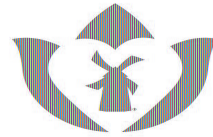


National Women's Business Centers of Excellence



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Inaugural Year Funding Provided by:



DUTCH B
FOUNDATION

Milestone 2
July 26, 2023

Purpose of National WBCs of Excellence

To recognize organizations that demonstrate commitment and efficacy of the mission, vision, and values of their Women's Business Center thereby achieving the greatest outcomes for women owned businesses.



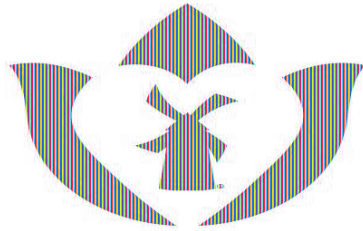
Objectives for today:

- Meet your fellow cohort members
- Review Assignment #1: **Be Your Peer's Customer** (Client)
 - Peer sharing in small groups
 - What gaps did you identify in each other's customer journey?
 - What resources can you share with each other related to your policies, practices or procedures?
 - What strengths can you identify in each other's service models?
- Second Assignment: Strategic Plan, Goals and Tracking



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Thank You Dutch Bros Foundation!



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Gwen Pokalo

Co-Chair, Capacity Building Committee

Center for Women & Enterprise

Burlington, VT



Jackie Perrault

Co-Chair, Capacity Building Committee

Jacksonville Women's Business Center

Jacksonville, FL

2023 National WBC Excellence Task Force

- Gwen Pokalo Hart - CWE Vermont
- Jackie Perrault - Jacksonville WBC
- Marian Doub - MDC Consulting
- Nancy McLain - Center Dynamics
- Whitney Brown - iHOPE Charleston, SC
- Nikki Hahn - WEDC
- Kathryn Walker - WBC of Northern VA
- Colleen McAluney - Patsy T Mink Center of Honolulu
- Dave Vedera - WESST

THANK YOU!



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Connect with your peers!



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2023 National WBC Excellence Cohort

- Austin Goble, Catalyst (AL) & Norma Dunn, MCSC Kern (CA)
- Mona Miller, Catalyst (AL) & Mara Keyes, WWBIC Southwest
- Laura Suarez, Prestamos (AZ) & Andres Atra, Metro WBC (PR)
- Jackie Scott, Inland Empire (CA) & Shawntay Dixon, Great Lakes (MI)
- Katty Ibarra, San Diego & Imperial & Minerva Calatayud, WBDC - Aurora (IL)
- Mazine Kosler-Koven, MCSC (CA) & Rocio Gonzales-Zornos, WBC of Charlotte
- Yvonne Villalpando, WBDC (IL) & Jessica Vidican-Neisuius, Washington WBC
- Stephanie James, Central Indiana & Mary Helen Aldeis, The Border Center (TX)
- Chandra Reber, CWE (NH) & Persephone Zill, WEDC Westchester WBC (NY)
- Steve Maiorano, WCEC (NJ) & Ann Marie Wallace, WBCs of Utah
- Dave Vedera, WESST-Rio Rancho & Whitney Brown, I-Hope (SC)
- Dawn Facka, WESST-Farmington & Meghan Florkowski, WISE (NY)
- Humberto Hajar, WESST-Las Cruces & Margaret Wilson-Anaglia, LIFT Fund (TX)



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2023 National WBC Excellence Cohort

- Rhonda Gilliam-Smith WESST-Roswell (NM) & Odiedra Williams, Community Works (SC)
 - Sara Vescio - WBC at Canisius College (NY) & Anne Flynn Schlicht, Chatham (PA)
 - Danice Langdon, WBC Fayetteville (NC) & Jennifer Edwards, REI (OK)
 - Tianna Leger, The Institute (NC) & Kim Shelton, Orange County (CA)
 - Olajumoke Michael, WBC of Winston-Salem & Shara Gibson, WBC of Richmond (VA)
 - Eileen Soler, Centro Empresarial Para la Mujer & Ashley Whitley, Washington WBC
 - Ericka Small-Sisco, Old Dominion (VA) & Vonesha Mitchell, WBC South (TN)
 - Bistany Bass, WBC of Nashville (TN) & Colleen McAluney, Patsy T. Mink (HI)
-
- Devanny King, WBC of KY & Gwen Pokalo Hart, CWE (VT) & Cynthia Marsh-Croll
 - Jackie Perrault, Jacksonville (FL) & TJ Daniels, The Iowa Center & Ann Frank



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Milestone 2

Be Your Peer's Customer

- To do: Spend 15 min reviewing your peer partner's WBC. Be prepared to discuss the experience "shopping" through search engines (e.g. Google), social media (e.g. Facebook, LinkedIn) and their website. The questions below are provided to help guide you as a secret shopper small business client. You may take it further by dialing the phone number or sending an email if you'd like. Pro tip: do this assignment from your cell phone to REALLY see what the client is likely to experience as most clients are visiting WBC websites from their mobile devices.



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Milestone 3

Strategic Plans and Progress Tracking

- Do you already have a strategic plan for the organization or the Women's Business Center?
 - If so, share 2-3 of those goals and your targets with your peer (worksheet provided)
 - If not, and you had access to more resources and the power to control them, what would you hope to accomplish 5 years from now?
- We'll review why strategic planning and goal-setting is important and some tips to help you set achievable goals.

Next Assignment: Program development & evaluation



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2023 Timeline

- Applicant Info Session:
- Deadline
- Task Force Meeting:
 - Review candidates
 - Finalize Materials
- Milestone 1: Orientation
- Milestone 2:
- Milestone 3:
- Milestone 4:
- Milestone 5:
- Milestone 6:

June 7 1pm Eastern

June 14 12am Eastern

June 15 2:30 Eastern

June 29 2:30 Eastern

July 26 **conference session/ photo**

August 24 2:30 Eastern

October 5 2:30 Eastern

TBD

TBD



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Milestone 1

Orientation to National WBC Excellence

First Assignment: Understanding the WBC Client Journey

Discussion Questions

1. How do your clients find out about you?
2. Do you know how many call versus come in via website?
3. Steps to scheduling an appointment?
4. At what point does client complete intake form information?
5. Look for secret shopping guide and your target for discussion at conference.



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