



Kansas Small Business Development Center Satisfaction Survey 2022

**Fort Hays State University
600 Park Street
Hays, Kansas 67601**

July 2023

Prepared For
Kansas Small Business Development Center

By
The Docking Institute of Public Affairs
Copyright © July 2023
All Rights Reserved

Brett Zollinger, Ph.D.
Director

Jian Sun, Ph.D.
Assistant Director

Michael S. Walker, M.S.
Research Scholar

Marisa M. Johnson, M.B.A.
Administrative Specialist

Leslie Watson-Divittore, M.S.
Research Coord. Admin. Specialist

Wesley Davis
Graduate Research Assistant

Mission:

To facilitate effective public policy decision-making among governmental and nonprofit entities



Docking Institute of Public Affairs
Fort Hays State University
600 Park Street
Hays, Kansas 67601-4099
Telephone: (785) 628-4197
www.fhsu.edu/docking



Kansas Small Business Development Center Satisfaction Survey 2022

Prepared By:

Jian Sun, Ph.D.
Assistant Director

Prepared For:

Kansas Small Business Development Center

Copyright © July 2023
All Rights Reserved

Table of Contents

List of Figures	ii
Executive Summary	1
Research Objectives	2
Methods	2
Findings from Survey	2
Appendix 1: Survey Responses	7
Appendix 2: Web Survey Instrument.....	8

List of Figures

Figure 1: Rating of Kansas SBDC Services	3
Figure 2: Plan to Continue Being Clients of Kansas SBDC	4
Figure 3: Rating of the Knowledge and Expertise of Kansas SBDC Advisor	4
Figure 4: Overall Working Relationship with Kansas SBDC Advisor	5
Figure 5: Recommending Kansas SBDC.....	5
Figure 6: Comparable Assistance from a Private Consultant.....	6

Kansas Small Business Development Center Satisfaction Survey 2022

Executive Summary

The Kansas Small Business Development Center (Kansas SBDC) contracted the Docking Institute of Public Affairs (Docking Institute) at Fort Hays State University to conduct a satisfaction survey of the small business owners and potential owners that contacted the Kansas SBDC for services in 2022. The Kansas SBDC has one lead center and several regional/outreach centers serving small businesses in eight different regions of Kansas. This report presents the results of the aggregated data collected from all the 2022 SBDC clients in Kansas responding to the survey. The Docking Institute's analysis finds:

- 90.7% of the respondents indicated that the overall service from Kansas SBDC was beneficial.
- 84.2% of the respondents planned to continue being clients of Kansas SBDC.
- 63.7% of the respondents said their SBDC advisor's knowledge and expertise was excellent, 22.5% said their advisor's knowledge and expertise was above average, and 3.4% said the knowledge and expertise was below average or poor.
- 65.9% of the respondents felt they had an excellent working relationship with Kansas SBDC advisor, and 7% felt the relationship was below average or poor.
- 66.5% of the respondents indicated that they would be extremely likely to recommend Kansas SBDC to a friend or colleague, 21.7% were somewhat likely to recommend, and 4.5% would not recommend at all.
- 36.9% of the respondents said that comparable assistance was not available from a private consultant at a price they could afford.

Research Objectives

The Kansas Small Business Development Center (Kansas SBDC) contracted the Docking Institute of Public Affairs (Docking Institute) at Fort Hays State University to conduct a satisfaction survey of the small business owners and potential owners who contacted the Kansas SBDC for services in 2022. The survey was designed to assess the quality of service provided by the Kansas SBDC.

Methods

The Docking Institute received a list of 3,142 businesses that Kansas SBDC had provided services to in 2022. On June 13, the Docking Institute emailed those small business owners/potential owners, inviting them to participate in an online satisfaction survey. Two follow-up email reminders were sent to non-responding recipients. By June 27, the end of the survey data collection period, 355 business owners/potential owners had completed the survey. Of the list of 3,142 email addresses, 263 were invalid, for closed or unavailable businesses, or indicated that they had not received services from Kansas SBDC in 2022. The available population was thus reduced to 2,879, resulting in a response rate of 12.3% (355/2,879).

The Kansas SBDC has one lead center and several regional/outreach centers serving small businesses in eight different regions of Kansas. The survey response rate for each region can be found in Appendix 1. The sample of 355 cases is an aggregation of all survey respondents served by all of the centers in 2022. This report presents the results for the aggregated data. Results for individual centers are presented in separate reports.

