



**Minority Business Assistance Center  
Key Performance Measures Definitions  
ATTACHMENT #4**

The Key Performance Measures (KPM)s provide the core measurements by which the Minority Business Development Division (Division) evaluates the overall effectiveness of the MBACs. The KPMs help align the vision and mission of the MBAC with clients.

The KPM reporting will come directly from the client relationship management system based on the client information entered.

While all KPMs and requirements are important to the development of minority, socially and economically disadvantaged businesses, the following are significant goals that are part of the strategic mission of the Division and are closely monitored. Applicants should take great care to analyze their capability to successfully meet all KPMs.

## **Key Performance Measures – Grant**

**Number of New Clients Counseled:** Total number of new clients who were counseled for at least thirty (30) minutes.

**Number of Counseling Hours:** Total number of counseling hours, which included initial and follow-up counseling sessions.

**Number of MBE Certifications:** Total number of new Minority Business Enterprise (MBE) Certifications approved which were submitted directly from the MBAC. This number includes newly cross-certified businesses, but does NOT include re-certifications.

**Number of EDGE Certifications:** Total number of new Encouraging Diversity, Growth and Equity (EDGE) Certifications approved which were submitted directly from the MBAC. This number included newly cross-certified businesses, but does NOT include re-certifications.

**Capital Infusion:** The amount of money invested into the company from loans, credit, seed funding, self-investment, etc.

**Number of Jobs Created:** This is a self-reported value of the total number of jobs created by the MBAC client.

**Number of Jobs Retained:** This is a self-reported value of the total number of jobs retained by the MBAC Client



## Key Performance Measures – Quarterly Programmatic Narrative

**Contract Submissions:** Total number of contracts submitted by MBAC clients.

**Number of Training Participants:** Total number of individuals attending training sessions provided by the MBAC.

**Number of Outreach Events Sponsored and/or Co-Sponsored:** Total number of events held by the MBAC throughout the service region.

**Number of Business Plans Development:** Total number of counseling sessions dedicated to the development and/or review of Business Plans by counselors within the MBAC.

**Number of Client Connections with Other Programs:** Total number of quality referrals to the following Ohio Development Services Agency programs:

- Minority Business Development Division (MBDD)
- Procurement Technical Assistance Program (PTAC)
- Small Business Development Center (SBDC)
- SBDC Export Assistance Network
- Ohio Manufacturing Extension Partnership (MEP)
- Entrepreneurial Services Providers Program (ESP)