3778	2050	0	0
2007	2804	528	13	4

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year Target

Plan: 0

2007: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Direct - Conference or symposium

Year	Target	Actual
2007	2	6

Output #2

Output Measure

Direct - Consultation

Year	Target	Actual
2007	300	422

Output #3

Output Measure

Direct - Collaborative or Cooperative Effort

Year	Target	Actual
2007	1	0

Output #4

Output Measure

Direct - Clinic

Year	Target	Actual
2007	28	0

Output #5

Output Measure

Direct - Group Presentation

Year	Target	Actual
2007	13	12

Output #6

Output Measure

Direct - Trade Area Analyses

Year	Target	Actual
2007	5	4

Output #7

Output Measure

Direct - Train-the-Trainer

Year	Target	Actual
2007	1	2

Output #8

Output Measure

Direct - Workshop - series

Year	Target	Actual
2007	8	12

Output #9

Output Measure

Direct - Workshop - single session

Year	Target	Actual
2007	34	65

Output #10

Output Measure

Indirect - Publication

Year	Target	Actual
2007	10	0

Output #11

Output Measure

Indirect - Website

Year	Target	Actual
2007	1	6

Output #12

Output Measure

Direct - Public Presentation

Year	Target	Actual
2007	{No Data Entered}	3

V(G). State Defined Outcomes

O No.	Outcome Name
1	Access small business information
2	Contact business assist organizations
3	Demonstrate appreciation of diversity
4	Demonstrate effective mentoring or coaching skills
5	Demonstrate group, organizational, or personal leadership activities
6	Demonstrate how to make informed financial decisions
7	Describe an improved quality of life
8	Describe the components of a business plan
9	Describe the components of a customer service plan
10	Describe the components of a marketing plan
11	Describe the components of a profitable price
12	Describe the components of a record-keeping system
13	Understand small business information
14	Adopt business management practices
15	Adopt record-keeping system
16	Conduct educational activities through cooperative or collaborative effort
17	Create a personal support network
18	Design and implement small business conference
19	Develop a business plan
20	Develop a financial plan
21	Develop a marketing plan
22	Develop a pricing strategy
23	Develop customer service plan
24	Develop marketing tools
25	Establish a business
26	Mentor other women in agriculture and natural resources
27	Participate in networking opportunities
28	Start viable alternative enterprises based on sustainable use of natural resources (forest, marine, agriculture)
29	Support and mentor others in leadership roles
30	Use relevant UMCE web-based resources
31	Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
32	Increase the economic and social viability and sustainability of Maine communities.
33	Create jobs
34	Create sustainable networks
35	Decide not to create non-viable business
36	Develop tourism plan
37	Engage positively in their community
38	Expand a business
39	Increase business revenues
40	Inventory community assets
41	Keep accurate records
42	Retain a business
43	Demonstrate how to complete a community tourism inventory
44	Demonstrate how to create safe spaces
45	Demonstrate leadership skills
46	Expand a business Increase business revenues Participate in networking opportunities Design and implement small business conference Develop a business plan Develop a financial plan Develop a marketing plan Develop a pricing strategy Develop customer service plan Develop marketing tools Establish a business
47	Expand a business Create jobs Expand a business Increase business revenues Participate in networking opportunities Design and implement small business conference Develop a business plan Develop a financial plan Develop a marketing plan Develop a pricing strategy Develop customer service plan Develop marketing tools Establish a business

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Economy

Public Policy changes

Government Regulations

Competing Programmatic Challenges

Brief Explanation

No specific external factor were identified.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

After Only (post program)

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}