

## APPENDIX L

**MEMORANDUM OF AGREEMENT  
BETWEEN  
THE DEPARTMENT OF COMMUNITY COLLEGES  
AND  
THE UNIVERSITY OF NORTH CAROLINA**

**With respect to Small Business Assistance  
Programs and Services provided through  
the Community Colleges' Small Business  
Centers (SBCs) and The University's Small  
Business and Technology Development Center (SBTDC)**

**May 2007**

### **OBJECTIVE OF THE AGREEMENT**

The State of North Carolina is fortunate to have both its Community College System and The University of North Carolina system actively engaged in the promotion of entrepreneurship and the delivery of business education, management counseling and technical assistance services to businesses across the state. This commitment is manifested through the work of the Small Business Center Network (SBCN) of the Community Colleges and the Small Business and Technology Development Center (SBTDC) of The University system.

The purpose of this Agreement is to establish the framework within which the programs and services of the SBCN and the SBTDC are organized, coordinated and publicly promoted to provide a robust, seamless, statewide system of business development services to start-up businesses and to existing small to medium-sized businesses. Furthermore, this Agreement will encourage and support an interactive, cooperative relationship between the SBCN and the SBTDC, both locally and at the state level, in order to assure that the resources of these programs are fully accessible and effectively deployed to the business community.

### **GUIDING PRINCIPLES**

1. The public higher education systems in North Carolina have long played a leading role in support of workforce and economic development in North Carolina, and they are being called upon to expand their commitment, capacity and leadership in these areas.
2. The Community College System and The University are committed to enhanced collaboration and cooperation across the full spectrum of their responsibilities and activities related to workforce and economic development.
3. As the principal business and economic development resources of the Community College System and The University, the SBCN and the SBTDC will manifest this commitment to collaboration and cooperation through the delivery of statewide services to North Carolina's business community.

## **MISSION AND ROLES OF THE SBCN AND THE SBTDC**

It is the mission of both the SBCN and the SBTDC to support job growth and economic development in the state by providing assistance which is focused on meeting the needs of the business community. In fulfilling this mission, both of these programs reflect the unique strengths, resources and capacities of The University and the Community College System in North Carolina.

The roles of the SBCN and the SBTDC are as follows:

1. SBCN: The SBCN functions as a local, community-based resource to help actual or prospective owners of small businesses plan and operate successfully. The SBCN offers both owners and employees of businesses appropriate courses, seminars and workshops, one-on-one counseling for both start-up and existing business issues, referrals to other agencies and sources of assistance, and a resource library of relevant publications and information. The programs and services of the SBCN are primarily dedicated to meet local needs in their respective service areas.
2. SBTDC: The SBTDC functions as a business and technology extension service designed to provide in-depth management counseling, specialized training and technical assistance to business owners and to would-be entrepreneurs. The SBTDC also facilitates technology development and transfer within the small business community. In addition to its external public service role, the SBTDC directly supports the educational mission of The University by enriching the educational experiences of students and expanding the interaction of faculty with the business community.

## **OPERATIONAL UNDERSTANDINGS**

A number of administrative and/or operational understandings are critical to the effective implementation of this Agreement. The most important of these are set forth below. This listing, however, is not intended to fully describe the interactive, cooperative relationship which is expected between the SBCN and the SBTDC, but to serve as a guide for development of the most effective relationship possible.

1. The Director of the SBCN program and the Executive Director of the SBTDC program will assure that all staff associated with each program are apprised of this Agreement and aware of the expectation that the SBCN program and the SBTDC program will cooperate fully to assure continuing implementation of the spirit of this Agreement.
2. There will be regular contact and communication between the SBCN program and the SBTDC program. At a minimum this will include:
  - a. The Director of the SBCN program and the Executive Director of the SBTDC will meet regularly to review the level of collaboration between the programs, explore opportunities for new program initiatives and assure effective coordination of their respective program efforts.
  - b. There will be at least one annual planning meeting at the beginning of each fiscal year between senior staff representatives of the SBCN program and the SBTDC program.

- c. The state administrators of the SBTDC and the SBCN will plan and conduct professional development meetings for staff involved in both the SBCN and SBTDC programs.
- 3. The SBCN program and the SBTDC will continue to utilize the unique resources of their respective institutions and their own programs strengths and capacities in serving the small business community. The focus of services of these programs and interaction between them, generally, are as follows:
  - a. The SBCN program will continue to emphasize community-based educational and training programs, individual counseling and referral services and information resources for small business owners and potential owners. Services will include: (1) management seminars; (2) business and business-related seminars; (3) international trade assistance and education through the Export Outreach Program; (4) targeted market programs in cooperation with the SBTDC and with other service providers such as local, state and federal agencies, business organizations, chambers of commerce and economic developers; (5) walk-in resource and information center; (6) business guidance and consultative services; (7) referrals to SBTDC for appropriate in-depth business guidance and counseling services or to other appropriate individuals or agencies; (8) computer network linkages, teleconferences and video replays; and (9) community-based partnership networks.
  - b. The SBTDC will continue to emphasize in-depth management counseling services, technical assistance, specialized training for business owners and would-be entrepreneurs and technology development and transfer within the small business community. Services will include: (1) in-depth business and management consultative services; (2) other technical and managerial assistance and educational programs in areas such as market research, feasibility studies, patent/trademark searches, financial analysis, procurement, international trade and other technical areas; (3) technology development and transfer assistance; (4) referrals to the SBCN for appropriate initial business guidance and consultative services and for educational and training programs; (5) strategic action planning and leadership development programs; and (6) services to economic and community development organizations.
  - c. The SBTDC and the SBCN will maintain a client referral and tracking system to account for client referrals between the two programs.
  - d. The SBTDC and the SBCN will actively market and promote the availability of and access to the programs and services of the respective programs.
- 4. The SBTDC and the SBCN programs will cooperate fully, including entering into formal subcontract arrangements when necessary and appropriate, to support special programs and projects or to leverage funds for improved services to the small business community in North Carolina.
- 5. This Agreement will be effective   (date)   and supersedes any prior Agreement between The University and the Community College System relating to the SBTDC and the SBCN. This Agreement will have continuing effect but may be revised or expanded at any time upon the mutual consent of the Boards of both The University and the Community College System.