



ASSOCIATION OF
WOMEN'S
BUSINESS
CENTERS

National Women's Business Centers of Excellence

Applicant Orientation: Milestone 1

June 13 & June 27, 2024

Objectives for today:

- Meet your fellow cohort members
- Review the National WBCs of Excellence
- Review 2024 timeline
- Assignment #1: The Customer Journey



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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.



Why is this important?

- Standards of quality make the program better, nationwide
- Committing to quality helps clients get better outcomes
- Validation of our program integrity supports fundraising
- Learning about other programs is fundamental to progress
- Connecting with other WBC leaders develops us as leaders, too



2024 National WBC Excellence Cohort

- Ana Alfaro
- Carla Antoine
- Lu-Ann Barry
- Jamese Beauford
- Libia Berbesi
- Rumella Cameron
- Jessica Campos
- Adriana Castillo
- Mary Clark
- Emily Conroy
- Maria Cowes
- Christy Dauer
- Wendy Fanning
- Ella Frye
- Sylvia Garcia
- Ruth Garcia-Corrales
- Korin Green
- Annie Grogan
- Gwen Hart
- Jacob Haupt
- Katty Ibarra
- Donna Jackson
- Brandy Jaquez
- Maxine Kozler
- Ronald Little
- Cheri Lopez
- Carmen Luna
- Colleen McAluney
- Lluendah Moraels Rosario
- Nora Myers
- Danette Nguyen
- Lisa Noland
- Valeria Olave
- Jayme Prenger
- Cynthia Ramirez
- Maria Rangel
- Chandra Reber
- Wacey Rivale
- Breanna Roberts
- Christine Rodriguez
- Victoria Rodriguez
- Luz Sellers
- Erika Small-Sisco
- Wendy Stein
- Vernell Stewart
- Kassi Strong



Peer Pairing

- Your accountability partner
- Email introduction to your peer sent
- Schedule time based on your availability to meet with your peer once a month to review assignments
- OK if peer isn't on the same live milestone session
- Considerations
 - Traits from application
 - State / time-zone
 - Host organization
 - Time in role



Milestone 1

Orientation to National WBC Excellence

- Welcome! Share why you are here
- Get to know your peer partner
- Review the process to designation attainment
- Affirm your commitment to the journey together

First Assignment: Be your partner's customer. Worksheet provided.



Milestone 2

The Customer Experience

- You've "shopped" your partner's WBC and shared feedback directly.
- What did this experience teach you about your own WBC?
 - Breakout rooms for sharing
 - Discuss your WBC from the customer perspective
 - What are your takeaways from this exercise?
- What do you think is most important to clients "shopping" the WBC?
- Are there dead-ends or other barriers to entry that you can address?

Second Assignment: Program development & evaluation



Milestone 3

Program Development & Evaluation

- Using the worksheet provided, outline an existing program at the WBC
- What are the learning or performance objectives?
- What are the critical milestones of the project?
- Who are the ideal candidates for your program?
- What impact do you aim to achieve?
- How could you determine the effectiveness of this program?
 - Survey feedback
 - Client outcomes
- What did you learn about your program during this review?

Next Assignment: Strategic Plan, Goals and Tracking



Milestone 4

Strategic Plans and Progress Tracking

*At Leadership Conference**

- 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: Advocacy Plan for Your WBC



Milestone 5

Advocating for your WBC

- Have you built an impact one-pager for your Women's Business Center?
- Do you know who your state legislators are in the House and Senate?
 - Can you identify a champion?
- Have you requested or held meetings with your state legislators regarding funding for your WBC?
- Using the worksheet - build your timeline for state advocacy and how you can implement a plan for your staff and clients to engage.

Next Assignment: WBC of Excellence Proclamation



Milestone 6

Pursuit of Excellence Proclamation

- Having reviewed the customer experience, a key program and your strategic goals, what area do you think is most in need for improvement?
- Must be something you have control or influence to improve
- Must be measurable
- Utilizing the worksheet provided, submit your WBC's Pursuit of Excellence Proclamation
- Advisory Board Signs-on in Support
- Executive Director Signs-on in Support

Next Assignment: Upload Proclamation



Milestone 7

Attainment Ceremony

- Share your Pursuit of Excellence Proclamation with the class
- Encourage each other
- Share what value this process has had for you, your WBC

CONGRATULATIONS!

And, take the Promotion Toolkit with you...



2024 Program Timeline

10:00 a.m. PT/ 1:00 p.m. ET

Applicant Info Session	May 21, 2024
Deadline to Apply for Cohort	June 10, 2024
Milestone 1	June 13 & June 27, 2024
Milestone 2	July 11 & July 25, 2024
Milestone 3	August 8 & August 22, 2024
Milestone 4	September 12 (At Conference) & Sept. 26
Milestone 5	October 10 & October 24, 2024
Milestone 6	November 7 & November 14, 2024
Milestone 7: Graduation	December 5, 2024

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. Do you have active social media presence?



Cohort Tool Kit

- Shared Google Drive
- Access presentations and worksheets for each milestone
- Upload your milestone assignments in tool kit respective folder

AWBC Courses Page

- Access presentations and worksheets for each milestone
- Shows course progress for each lesson
- <https://awbc.org/wbcexcellence2024>

