



NORTH CAROLINA SMALL BUSINESS AND TECHNOLOGY DEVELOPMENT CENTER

2013 STUDENT ENGAGEMENT REPORT

· SBTDC AT WESTERN CAROLINA UNIVERSITY ·
COLLEGE OF BUSINESS

Student Engagement Summary

In 2013, the SBTDC at WCU matched 309 students with more than 80 clients across the region through partnerships with students and professors at Western Carolina University, Montreat College and Wake Forest University. Four WCU students (one undergraduate and three MBA students) worked as paid interns during the year, and one WCU undergraduate worked as an unpaid intern on a project for a client. Collectively, these students invested more than 12,200 hours assisting clients with business and marketing plans, financial analysis and reporting, advertising, human resources, market research, planning and implementation of special events, and other services. Overall, clients indicated a high level of satisfaction with student work. Please see the detailed data on the following pages for additional information.

REPORT CONTENTS

I.	STUDENT INFORMATION.....	2
II.	ENGAGEMENT TABLES	
	a. INTERNS 2013.....	3
	b. SPRING 2013.....	4
	c. SUMMER 2013.....	8
	d. FALL 2013.....	9

STUDENT INFORMATION

INTERNS 2013		
UNIVERSITY	PROGRAM	NUMBER OF STUDENTS
Western Carolina University	Undergraduate Accounting	1
	Undergraduate Engineering	1
	MBA	3
Total Participating Students		5

SPRING 2013		
UNIVERSITY	PROGRAM	NUMBER OF STUDENTS
Western Carolina University	Hospitality & Tourism	31
	Entrepreneurship	15
	Management	88
	MBA Human Resources	22
Total Participating Students		156

SUMMER 2013		
UNIVERSITY	PROGRAM	NUMBER OF STUDENTS
Western Carolina University	MBA International Business	8
Total Participating Students		8

FALL 2013		
UNIVERSITY	PROGRAM	NUMBER OF STUDENTS
Western Carolina University	Management	83
	Hospitality and Tourism	36
	MBA	7
Montreat College	MBA	5
Wake Forest University	Masters of Accountancy	9
Total Participating Students		140

2013 Total Student Participation: 309

Total Student Hours: 12,236.5

ENGAGEMENT TABLES: INTERNS 2013

INTERNSHIP (SUPERVISOR, PROGRAM, POSITION)	CLIENT DESCRIPTION	PROJECT OUTCOMES	TOTAL STUDENT HOURS
Cagle WCU Undergraduate Accounting Major - Business Counselor Assistant 1 student	Student performed database analysis, client research, business plan reviews, corrections, client services, and other tasks as requested.	Final documents included research reports, market analysis, and business plan reviews. Performed all requested tasks promptly and diligently.	16.5
Cagle WCU Graduate Business Student - Business Counselor Assistant 1 student	Student performed database analysis, client research, business plan reviews, corrections, client services, and other tasks as requested.	Final documents included research reports, market analysis, and business plan reviews. Performed all requested tasks promptly and diligently.	98.25
Cagle WCU Graduate Business Student - Business Counselor Assistant 1 student	Student performed database analysis, client research, business plan reviews, corrections, client services, and other tasks as requested.	Final documents included research reports, market analysis, and business plan reviews. Performed all requested tasks promptly and diligently.	2.5
Cagle WCU Graduate Business Student - Business Counselor Assistant; Graduate Assistant 1 student	Student performed database analysis, client research, business plan reviews, corrections, client services, assistance with student team reporting, and other tasks as requested.	Final documents included research reports, market analysis, and business plan reviews. Performed all requested tasks promptly and diligently.	148.75
Cagle WCU Undergraduate Engineering Major - Business Counselor Assistant 1 student	Student performed database analysis, client research, business plan reviews, corrections, client services, and other tasks as requested.	Final documents included research reports, market analysis, and business plan reviews. Performed all requested tasks promptly and diligently.	26.0
TOTAL STUDENTS: 5			TOTAL HOURS: 292.0

