# Appendix C-2 Feedback Survey

OMB Approval No:\_\_\_\_\_\_\_

Expiration Date:\_\_\_\_\_\_\_\_\_\_

**Background Information**

1. Your first name <text box>\*
2. Your last name <text box>\*

1. Preferred e-mail address <text box>\*
2. Preferred telephone number <text box>
3. 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
4. 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)
5. 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.

1. 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
2. Current business name <text box>\*
3. Would you like to update the primary business address?

* Yes
* No

1. *[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

1. 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

1. 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 |  |  |  |  |  |
| Connecting with fellow business executives during the class |  |  |  |  |  |
| Live Case presentations by class members |  |  |  |  |  |
| Guest Experts |  |  |  |  |  |
| Assignments and Homework |  |  |  |  |  |
| Feedback on assignments and homework from the instructor |  |  |  |  |  |
| Strategic Growth Action Plan – creating, advising, and presenting |  |  |  |  |  |

1. 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 |  |  |  |  |  |
| Module 2: Finances |  |  |  |  |  |
| Module 3: Sales & Marketing |  |  |  |  |  |
| Module 4: Resources (Human and Financial) |  |  |  |  |  |

1. 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

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

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

1. 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 |  |  |  |  |  |
| SBA |  |  |  |  |  |
| Guest Experts |  |  |  |  |  |
| Fellow Participants |  |  |  |  |  |

1. Which of your growth plan goals or action steps have you completed since starting the program? <text box>
2. As you continue to implement and revise your Strategic Growth Action Plan, what network-related and educational resources would most help you achieve success?
3. 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>
4. 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>
5. 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

1. Do you have any suggestions for how the curriculum or experience could be improved for business executives like you? <Text box>
2. How likely are you to recommend the program to a fellow business executive?

* Very likely
* Likely
* Neither unlikely nor likely
* Somewhat unlikely
* Very unlikely