

**Attachment C: Office of Economic Growth and the Economic Development Authority
Matrix of Initiatives for Small Businesses (including minorities' and women's enterprises)**

The Richard Stockton College of New Jersey

ATTACHMENT C

	Name of Program, Center or Initiative
Lifecycle Stage	The Small Business Development Center (SBDC) at Stockton targets both start-up and established businesses. Most of the existing companies we counsel and / or train are expanding businesses while some have a small business need that relates to their specific situation. While not an official designation, due to the proximity of our center to the Jersey Shore we seem to serve a high number of travel and tourism related businesses that deal directly and indirectly with the travel and tourism industry. Stockton's commitment to education in the area of Hospitality allows the SBDC to work with both the small business community and students within the industry. Additionally, due to our location close to the casino gaming industry in the state and Stockton's ongoing growth in educational opportunities in both Gaming and Hospitality we see a growing number of businesses that work closely within and indirectly with those that support the industry. There is some service in family-owned businesses but to date it has not been a targeted priority.
Service Delivery Method	The SBDC at Stockton has 60 courses / seminars / workshops per year on average and trains on average between 1100 and 1200 people per year. Our technical assistance consists of one to one counseling, business plan assistance and financial packaging assistance and serves on over 500 individuals per year.
Targeted Group	The SBDC at Stockton targets small business owners, minority business owners, women-owned businesses, technology businesses, travel and tourism related businesses, veteran owned business and is always looking for new emerging markets to target. This is done through community outreach, media support, a strong referral network, Stockton College support and promotion, collaborative efforts with existing and new Stockton College initiatives.
Geographic Area	The SBDC at Stockton serves Atlantic at our main office, Cape May and Cumberland Counties
Location	Atlantic County - Main Office: Small Business Development Center at the Richard Stockton College of NJ Carnegie Library Center, 35 S. Dr. MLK Blvd., Atlantic City, NJ 08401 Affiliate Office: Atlantic City Electric , 5100 Harding Hwy. Mays Landing, NJ 08330 CAPE MAY COUNTY Affiliate Office: Cape May County Office of Economic Resources and Capital Planning 4 Moore Road, Cape May Court House, NJ 08210 CUMBERLAND COUNTY Affiliate Office: Vineland Chamber of Commerce 2115 S. Delsea Drive, Vineland, NJ 08360
Fee Structure	No cost one to one counseling – Affordable and Free Training
Outcomes	Through the SBDC Network Headquarters (Newark) clients are surveyed and plans are currently being finalized for follow up surveys to be conducted through the SBDC at Stockton.

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	Academic Affairs: Natural Sciences and Mathematics Division Aviation Research and Development Park Project
Lifecycle Stage	If funded, this proposed project (in partnership with the FAA, Atlantic County, and several other key regional organizations) will offer incubator and start-up business services to aviation research technology firms.
Service Delivery Method	The partnership will involve a research park facility, a masters' level curriculum, and an applied research partnership.
Targeted Group	Aviation technology and services
Geographic Area	Atlantic County
Location	Pomona Campus of the Richard Stockton College and the future research park site
Fee Structure	Federally, state, and nationally funded via several sources, approved and pending
Outcomes	Applied research in aviation technology and service development to the region, to the aviation industry, and to the nation

	Professional Development & Continuing Education: Human Services and Health Sciences
Lifecycle Stage	Our Atlantic Cape Safe Youth Partnership project targets small and minority-run non-profit organizations that offer services to young people.
Service Delivery Method	The partnership is designed to offer workshops, trainings, and collaborative planning meetings to participating organizations.
Targeted Group	Youth Services, particularly violence-prevention
Geographic Area	Atlantic County and Cape May County
Location	Campuses of the Richard Stockton College/Campuses of Atlantic Cape Community College/partner organizations' sites
Fee Structure	Federally funded via Health and Human Services
Outcomes	Violence prevention statistics and partner program assessment measures

	Academic Affairs: Senior Internship in Hospitality Management
Lifecycle Stage	Students placed into regional internships target established small businesses in various aspects of the hospitality industry (dining, lodging, entertainment, retail, etc.)
Service Delivery Method	The internships are offered as senior-level courses for students; individual placements are negotiated with partner organizations in the hospitality industry as their needs dictate and student interests align.
Targeted Group	Hospitality and tourism-related businesses
Geographic	Atlantic County and Cape May County

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Area	
Location	Campuses of the Richard Stockton College and partner organizations' sites
Fee Structure	No fee to organizations; students enroll in course and pay standard tuition/fees for credits earned through academic requirements concerning their on-site placements.
Outcomes	Students are graded on the quality of their academic requirements and the outcomes of their internship placements.

	Academic Affairs: Strategic Marketing Capstone Course
Lifecycle Stage	Professor Jennifer Barr's Strategic Marketing students have engaged in service learning projects for non-profit organizations during the past 3 years; specifically, United Way of Atlantic County, Main Street A.C., The Boys & Girls Club of A.C. and the Family Services Association.
Service Delivery Method	The students enrolled in this course have created marketing plans, developed brochures, engaged in web design, and generated public relations campaigns for the organizations they are assigned to serve for the semester.
Targeted Group	Non-profit organizations
Geographic Area	Atlantic County
Location	Partner organization sites and the Richard Stockton College Campus
Fee Structure	No fee to organizations; students enroll in course and pay standard tuition/fees for credits earned through service-learning
Outcomes	Students are graded by the instructor on the accuracy of their assignments; organizations welcome new classes every semester that the course is offered