ENGAGEMENT TABLES: SPRING 2013

STUDENT TEAM (PROFESSOR/ COUNSELOR, TEAM NUMBER, NUMBER OF STUDENTS)	CLIENT DESCRIPTION	PROJECT OUTCOMES	TOTAL STUDENT HOURS
Wright/Taylor Team164WCU 4 students	Client has developed a technology-related startup, and requested assistance with a business and marketing plan.	Completed business plan and marketing plan; client very satisfied with outcomes.	123.25
Wright/Taylor Team165WCU 4 students	Client is a wireless networking R&D firm. The business is considering an expansion.	Completed business expansion feasibility analysis; client satisfied with outcomes.	313.75
Wright/Costello Team166WCU 4 students	The client is a community theater. The client requested help with research for a business expansion and capital campaign.	Business expansion feasibility plan completed and approved; client very satisfied.	173.25
Wright/Brown Team167WCU 4 students	The client is a furniture manufacturer who requested a marketing plan for a new product line.	Completed marketing plan with recommendations. Client satisfied.	192
Wright/Costello Team168WCU 4 students	The client is a baking company specializing in gluten free products. Client requested a marketing plan.	Completed marketing plan with recommendations; client very satisfied.	307.5
Wright/Brown Team169WCU 4 students	The client is a trade association representing natural products producers in the region, and requested a business plan.	Completed draft of a business plan; client satisfied.	331.75
Wright/Brown Team170WCU 4 students	The client is an herbal supplement company and requested help with a marketing plan and industry analysis.	Team completed an industry analysis and developed a marketing plan; client very satisfied.	178.25
Wright/Dennison Team171WCU 5 students	The client is a boutique grocery store and requested help with marketing research and the development of a marketing plan.	Team produced a marketing plan and conducted industry research and analysis. Client very satisfied.	210.75
Wright/Taylor Team172WCU 4 students	The client is developing a technological application for use in the health care	Feasibility study and marketing plan completed; client very satisfied.	243.25

	setting.		
Wright/Brown Team173WCU 4 students	The client is a motorized bicycle manufacturer, and requested help with a market analysis.	Market analysis complete; client satisfied.	205.75
Wright/Cagle Team174WCU 4 students	The client is a pottery shop. Client requested help with a marketing analysis.	Market research and marketing plan complete; client satisfied.	363
Wright/Brown Team176WCU 4 students	The client is a textile company and requested help with an online marketing plan for the business.	Comprehensive online marketing plan completed; analysis and market research presented; client very satisfied.	300.5
Wright/Cagle Team177WCU 4 students	Client is a reclaimed wood products company, and requested a marketing analysis and plan for a new product line.	Marketing plan completed; analysis and market research presented; client very satisfied.	327.25
Wright/Costello Team178WCU 4 students	Client is a party supply store and requested help with a marketing plan.	Marketing plan completed; client very satisfied.	221.25
Wright/Brown Team179wcu 4 students	Client is developing a food products company and requested help with a marketing plan.	Marketing plan completed; client did not attend final presentation.	107
Wright/Taylor Team180WCU 3 students	The client is developing an audio electronics company and requested help with a marketing plan.	Market research and marketing plan presented; client very satisfied.	256
Wright/Brown Team181WCU 4 students	The client is a trout producer who requested help with a supplier analysis and marketing plan.	Team conducted supplier analysis and completed marketing plan. Client very satisfied.	228.25
Wright/Brown Team182WCU 4 students	The client produces shooting sport items and requested a business and marketing plan.	Business plan and financial projections completed; client very satisfied.	223.5
Wright/Brown Team184WCU 4 students	The client is a local business promoter who requested help with a marketing plan.	Market research and marketing plan complete; client satisfied.	229
Wright/Cagle Team185WCU 4 students	The client is a rehab workshop and manufacturer, and requested help with a comprehensive marketing plan and growth strategy.	Marketing assessment and plan complete. Client very satisfied.	287.75
Wright/Costello Team186WCU 4 students	The client is an alcoholic beverage (hard cider) manufacturer. Client requested a marketing plan	Comprehensive marketing plan completed; analysis and market research presented; client very	219

