



Kansas Small Business Development Center Satisfaction Survey 2023 – FHSU Region

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

April 2024

Prepared For
Kansas Small Business Development Center

By
**The Docking Institute of Public Affairs
Copyright © April 2024
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

Hannah Cross
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 2023 -FHSU Region

Prepared By:

Jian Sun, Ph.D.
Assistant Director

Prepared For:

Kansas Small Business Development Center

Copyright © April 2024
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 2023

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 2023. The Kansas SBDC has one lead center and several regional/outreach centers serving small businesses in seven different regions of Kansas. This report presents the results of the aggregated data collected from all the 2023 SBDC clients served by the FHSU center. The Docking Institute's analysis finds:

- 93.5% of the respondents indicated that the overall service from Kansas SBDC was beneficial.
- 83.9% of the respondents planned to continue being clients of Kansas SBDC.
- 51.6% of the respondents said their SBDC advisor's knowledge and expertise was excellent, 29% said their advisor's knowledge and expertise was above average, and 3.2% said the knowledge and expertise was below average.
- 61.3% of the respondents felt they had an excellent working relationship with Kansas SBDC advisor, and 6.5% felt the relationship was below average.
- 64.5% of the respondents indicated that they would be extremely likely to recommend Kansas SBDC to a friend or colleague, 25.8% were somewhat likely to recommend, and 3.2% would not recommend at all.
- 32.3% 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 2023. The survey was designed to assess the quality of service provided by the Kansas SBDC.

Methods

The Docking Institute received a list of 2,796 businesses that Kansas SBDC had provided services to in 2023. On March 5, 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 March 28, the end of the survey data collection period, 402 business owners/potential owners had completed the survey. Of the list of 2,796 email addresses, 121 were invalid, for closed or unavailable businesses, or indicated that they had not received services from Kansas SBDC in 2023. The available population was thus reduced to 2,675, resulting in a response rate of 15% (402/2,675).

The Kansas SBDC has one lead center and several regional/outreach centers serving small businesses in seven different regions of Kansas. The survey response rate for each region can be found in Appendix 1. This report presents the results for the data collected from those small businesses served by the FHSU centers. A total of 267 businesses served by the centers were invited to take the survey, and 31 businesses completed the survey, resulting in a response rate of 11.6%.

Findings from Survey

The survey first asked respondents whether they felt the overall service from Kansas SBDC was beneficial. As shown in Figure 1, 93.5% of the respondents indicated that the overall service from Kansas SBDC was beneficial, and 6.5% felt the overall service was not beneficial. Eight-four percent (83.9%) of the respondents planned to continue being clients of Kansas SBDC, and 16.1% did not plan to continue (Figure 2). When asked about the knowledge and expertise of their Kansas SBDC advisor, 51.6% of the respondents said their SBDC advisor's knowledge and

expertise was excellent, 29% said their advisor’s knowledge and expertise was above average, and 3.2% said the knowledge and expertise was below average (Figure 3). More than sixty percent (61.3%) of the respondents felt they had an excellent working relationship with Kansas SBDC advisor, and 6.5% felt the relationship was below average (Figure 4). When asked how likely they were to recommend SBDC to a friend or colleague, 64.5% of the respondents indicated that they would be extremely likely to recommend SBDC, 25.8% indicated they were somewhat likely to recommend, and 3.2% 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; 32.3% of the respondents said “no”, 16.1% said “yes”, and 51.6% 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=31)

