Appendix C-2 Feedback Survey

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

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	o	o	o	o	o
Module 2: Finances	o	o	o	o	o
Module 3: Sales & Marketing	o	o	o	o	o
Module 4: Resources (Human and Financial)	o	o	o	o	o

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	o	o	o
SBA	o	o	o
Guest Experts	o	o	o
Fellow Participants	o	o	o

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	o	o	o	o	o
SBA	o	o	o	o	o
Guest Experts	o	o	o	o	o
Fellow Participants	o	o	o	o	o

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