	for the business.	satisfied.	
Wright/Costello Team188WCU 4 students	Client is a bowling alley and requested assistance with a strategic plan.	Strategic plan completed; client very satisfied.	177
Richmond/Cagle Team189WCU 3 students	Client is developing a software company and requested assistance with writing a business plan.	Business plan completed; client very satisfied.	82.25
Richmond/Raper Team190WCU 3 students	The client is a local chapter of a national nonprofit that is starting a new chapter in Jackson County. Client requested help with a strategic plan.	Strategic plan completed; client very satisfied.	16
Richmond/Raper Team191WCU 3 students	The client is resale store specializing in housewares and furniture. Client requested assistance with a marketing plan.	Team produced a marketing plan and assisted client with developing marketing materials. Client very satisfied.	145.75
Richmond/Costello Team192WCU 2 students	The client is a trout producer who is planning to launch a new aspect of his business, and requested help with a feasibility study.	Feasibility study completed; client very satisfied.	8
Richmond/Cagle Team193WCU 4 students	The client is an architect who specializes in energy efficiency. Client requested assistance with a business plan.	Business plan complete; client satisfied.	50
Domagalski/Brown Team194WCU 3 students	The client is a food products producer. Client requested help with an incentive structure for employee compensation.	Incentive structure and associated calculators and tools completed and delivered with recommendations; client very satisfied.	25
Domagalski/Brown Team195WCU 3 students	The client is a food products producer. Client requested help with a new employee orientation training program.	Orientation program developed and delivered with recommendations. Client very satisfied.	41
Domagalski/Gordon Team196WCU 3 students	The client is a farm, specializing in meat production. Client requested assistance with creation of an employee handbook.	Comprehensive employee handbook created and delivered; client very satisfied.	61.25
Domagalski/Brown Team197WCU 3 students	Client is a seed company who requested help with position analysis and writing job descriptions.	Position analysis completed and job descriptions created; client very satisfied.	44

Domagalski/Brown Team198WCU 3 students	Client is a seed company who requested help with creation of an employee handbook.	Employee handbook completed and delivered; client very satisfied.	46
Domagalski/Brown Team199WCU 3 students	The client is an industrial coatings company who requested help with development of a long term employee recruitment strategy.	Team produced an analysis of current recruiting and developed several potential strategies with recommendations. Client satisfied.	55
Domagalski/Cagle Team200WCU 4 students	The client is a dental laboratory who requested help with updating an employee handbook.	Employee handbook updated to conform to current standards; client extremely satisfied.	74.25
Brown/Dennison Team201WCU 6 students	The client is a community revitalization organization affiliated with WCU and requested help with a community garden project.	Comprehensive plan for a community garden project completed and delivered with recommendations. Client satisfied.	32.75
Brown/Dennison Team202WCU 5 students	The client is a community revitalization organization affiliated with WCU and requested help with a hiking trails project.	Comprehensive plan for a hiking trails project completed and delivered with recommendations. Client satisfied.	24
Brown/Dennison Team203WCU 4 students	The client is a community revitalization organization affiliated with WCU and requested help with a transportation and tourism project.	Comprehensive plan for a transportation and tourism cluster project completed and delivered with recommendations. Client satisfied.	26
Brown/Dennison Team204WCU 6 students	The client is a community revitalization organization affiliated with WCU and requested help with a project related to bike lanes.	Comprehensive plan for bike lanes completed and delivered with recommendations. Client satisfied.	57
Brown/Dennison Team205WCU 5 students	The client is a community revitalization organization affiliated with WCU and requested help with a project to position the community as a trout fishing destination.	Comprehensive plan for trout fishing-related tourism completed and delivered with recommendations. Client satisfied.	9
Brown/Dennison Team206wcu 5 students	The client is a community revitalization organization affiliated with WCU and requested help with a project to develop a river park.	Comprehensive plan for a river park completed and delivered with recommendations. Client satisfied.	3.5
TOTAL STUDENTS: 156			
TOTAL HOURS: 6,019.75			