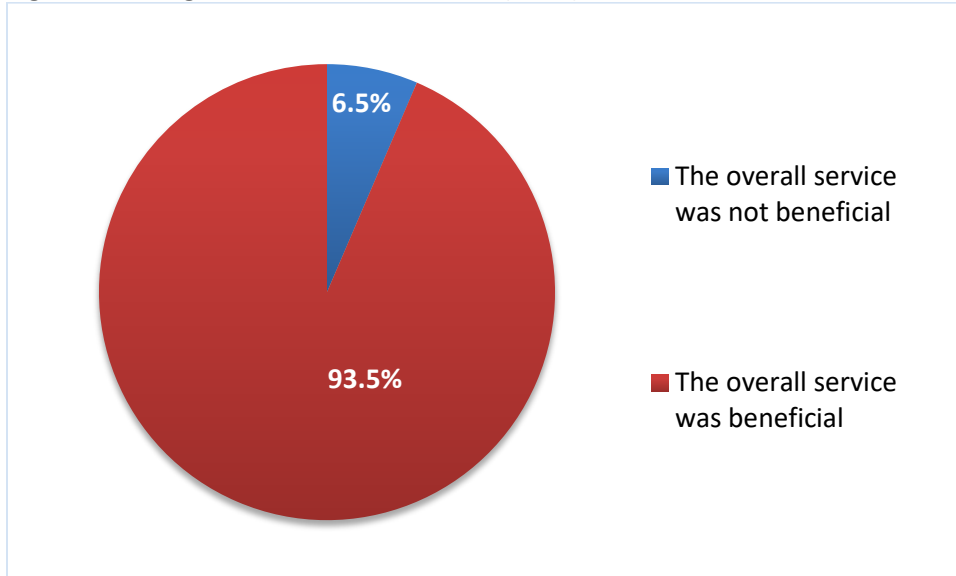


Figure 2: Plan to Continue Being Clients of Kansas SBDC (n=31)