Findings from Survey

The survey first asked respondents whether they felt the overall service from Kansas SBDC was beneficial. As shown in Figure 1, 90.7% of the respondents indicated that the overall service from Kansas SBDC was beneficial, and 9.3% felt the overall service was not beneficial. Eighty-four percent (84.2%) of the respondents planned to continue being clients of Kansas SBDC, and 15.8% did not plan to continue (Figure 2). When asked about the knowledge and expertise of their Kansas SBDC advisor, 63.7% of the respondents said their SBDC advisor's knowledge and

expertise was excellent, 22.5% said their advisor’s knowledge and expertise was above average, and 3.4% said the knowledge and expertise was below average or poor (Figure 3). About two-thirds (65.9%) of the respondents felt they had an excellent working relationship with Kansas SBDC advisor, and 7% felt the relationship was below average or poor (Figure 4). When asked how likely they were to recommend SBDC to a friend or colleague, 66.5% of the respondents indicated that they would be extremely likely to recommend SBDC, 21.7% indicated they were somewhat likely to recommend, and 4.5% would not recommend at all (Figure 5). The survey also asked if comparable assistance was available from a private consultant at a price the respondent could afford; 36.9% of the respondents said “no”, 13% said “yes”, and 50.1% were not sure (Figure 6).

Respondents were also asked to provide comments in a text box regarding their experience with Kansas SBDC. Respondents’ comments are presented in a separate document. The questionnaire used in the survey is shown in Appendix 2.

Figure 1: Rating of Kansas SBDC Services (n=355)

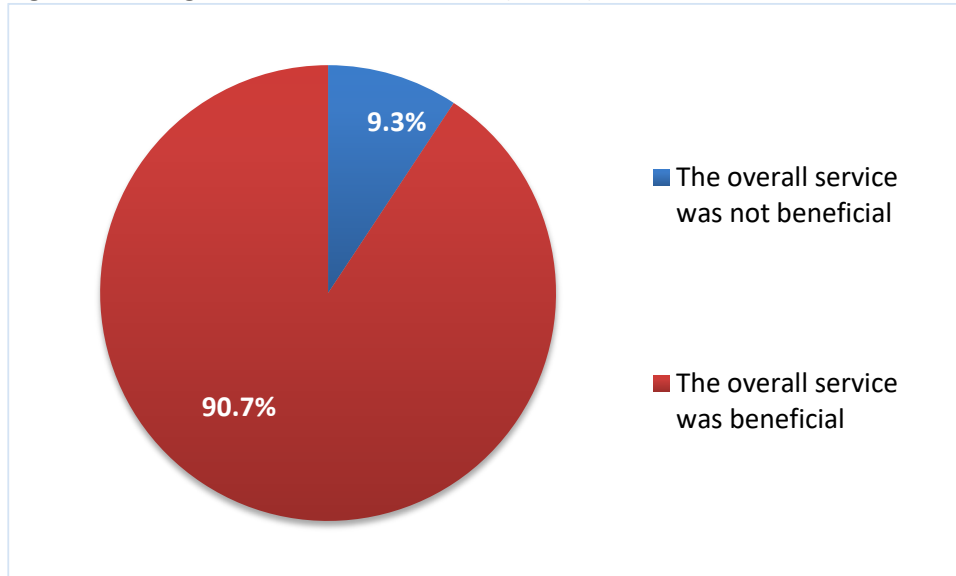


Figure 2: Plan to Continue Being Clients of Kansas SBDC (n=355)