ENGAGEMENT TABLES: SUMMER 2013

STUDENT TEAM (PROFESSOR/ COUNSELOR, TEAM NUMBER, NUMBER OF STUDENTS)	CLIENT DESCRIPTION	PROJECT OUTCOMES	TOTAL STUDENT HOURS
Wright/Brown Team207WCU 2 students	Client is a business that specializes in background checks and is interested in pursuing international opportunities for business.	Team conducted targeted international market research and presented a marketing plan with recommendations. Client very satisfied.	177.75
Wright/Romano Team208WCU 2 students	Client is a lawn maintenance equipment manufacturer that is considering exporting to several countries.	Team conducted targeted international market research and presented a marketing plan with recommendations. Client very satisfied.	86.5
Wright/Romano Team 209WCU 2 students	Client is a winery that is considering exporting its products to selected countries.	Team conducted targeted international market research and presented a marketing plan with recommendations. Client very satisfied.	78
Wright/Cagle Team210WCU 2 students	The client is an electronics manufacturer who is seeking out new market opportunities overseas.	Team conducted targeted international market research and presented a marketing plan with recommendations. Client very satisfied.	126
TOTAL STUDENTS: 8			TOTAL HOURS: 468.25

ENGAGEMENT TABLES: FALL 2013

STUDENT TEAM (PROFESSOR/ COUNSELOR, TEAM NUMBER, NUMBER OF STUDENTS)	CLIENT DESCRIPTION	PROJECT OUTCOMES	TOTAL STUDENT HOURS
Johnson/Costello Team212WCU 4 students	Client is a reseller of home textile products who requested help with research on accounting software programs.	Team conducted research on accounting software packages and identified several promising programs, including recommendations.	346
Johnson/Brown Team213WCU 4 students	Client is an alternative energy company that produces biofuels. Client requested help with market research to identify potential customers.	Team conducted research on specific customer segments that the client should target, and presented their findings with recommendations.	259
Johnson/Dennison Team 214WCU 4 students	Client is a computing/IT company that is developing a new product for market. Client requested help with market analysis.	Team completed market research (including a situational analysis) for the client and presented their findings with recommendations.	165
Johnson/Cagle Team215WCU 4 students	The client is a glass product manufacturer that is hoping to launch a new product line. Client requested market research and a feasibility analysis for the product line.	Team conducted market research and presented a feasibility analysis to the client with recommendations.	196
Johnson/Brown Team216WCU 4 students	Client is a food product company that is interested in launching a new product line. Client requested market research for the product line.	Team conducted market research and presented a marketing plan to the client with recommendations.	193.5
Johnson/Gordon Team217WCU 4 students	Client is a landscaping business that is launching a landscape architecture branch of the business. Client requested assistance with a marketing plan for the landscape architecture portion of the company.	Team conducted market research and presented a marketing plan to the client with recommendations.	203.5
Johnson/Costello Team218WCU 4 students	Client is an education-related nonprofit that requested help with a	Team conducted market research and presented a marketing plan to the client	172

	marketing plan.	with recommendations.	
Wright/Costello Team219WCU 4 students	Client is a design/build company who requested help with marketing.	Team conducted market research and presented a marketing plan to the client with recommendations.	245
Wright/Costello Team220WCU 4 students	Client is a photographer who requested assistance with marketing her services.	Team conducted market research and presented a marketing plan to the client with recommendations.	141
Wright/Costello Team221WCU 4 students	Client is a family enrichment center that requested assistance with marketing.	Team conducted market research and presented a marketing plan to the client with recommendations.	145.75
Wright/Raper Team222WCU 4 students	Client is a cleaning products manufacturer who requested assistance with marketing.	Team conducted market research and presented a marketing plan to the client with recommendations.	169
Wright/Costello Team223WCU 3 students	The client is an interior designer who requested assistance with marketing her services.	Team conducted market research and presented a marketing plan to the client with recommendations.	106.25
Wright/Raper Team224WCU 3 students	Client is a nonprofit health care center that requested assistance with a business plan for the center.	Team conducted a thorough analysis of the business and presented a business plan to the client with recommendations for next steps.	252.75
Wright/Costello Team225WCU 4 students	Client is an auto repair garage that requested help with marketing their business.	Team conducted market research and presented a marketing plan to the client with recommendations.	181.5
Wright/Costello Team226WCU 4 students	Client is a candle manufacturer who requested marketing help.	Team conducted market research and presented a marketing plan to the client with recommendations.	137.25
Wright/Cagle Team227WCU 4 students	Client is a rehab workshop and manufacturer who requested assistance with marketing.	Team conducted market research and presented a marketing plan to the client with recommendations.	172.75
Wright/Costello Team228WCU 5 students	Client is a high-end home builder who requested help with a marketing plan for their business.	Team conducted market research and presented a marketing plan to the client with recommendations.	258.75

