

Appendix C-2 Feedback Survey

OMB Approval No: _____

Expiration Date: _____

Background Information

1. Your first name <text box>*
2. Your last name <text box>*
3. Preferred e-mail address <text box>*
4. Preferred telephone number <text box>
5. Did you complete and graduate from the Emerging Leaders program in your community?
[If no, go to next two questions then exit; otherwise skip to question 8]
 - Yes
 - No
 - Do not know
6. Please tell us why you did not complete or graduate from the program (select all that apply).
 - I became too busy with new business
 - I had to travel too much for business
 - I had a business crisis
 - I had a personal or family emergency
 - I closed the business
 - I did not find value in the program
 - I did not find the program was a good match for me or my business
 - Other (please specify)
7. Please tell us more about why the program was not a right fit for you and/or your business: <text box>

Business Status Updates

If you have operated multiple businesses, please focus this assessment on the business for which you developed a Strategic Growth Action Plan with Emerging Leaders.

8. Please indicate which best describes the current status of the business. *[If closed or sold, exit; otherwise go to next]*
 - The business is operating and I am part or full owner
 - The business is operating and I am on staff
 - The business has been sold
 - The business has been closed
9. Current business name <text box>*

10. Would you like to update the primary business address?

- Yes
- No

11. *[If yes to question above]* Business address:

- Business primary street address 1 <text box>
- Business primary address 2 <text box>
- Business primary city <text box>
- Business primary state (select one; dropdown box)
- Business primary zip code <text box>*

Staff and Curriculum Feedback

12. How valuable did you find the SBA Program Manager in supporting you and/or connecting you with additional resources throughout the initiative?

- Very valuable
- Valuable
- Neutral
- Only slightly valuable
- Not valuable

13. Looking back at your experience, please rate the value of each program component below to you and/or your business?

| | Not Valuable | Only slightly Valuable | Neutral | Mostly Valuable | Very Valuable |
|---|--------------|------------------------|---------|-----------------|---------------|
| CEO Mentoring Groups | 0 | 0 | 0 | 0 | 0 |
| Connecting with fellow business executives during the class | 0 | 0 | 0 | 0 | 0 |
| Live Case presentations by class members | 0 | 0 | 0 | 0 | 0 |
| Guest Experts | 0 | 0 | 0 | 0 | 0 |
| Assignments and Homework | 0 | 0 | 0 | 0 | 0 |
| Feedback on assignments and homework from the instructor | 0 | 0 | 0 | 0 | 0 |
| Strategic Growth Action Plan – creating, advising, and presenting | 0 | 0 | 0 | 0 | 0 |

14. How valuable did you find the content of the following curriculum modules?

| | Not Valuable | Only slightly Valuable | Neutral | Mostly Valuable | Very Valuable |
|---|--------------|------------------------|---------|-----------------|---------------|
| Module 1: Business & Leadership | 0 | 0 | 0 | 0 | 0 |
| Module 2: Finances | 0 | 0 | 0 | 0 | 0 |
| Module 3: Sales & Marketing | 0 | 0 | 0 | 0 | 0 |
| Module 4: Resources (Human and Financial) | 0 | 0 | 0 | 0 | 0 |

15. What changes, if any, would you make to the content of the curriculum to better support participants in managing and growing a small business?

| | |
|---|------------|
| Module 1: Business and Leadership Content | <text box> |
| Module 2: Financial Management Content | <text box> |
| Module 3: Sales and Marketing Content | <text box> |
| Module 4: Resource Management (human and financial) content | <text box> |

Overall Program Feedback

16. Have you done business or worked with any of the connections made from your participation in the program?

| | Yes | No | Don't Know |
|---------------------|-----|----|------------|
| Instructor | 0 | 0 | 0 |
| SBA | 0 | 0 | 0 |
| Guest Experts | 0 | 0 | 0 |
| Fellow Participants | 0 | 0 | 0 |

17. How helpful are the contacts you made during the program in growing your business?

| | Not Helpful | Only slightly Helpful | Neutral | Mostly Helpful | Very Helpful |
|---------------------|-------------|-----------------------|---------|----------------|--------------|
| Instructor | 0 | 0 | 0 | 0 | 0 |
| SBA | 0 | 0 | 0 | 0 | 0 |
| Guest Experts | 0 | 0 | 0 | 0 | 0 |
| Fellow Participants | 0 | 0 | 0 | 0 | 0 |

18. Which of your growth plan goals or action steps have you completed since starting the program? <text box>

19. As you continue to implement and revise your Strategic Growth Action Plan, what network-related and educational resources would most help you achieve success?

a) Please rank the following network-related resources, where 1 would most help you achieve success and 8 would least help you achieve success.

- A mentor <text box>
- An advisory group <text box>
- Connections to other alumni <text box>
- Advice from subject matter experts, such as those in HR, finance, marketing, etc. <text box>
- National alumni meetings with training opportunities<text box>
- Regional alumni meetings with training opportunities<text box>
- Local alumni meetings with training opportunities <text box>
- Other: _____<text box>

b) Please rank the following educational resources, where 1 would most help you achieve success and 7 would least help you achieve success.

- Guidelines to structure and continue CEO mentoring group meetings <text box>
- Live webinars on relevant growth plan or small business topics <text box>
- Library of recorded webinars <text box>
- Library of additional resources, such as books and articles <text box>
- Access to an online learning platform <text box>
- Research on the role of small businesses and economic development
- Other: _____<text box>

20. Looking back on the whole program, how satisfied are you with the experience (curriculum, instruction, staff, other participants)?

- Very satisfied
- Satisfied
- Indifferent, neither dissatisfied nor satisfied
- Somewhat dissatisfied
- Very dissatisfied

21. Do you have any suggestions for how the curriculum or experience could be improved for business executives like you? <Text box>

22. How likely are you to recommend the program to a fellow business executive?

- Very likely

- Likely
- Neither unlikely nor likely
- Somewhat unlikely
- Very unlikely