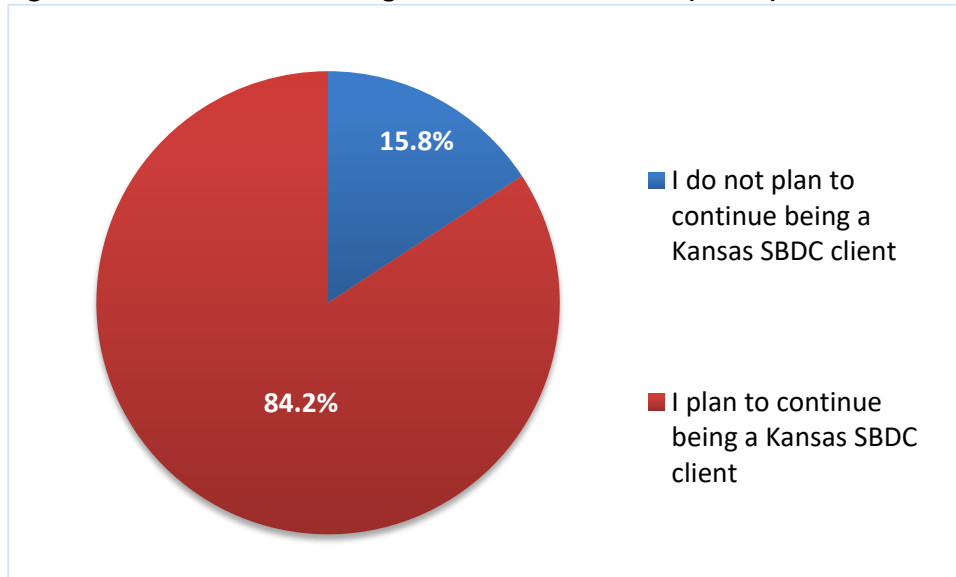


Figure 3: Rating of the Knowledge and Expertise of Kansas SBDC Advisor

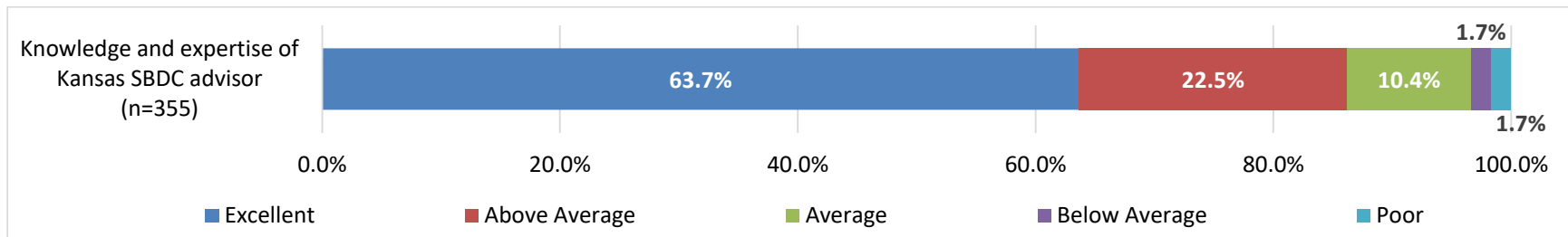


Figure 4: Overall Working Relationship with Kansas SBDC Advisor

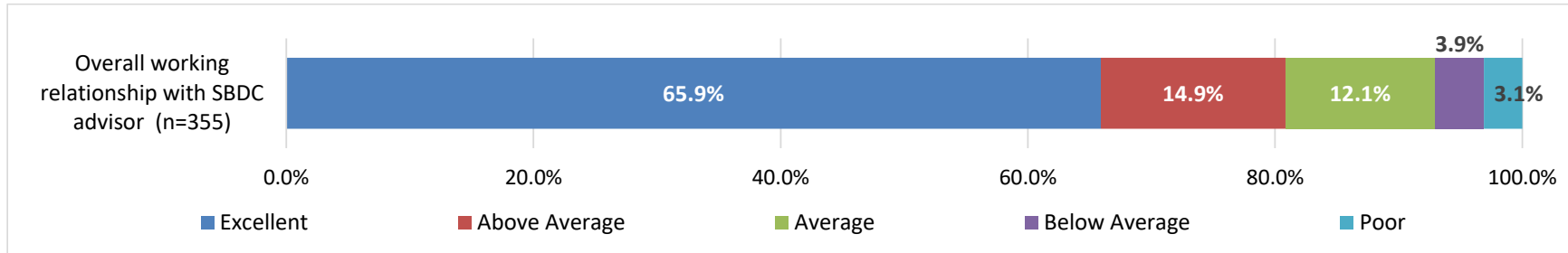
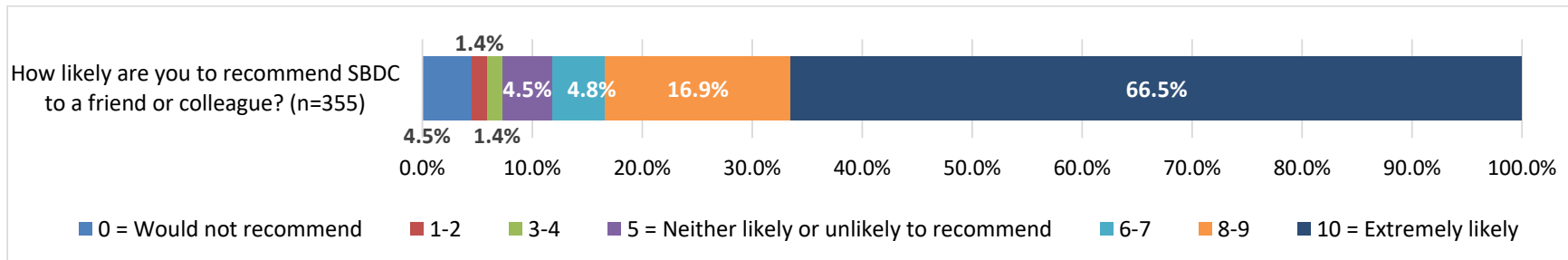
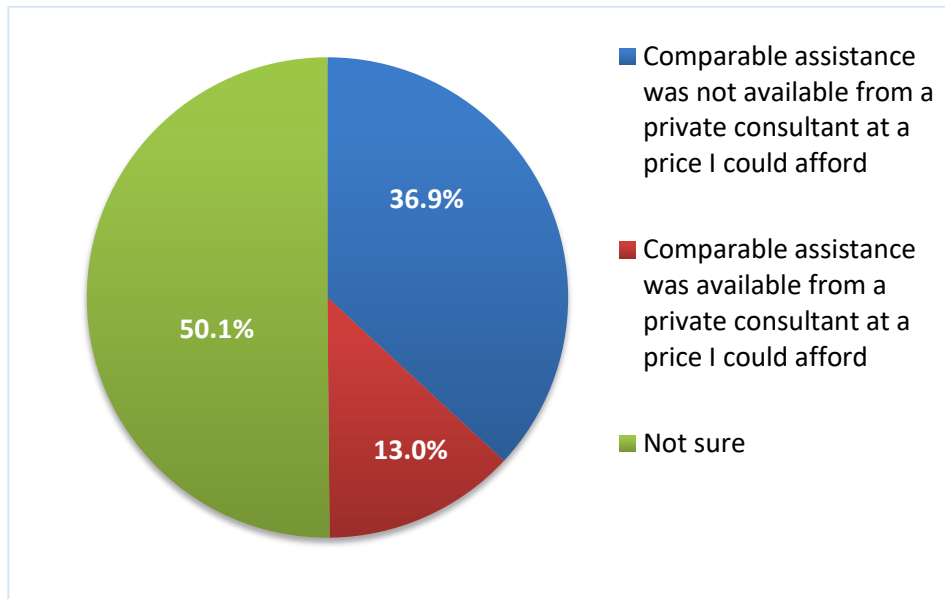


