

Entrepreneurship - Small and Home Based Business

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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: 2008	Extension		Research	
	1862	1890	1862	1890
Plan	4.8	0.0	0.4	0.0
Actual	2.5	0.0	0.9	0.0

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

Extension		Research	
Smith-Lever 3b & 3c 141656	1890 Extension 0	Hatch 0	Evans-Allen 0
1862 Matching 413232	1890 Matching 0	1862 Matching 0	1890 Matching 0
1862 All Other 18179	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 •Doing Business Radio Show •Eastern Maine Regional Business Regional Conference •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 •Small Business Related (publication) •Small Business Related (refereed journal article) •Trade Area Analysis Program •Virtual Resource Library

2. Brief description of the target audience

•Agency Staff or Professionals (Adult) •Business Assist Organization Staff (Adult) •Business Owners - current (Adult) •Business Owners - potential (Adult) •Community Leaders (Adult) •County Executive Committee Members (Adult) •Economic Development Organization Staff (Adult) •Extension - all staff (Adult) •Extension Faculty (Adult) •Extension Professionals (Adult) •Human Resource Managers (Adult) •Municipal Officials (Adult) •Small or Home-Based Business Owners - Current (Adult) •Small or Home-Based Business Owners - Potential (Adult) •Social Service Providers (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	3700	2150	65	0
2008	1546	1600497	0	0

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

Patent Applications Submitted

Year Target

Plan: 0

2008: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan	0	0	
2008	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Direct - Conference or symposium; Planning and/or participation
Not reporting on this Output in this Annual Report

Output #2

Output Measure

Direct - Consultation; phone, written, in-person
Not reporting on this Output in this Annual Report

Output #3

Output Measure

Direct - Collaborative or Cooperative Effort
Not reporting on this Output in this Annual Report

Output #4

Output Measure

Direct - Group Presentation
Not reporting on this Output in this Annual Report

Output #5

Output Measure

Direct - Trade Area Analyses
Not reporting on this Output in this Annual Report

Output #6

Output Measure

Direct - Train-the-Trainer
Not reporting on this Output in this Annual Report

Output #7

Output Measure

Direct - Workshop - series
Not reporting on this Output in this Annual Report

Output #8

Output Measure

Direct - Workshop - single session
Not reporting on this Output in this Annual Report

Output #9

Output Measure

Indirect - Publication
Not reporting on this Output in this Annual Report

Output #10

Output Measure

Indirect - Website
Not reporting on this Output in this Annual Report

Output #11

Output Measure

Direct - Conference/Symposium

Year	Target	Actual
2008	{No Data Entered}	3

Output #12

Output Measure

Direct - Consultation

Year	Target	Actual
2008	{No Data Entered}	206

Output #13

Output Measure

Direct - Educational Programs or Projects

Year	Target	Actual
2008	{No Data Entered}	38

Output #14

Output Measure

Direct - Scholarship

Year	Target	Actual
2008	{No Data Entered}	1

Output #15

Output Measure

Direct - Train the Trainer or Volunteer Training

Year	Target	Actual
2008	{No Data Entered}	3

Output #16

Output Measure

Indirect - Media and Internet

Year	Target	Actual
2008	{No Data Entered}	17

Output #17

Output Measure

Indirect - Professional, Peer-reviewed, or Refereed, Scholarship

Year	Target	Actual
2008	{No Data Entered}	13

V(G). State Defined Outcomes

O No.	Outcome Name
1	Access small business information
2	Contact business assist organizations
3	Demonstrate group, organizational, or personal leadership activities
4	Describe the components of a business plan
5	Describe the components of a customer service plan
6	Describe the components of a marketing plan
7	Describe the components of a profitable price
8	Describe the components of a record-keeping system
9	Understand small business information
10	Adopt business management practices
11	Adopt record-keeping system
12	Conduct educational activities through cooperative or collaborative effort
13	Design and implement small business conference
14	Develop a business plan
15	Develop a financial plan
16	Develop a marketing plan
17	Develop a pricing strategy
18	Develop customer service plan
19	Develop marketing tools
20	Establish a business
21	Participate in networking opportunities
22	Use relevant UMCE web-based resources
23	Demonstrate how to complete a community tourism inventory
24	Describe the value of networks
25	Decide not to create non-viable business
26	Develop tourism plan
27	Expand a business
28	Form collaborative group
29	Increase business revenues
30	Inventory community assets
31	Retain a business
32	Transition a business to closure
33	Enhance the economic and environmental sustainability of Maine agriculture and aquaculture.
34	Enhance the safety, sustainability and dependability of Maine's food supply.
35	Improve the lives of Maine citizens through positive human development, healthy lifestyles and nutrition, and lifelong wellness.
36	Protect and enhance Maine's natural resources and environment through sustainable.
37	Demonstrate Advanced business management skills
38	Create jobs
39	Engage positively in their community
40	Participate in leadership roles
41	Develop a business plan Develop a financial plan Develop a marketing plan Develop a pricing strategy Develop customer service plan Develop marketing tools Demonstrate Advanced business management skills
42	Of the 377 participants in this year's conference 88 percent indicated the workshop(s) they attended had improved their knowledge on either a high or very high level; and 80 percent indicated that with their improved business management skills they planned to make improvement in their business within the six months following the conference. Some of the planned improvements included writing a business plan, conducting an energy audit, adopting better practices to protect the business, and setting up pricing based on a profitable formula.

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

Natural Disasters (drought, weather extremes, etc.)

Economy

Appropriations changes

Public Policy changes

Government Regulations

Competing Public priorities

Competing Programmatic Challenges

Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

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

1. Evaluation Studies Planned

After Only (post program)

Evaluation Results

Key Items of Evaluation