

**OUTCOME ORIENTED
SEA PROGRAM MODEL
1998 – 2009
Women Entrepreneurs of Baltimore**

**ETA Recovery and Reemployment
Research Conference
September 15, 16 2009
Washington, D.C.
Presented by:
Joanne M. Saltzberg
Women Entrepreneurs of Baltimore**



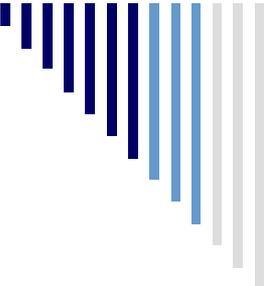
Women Entrepreneurs of Baltimore, Inc.

□ Vision

- New businesses started by our clients are flourishing, creating jobs, revitalizing neighborhoods and significantly contributing to the local economy

Mission

- WEB builds strong businesses that lift up families and communities



Women Entrepreneurs of Baltimore, Inc. (WEB)

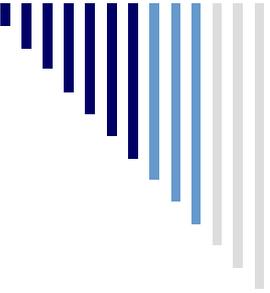
- ❑ Founded in 1989 as an anti-poverty and job creation strategy
 - ❑ To provide microenterprise development services for limited income women, particularly those of color, in Baltimore City, and
 - ❑ To address chronic underemployment and poverty related to the loss of living wage jobs



The WEB Program

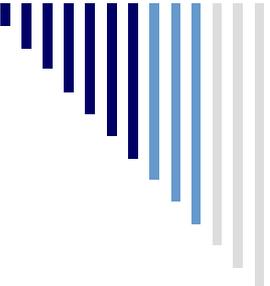
Built for Economic Impact

- ❑ Rigorous, multi-level selection program
- ❑ Intensive business planning and skills development course
- ❑ Fully developed business and implementation plan
- ❑ Implementation counseling, technical assistance, and development services
- ❑ Resource Directed Outcomes



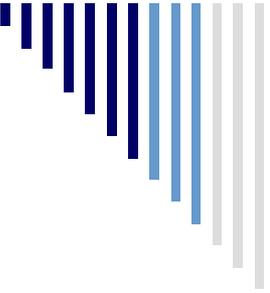
WEB – Key Stats

- 2300 graduates
 - 2000 business launched
- 2007 Aspen Institute Study FY2004 Grads
 - 75% 3 year business survival
 - \$73,750 Average Business Revenue
 - \$89,365 Household Income
 - \$ 5,429 Average Personal Savings



SEA Program at WEB

- SEA Program written into MD Law under the authority of Department of Licensing, Labor, and Regulation
- First Contract Awarded in 1998 – Last Award in 2008
 - Pure Pay for Performance Contract
 - Outcomes are Linked to Payments –
 - 100% forfeit of 3 of 4 pay points if targets not achieved



SEA Program at WEB #2

- Program Model
 - Currently serving 103 individuals annually in four business development cycles
 - DLLR identifies and notifies eligible candidates
 - Candidates return short application
 - Candidates are invited to a one-hour information session where application is distributed – cold shower



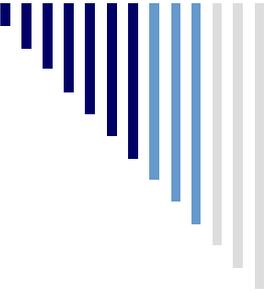
SEA Program at WEB #3

- Applications received are reviewed for personal and business feasibility
- Candidates are invited to a screening
- Screening includes writing and math tests, personality profile, and individual interviews
- Successful candidates in good standing with the Division of Unemployment enter business planning class



SEA Program at WEB #4

- Business Development Cycle Sample Stats
 - 5000 letters sent out by DLLR
 - 1000 short applications received
 - 400-650 attend information session
 - 175-350 submit long form application
 - 75-85 invited to screening
 - 25-26 accepted into class
 - 20-24 complete class
 - 18-22 launch business



SEA Program at WEB #5

- Class is 8 weeks long; twice a week – 64 hours – WEB curriculum
- Independent research and writing – estimate is 120 - 200 hours
- Clients meet with trainer/counselor X 3 during class, X1-2 post class
- Clients receive crisis counseling, as needed
- Successful graduates eligible for implementation services from WEB



SEA Program at WEB #6

- Stats: 1998 – 2009
 - 1292 individuals entered into business development training – from across Maryland
 - 1090 or 84.3% completed training
 - 832 or 77% of completions were in business at completion of training
 - Proof of business start up is revenue creation
 - Over 80% of clients rate the program good to outstanding



SEA Program at WEB #7

□ **2007 Aspen Institute Study, WEB v. SEA**

<u>Outcomes</u>	<u>WEB</u>	<u>SEA</u>
Business Survival	75%	80%
Job Creation	1.58	1.78
Avg. Business Rev.	\$73,759	\$85,957
Avg. Personal Savings	\$ 5,429	\$ 6,493
Total Annual Business Revenue	\$3,181,967	\$1,986,098



Why SEA at WEB Works

- ❑ Delivery by experienced, outcome based business development organization
- ❑ Pay for performance contract
- ❑ Rigorous selection balancing business and personal feasibility
- ❑ Structured business planning
- ❑ Creation of a business and implementation plan
- ❑ Creation of “instant” business network
- ❑ Implementation Services