

Troy University

Program Title: **Small Business Development Center**
Contact: **Sandra P. Lucas, Director**

The Small Business Development Center (SBDC) serves the small business community of Southeast Alabama. The Troy University SBDC operates under the umbrella of the Center for International Business and Economic Development within the Sorrell College of Business.

Mission

The mission of the Troy University SBDC is to increase the number and quality of jobs, and the success rates and profitability of small businesses. This is accomplished by one-to-one consulting, training program opportunities, and through the transfer of current information to individuals and existing small business owners in Southeast Alabama.

Service Area

The Troy University SBDC is a member of the Alabama Small Business Development Consortium (ASBDC). This association includes eleven SBDC's located in Alabama and one specialty center. The ASBDC is the administrative arm for the membership and is located at the University of Alabama, Birmingham (UAB). The SBDC membership includes the following centers with their locations:

<u>Center</u>	<u>Location</u>
▪ Alabama State University	Montgomery
▪ Auburn University	Auburn

- Jacksonville State University Jacksonville
 - Alabama A & M University Huntsville
 - Troy University Troy
 - University of Alabama Tuscaloosa
 - University of Alabama at Birmingham Birmingham
 - University of Alabama in Huntsville Huntsville
 - University of North Alabama Florence
 - University of South Alabama Mobile
 - University of West Alabama Livingston
- Specialty Center**
- Alabama International Trade Center Tuscaloosa

The service area covered by the Troy University SBDC is the ten most southeastern counties in Alabama. Those counties are Barbour, Butler, Coffee, Covington, Crenshaw, Dale, Geneva, Henry, Houston, and Pike. The Troy University SBDC service area is broadened to include the counties of Macon, Lee, and Russell when the center provides government contract assistance.

Partners

The Troy University SBDC partners with various organizations including chambers of commerce; economic development organizations; other colleges and universities; and

federal, state, and local agencies interested in promoting and improving the small business community and the economy in Southeast Alabama.

Funding

The Troy University SBDC is funded in part by the U.S. Small Business Administration, the State of Alabama, the Department of Defense and matching funds from Troy University.

Relation to University Mission Statement and Vision Statement

The Troy University SBDC mission is consistent with the mission and vision of Troy University. The activities of the Troy University SBDC are supported by the university mission and vision statements.

- A. “Troy University is a public institution comprised of campuses throughout Alabama and worldwide.”
 1. The Troy University SBDC is a public service center. The SBDC is funded by federal agencies, State of Alabama and matching funds from Troy University.
 2. The Troy University SBDC is connected to the entire state of Alabama through the ASBDC, as well as other state SBDC programs throughout the United States and Mexico. In addition the Troy University SBDC

has the opportunity to provide international business assistance through the relationship with the Alabama International Trade Center within the ASBDC.

- B. "...Troy University provides a variety of educational programs at the undergraduate and graduate levels for a diverse student body in traditional and nontraditional and emerging electronic formats."
1. The Troy University SBDC provides business education and information services through one-to-one consulting, training program opportunities, and through the transfer of current information to individuals and existing small business owners in Southeast Alabama.
 2. The transfer of information and assistance provided by the Troy University SBDC is not provided in the traditional education format, but rather the one-to-one consulting and/or training programs provided at a chamber of commerce, an economic development office, a business site, and/or various other public locations located throughout the Troy University SBDC service area.
- C. "...dedicated faculty and staff promote discovery and exploration of knowledge dedicated to life-long success through effective teaching, creative partnerships, scholarship and research."

From time to time the Troy University SBDC has requests for applied research, specialized training, and rural development assistance. The faculty of the Sorrell College of Business are encouraged to engage in this type of research, training and community service.

D. "...Alabama's innovative cost effective institution, integrating learning with state economic development, doing our best in Alabama while becoming the state's higher education link to the world."

1. Through the Troy University SBDC funding, the SBDC provides free counseling services to interested small business clients that could not afford the service if provided by private business consultants.
2. Small business has a huge impact on the U.S. economy and small business development is a factor of overall economic development.