Figure 5: Recommending Kansas SBDC*



* The response options for this question ranged from 0 (“Would NOT recommend”) to 10 (“Extremely Likely” to recommend). Figure 5 shows the responses collapsed into seven categories.

Figure 6: Comparable Assistance from a Private Consultant (n=355)



Appendix 1: Survey Responses

Region	Original Size	Valid Size	Survey Completions	Response Rate
CO Region	122	111	9	8.1%
ESU Region	153	146	20	13.7%
FHSU Region	302	286	37	12.9%
JCCC Region	975	875	103	11.8%
KU Region	344	323	55	17.0%
Lead Center	12	2	0	0.0%
PSU Region	268	252	35	13.9%
WSU Region	475	428	44	10.3%
WU Region	491	456	52	11.4%
Network Total	3,142	2,879	355	12.3%

Appendix 2: Web Survey Instrument

Start of Block: Default Question Block

INTRO The Kansas Small Business Development Center (Kansas SBDC) and the Docking Institute of Public Affairs at Fort Hays State University are conducting an assessment of KSBDC client satisfaction to help improve services. It takes about 2 minutes to answer 8 questions. Your participation in this research project will be greatly appreciated. ALL DATA WILL BE HELD STRICTLY CONFIDENTIAL and will be reported only in the aggregate with all other clients. Under no circumstance will your individual responses be singled out or appear in any report or publication coming from this research. Please click the "Continue" button below to take the survey.

Page Break



Q1 Was the overall service you received from SBDC beneficial?

- Yes (1)
 - No (0)
-



Q2 Do you plan to continue being a Kansas SBDC client?

- Yes (1)
 - No (0)
-



Q3 How would you rate the knowledge and expertise of your SBDC advisor?

- Excellent (1)
 - Above Average (2)
 - Average (3)
 - Below Average (4)
 - Poor (5)
-



Q4 How would you describe your overall working relationship with the SBDC advisor who provided counseling to you?

- Excellent (1)
 - Above Average (2)
 - Average (3)
 - Below Average (4)
 - Poor (5)
-



Q5 How likely are you to recommend Kansas SBDC to a friend or colleague?

- 0 Would NOT recommend (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 Neither likely or unlikely (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 Extremely likely (10)
-



Q6 Was comparable assistance available from a private consultant at a price you could afford?

- Yes (1)
 - No (0)
 - Not sure (2)
-

Q7 Do you have additional comments about Kansas SBDC that you would like to provide? If so, please add any comments below.



Q8 Would you like someone from the Kansas SBDC to contact you?

- Yes (1)
- No (0)

Q9

You are at the end of the survey. If you wish to submit your answers, click the "Continue" button below. You will not be able to change your answers or re-enter the survey once you click "Continue."