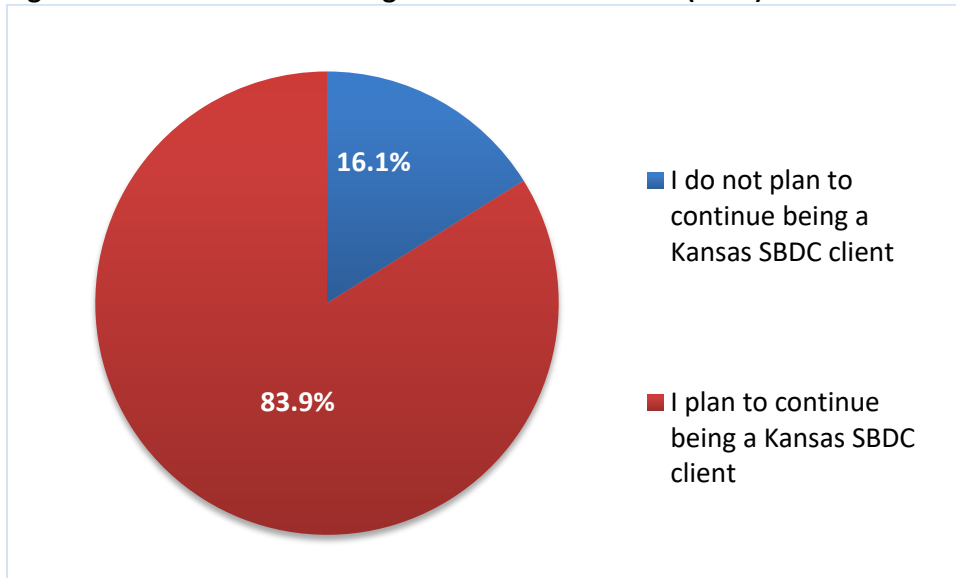


Figure 3: Rating of the Knowledge and Expertise of Kansas SBDC Advisor

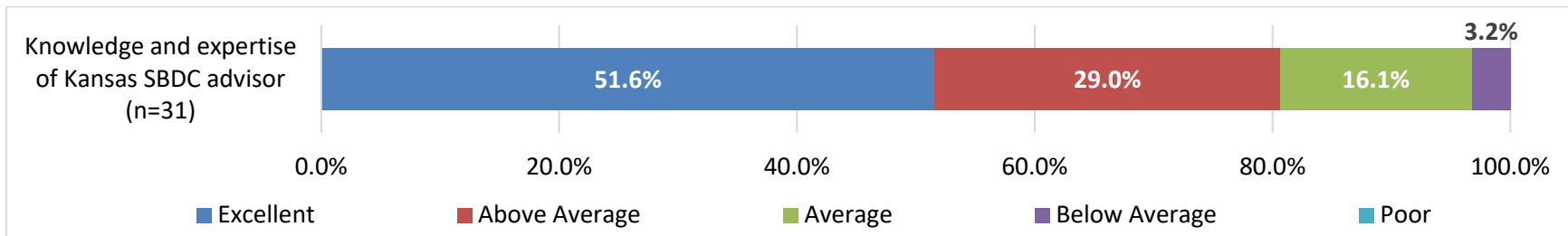


Figure 4: Overall Working Relationship with Kansas SBDC Advisor

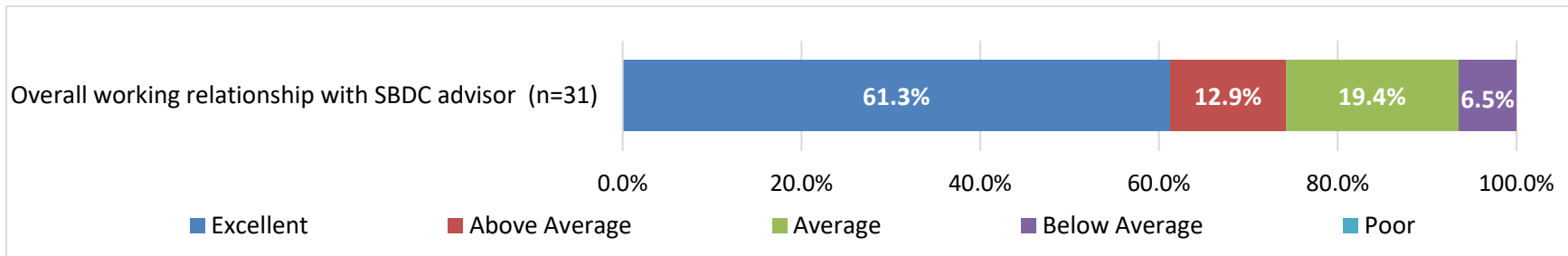
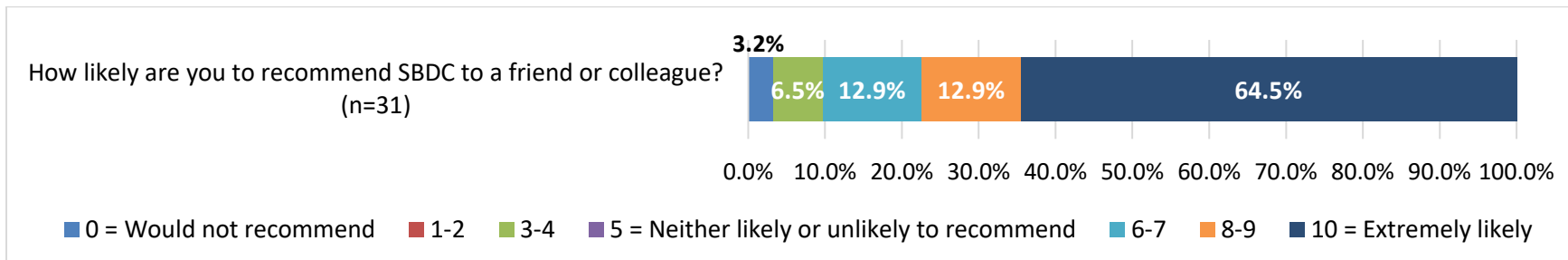
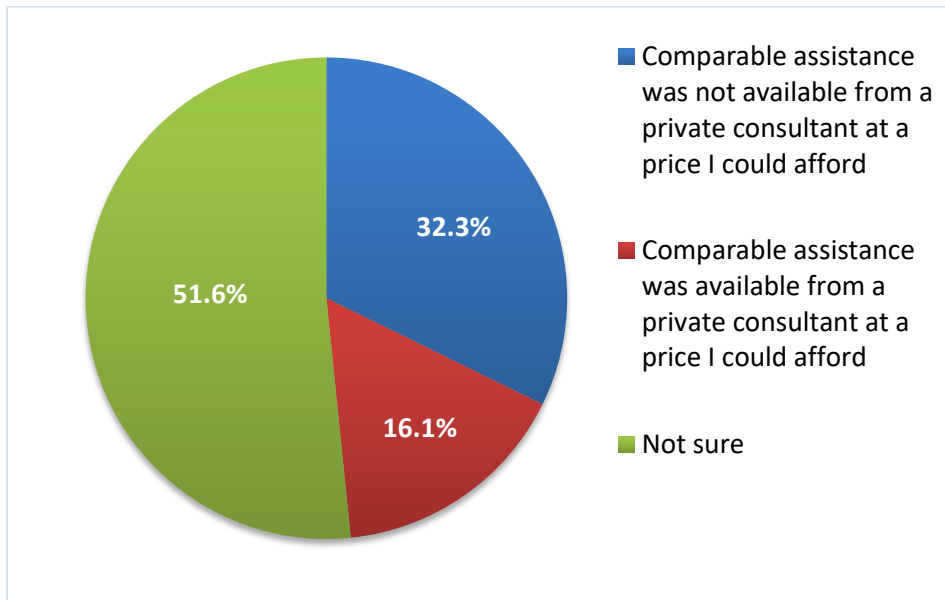


Figure 5: Recommending Kansas SBDC*



* 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=31)



Appendix 1: Survey Responses

Region	Original Size	Valid Size	Survey Completions	Response Rate
ESU Region	105	103	19	18.4%
FHSU Region	275	267	31	11.6%
JCCC Region	661	635	74	11.7%
KU Region	425	408	87	21.3%
Lead Center	6	1	0	0.0%
PSU Region	253	246	29	11.8%
WSU Region	620	586	96	16.4%
WU Region	451	429	66	15.4%
Network Total	2,796	2,675	402	15.0%

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 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."