Wright/Brown Team229WCU 4 students	Client is a neighborhood grocery store and deli that requested assistance with marketing.	Team conducted market research and presented a marketing plan to the client with recommendations.	179.5
Wright/Cagle Team230WCU 4 students	Client is a rehab workshop and manufacturer who requested assistance with marketing.	Team conducted market research and presented a marketing plan to the client with recommendations.	251.75
Wright/Dennison Team231WCU 4 students	The client is a clothing manufacturer who requested assistance with marketing her business and market research.	Team conducted market research and presented a marketing plan to the client with recommendations.	315.25
Wright/Brown Team232WCU 4 students	Client is a yoga studio that provides classes and space for guest presenters. Client requested assistance with marketing.	Team conducted market research and presented a marketing plan to the client with recommendations.	199.25
Johnson/Costello Team233WCU 3 students	Client is an aesthetics and weight loss clinic that requested help with marketing.	Team conducted market research and presented a marketing plan to the client with recommendations.	279.25
Johnson/Brown Team234WCU 4 students	Client is a health-related business that works to find solutions to chronic diseases. Client requested help with a marketing plan.	Team conducted market research and presented a marketing plan and financial forecast to the client with recommendations.	168.75
Brown/Cagle Team235WCU 6 students	Client is an event planner who is expanding into a new venue and requested a comprehensive assessment related to infrastructure, market research, and marketing.	Team provided a comprehensive analysis for the client that will inform the venue's strategic, marketing, and business plans.	72.25
Brown/Cagle Team236WCU 6 students	Client is an event planner who is expanding into a new venue and requested a comprehensive assessment related to infrastructure, market research, and marketing.	Team provided a comprehensive analysis for the client that will inform the venue's strategic, marketing, and business plans.	21
Brown/Cagle Team237WCU 5 students	Client is an event planner who is expanding into a new venue and requested a comprehensive assessment related to infrastructure, market research, and marketing.	Team provided a comprehensive analysis for the client that will inform the venue's strategic, marketing, and business plans.	36

Brown/Cagle Team238WCU 7 students	Client is an event planner who is expanding into a new venue and requested a comprehensive assessment related to infrastructure, market research, and marketing.	Team provided a comprehensive analysis for the client that will inform the venue's strategic, marketing, and business plans.	54
Brown/Cagle Team239WCU 5 students	Client is an event planner who is expanding into a new venue and requested a comprehensive assessment related to infrastructure, market research, and marketing.	Team provided a comprehensive analysis for the client that will inform the venue's strategic, marketing, and business plans.	100.75
Brown/Cagle Team240WCU 5 students	Client is an event planner who is expanding into a new venue and requested a comprehensive assessment related to infrastructure, market research, and marketing.	Team provided a comprehensive analysis for the client that will inform the venue's strategic, marketing, and business plans.	43.25
Wake Forest/Brown Team4wakeforest 5 students	Client is a home care company who requested a company valuation.	Team provided a company valuation for the client.	157
Wake Forest/Brown Team5wakeforest 4 students	Client is a bicycle shop offering new and used bike sales and service.	Team provided a company valuation for the client.	142
Gorman/Brown Team120MONT 5 students	Client is a telecommunications company who requested assistance with a marketing plan for the business.	Team provided a comprehensive marketing plan, including client surveys, market analysis, and budgeting.	91.5
TOTAL STUDENTS: 140			
TOTAL HOURS: 5,456.5			