

Cluster Administrator Survey

Cluster Description

These questions ask about the number of participants in your cluster-organized events/activities and the amount of time and funding that went towards each type of event/activity. These questions provide a sense of the cluster universe size and overall cluster operations.

1. How many of these types of entities participated in your cluster events or activities in Federal Fiscal Year [XXXX]?
 - Small businesses: _____
 - Partner organizations: _____
 - Business associations: _____
 - Entrepreneurial support organizations (ESO) (e.g., Apex Accelerators and Small Business Development Center (SBDC)) : _____
 - Universities or research institutions: _____
 - Public sector agencies: _____
 - Foundations: _____
 - Nonprofit organizations: _____
 - Other, specify: _____

2. Please estimate the percentage of your cluster's SBA funding that was used in Federal Fiscal Year [XXXX], toward:
[Note to the programmer: the system ensures the total sums-up to 100%]
 - One-on-one counseling/technical assistance of small businesses: _____
 - Group events/activities: _____
 - Information dissemination (e.g., newsletters, industry-relevant database, virtual collaboration platforms): _____
 - Other activities that did not include interaction with cluster participants (e.g., cluster management, strategic planning): _____

Small Business Activities

The next questions address the number of small businesses that were assisted, the modes of assistance, and the areas of focus for assistance. These questions provide a sense of cluster operations directed towards small businesses, specifically.

3. Overall, how many small businesses were provided with one-on-one counseling, technical assistance, or support in Federal Fiscal Year [XXXX]?

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4. What were the modes of one-on-one counseling and technical assistance for small businesses? *Select all that apply.*
- In-person
 - E-mail
 - Telephone
 - Web conference
 - Other, specify
5. What were the areas of focus of one-on-one counseling and technical assistance? *Select all that apply.*
- Business development
 - Intellectual property
 - Licensing of new technology
 - Commercialization of new technology
 - Obtaining patents
 - Export/import
 - Marketing strategies
 - Financing (e.g., private equity, loans, SBIR/STTR, grants)
 - Contracting and subcontracting with government, corporate, nonprofit, or other sources
 - Partnership/alliances/collaboration
 - Business certifications
 - Other, specify

Cluster Group Events and Activities

The next questions address the number of cluster-sponsored **group** events/activities (globally) that were conducted, the average number of entities that attended, and the areas of focus of the group events/activities.

6. How many of these types of cluster-sponsored group events or activities did your cluster conduct in Federal Fiscal Year [XXXX]?
- Training and workshops: _____
 - Networking: _____
 - Matchmaking (e.g., small business referrals, teaming facilitation and support): _____
 - Showcasing (e.g., technology and prototype demonstrations to third parties, trade exhibitions): _____
 - Other specify: _____
7. On average, how many businesses, organizations, agencies, institutions, or other types of entities participated in each of these types of events or activities? *Select all that apply.*
- Training and workshops: _____
 - Networking: _____
 - Matchmaking: _____
 - Showcasing: _____
 - Other, specify: _____

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8. What were the areas of focus of the group events/activities? *Select all that apply.*
- Business development
 - Intellectual property
 - Licensing of new technology
 - Commercialization of new technology
 - Obtaining patents
 - Export/import
 - Marketing strategies
 - Financing (e.g., private equity, loans, SBIR/STTR, grants)
 - Contracting and subcontracting with government, corporate, nonprofit, or other sources
 - Partnership/alliances/collaboration
 - Business certifications
 - Other, specify

Innovation Ecosystem Development

The following questions are important to better understand how clusters develop/define relationships and to get a better sense of how formal vs. informal partnerships help the clusters achieve their goals. For the purposes of this survey, both formal and informal partnerships are those relationships that are essential to a cluster’s operations and provision of supports and services. Formal partnerships are defined as having an official or contractual agreement in place.

Types of formal partnerships

9. Which types of formal agreements do you typically use for partnerships? *Select all that apply.*
- Memorandum of Understanding (MOU)
 - Memorandum of Agreement (MOA)
 - Letter of Intent (LOI)
 - Contract
 - Other, specify

Ecosystem Engagement

10. How many formal and informal partnerships did your cluster establish with these types of organizations or resources?

	How many formal partnerships	How many informal partnerships
SBA resource partners (WBC, VBOC, SCORE, etc.)		
SBA programs or loans		
Other Federal Government agencies		
State or local government agencies		
Foundations, nonprofits, and nongovernment organizations		
Business organizations, associations, and chambers of commerce		
Large firms, corporations, and companies		

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	How many formal partnerships	How many informal partnerships
Innovation-driven enterprises (growing firms and startups focused on innovation)		
Financing sources (banks, venture capital, etc.)		
Universities		
Community colleges		
Research centers and institutes		
Local community organizations		
Business incubators and accelerators		
Other, specify		

11. [Note to survey programmer: table rows with auto populate with each type of organization or resource that has at least one informal relationship reported in Q10 above] What was the overall strength of these informal partnerships in terms of sharing information and planning and implementing activities?

Overall strength of partnerships with:	Very Weak	Weak	Moderate	Strong	Very Strong
Federal Government agencies					
State or local government agencies					
Etc.					

12. How many formal and informal partnerships did your cluster establish with organizations or resources that are focused on underserved populations?

Note: Underserved populations include racial and ethnic minority, LGBTQ+, disabled, low-income, women, veterans, immigrants, and rural residents.

	How many formal partnerships	How many informal partnerships
Foundations, nonprofits, and nongovernment organizations (e.g., Urban League, National Disability Institute, Native American Development Corporation)		
Business organizations, associations (e.g., Black Chamber of Commerce, Hispanic Business Center, Veteran Entrepreneur Alliance)		
Financing sources (e.g., Native Fund, Hawaiian Lending and Investments)		
Local community organizations (e.g., places of worship, Immigrants Assistance Center)		
Universities (e.g., HBCUs, Hispanic-serving Institution (HSI),)		
Community colleges		
Research centers and institutes (e.g., Syracuse University Institute for Veterans & Military Families)		

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Other, specify		
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Driving Small Business to the Innovation Ecosystem

This next question seeks to capture the events/activities conducted by clusters that specifically increase small businesses’ participation in the *innovation ecosystem*. It is important for this evaluation that we identify specific methods of ecosystem development.

13. Did your cluster conduct any of these events/activities focused on increasing small businesses’ participation in the innovation ecosystem? Innovation can include activities focused on developing new or improving existing technology, products, services, or production/delivery methods. *Select all that apply.*
- Networking and matchmaking events
 - Showcasing and demonstration events
 - Field day with other small businesses
 - Field day with other Federal/State/Local agencies
 - Multi-stakeholder workshops
 - One-on-one training sessions
 - Conference/seminar
 - Community events
 - Media outreach about the cluster ecosystem
 - Official “launch parties”
 - Web-based communication tools and systems
 - Other, specify

Advancing Underserved Businesses

The next two questions focus on the extent to which the cluster is actively advancing equity among underserved small businesses within the ecosystem through marketing efforts and events/activities focused on underserved communities.

14. [Note to survey programmer: table rows will auto populate based on responses to Q13 above] To what extent did these activities have representation of underserved communities?

	Not at all	A little	Somewhat	Much	Very much
Networking and matchmaking events					
Showcasing and demonstration events					
Etc.					

15. [Note to survey programmer: table rows will auto populate based on responses to Q13 above] To what extent were your marketing efforts tailored to reach underserved communities?

	Not at all	A little	Somewhat	Much	Very much
Networking and matchmaking events					
Showcasing and demonstration events					

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Etc.					
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