

Driving Economic Growth through Rural Small Businesses

The Broadband & E-Commerce
Education Center

Broadband as a Catalyst for Leading Change



John Kotter's Leading Change Framework

Pilot as First Step

Training for 68 Small Businesses in 4 rural counties

The Basics: SEO, SEM, Web 101, E-Commerce 101

Additional Customized Assessments for 25 (17) Businesses

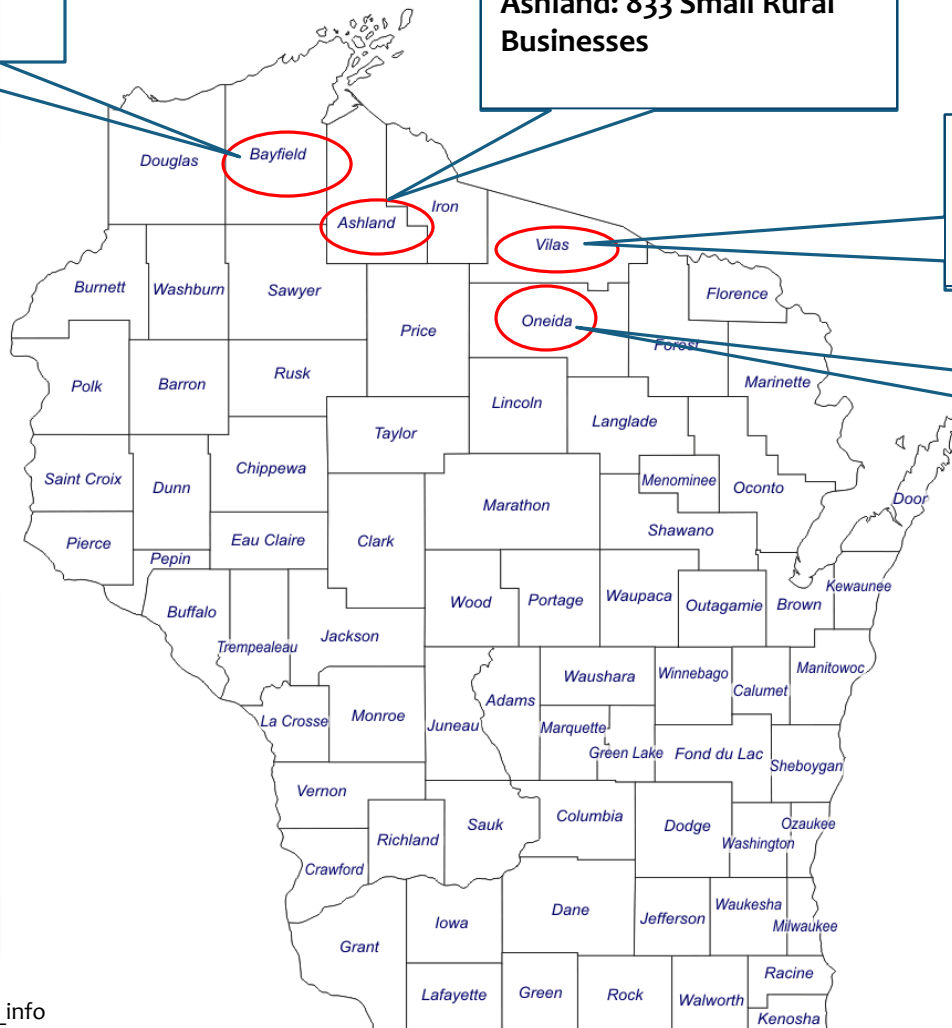
Assessment Options (1:4) : website, social media analysis, peer/competitor SM analysis, LinkedIn profile assessment

Bayfield: 1,024 Small Rural Businesses

Ashland: 833 Small Rural Businesses

Vilas: 1,275 Small Rural Businesses

Oneida: 2,159 Small Rural Businesses



Locally Led...

UWEX Digital Leaders with Economic
Development Professionals and if possible
Providers

The DEi

The DEi Scorecard was a hook, an enticement to attend the in-person training

An Individualized 'broadband health check' that:
 –benchmarks competitiveness against peers
 –estimates ROI from increased utilization



DEi

Digital Economy Index

Scorecard

This scorecard compares your current level of Internet use to other organizations of similar size in your industry sector. The Digital Economy index (DEi) is a score based on the Internet-enabled applications (e-solutions) that you use.

By using this scorecard you can uncover additional e-solutions that can bring the greatest potential impact to your organization through improved efficiencies, innovation, and increased profitability.

Acme Parts Supply

MANASSAS PARK VA

Industry sector: Manufacturing / Processing
 Organization size: 20 - 49 employees

Your DEi score: 4.6

Your Industry Sector **Sector DEi**
 Manufacturing / Processing **6.2**

Opportunities to improve your score

Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

e-Solution	Annual Impacts*	
	Percent	Amount
Selling goods or services		\$ 561,880
New revenues	8.1%	\$ 560,640
Cost savings	0.03%	\$ 1,240
DEi increase		0.78
Advertising and promotion		\$ 345,460
New revenues	4.9%	\$ 343,370
Cost savings	0.05%	\$ 2,090
DEi increase		0.58
Customer service and support		\$ 278,400
New revenues	3.6%	\$ 253,750
Cost savings	0.56%	\$ 24,650
DEi increase		0.78
Total annual impacts from NEW e-solutions		\$1,185,740
		per year

* Based on averages for your industry and size. Actual results may vary.

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

Statewide DEi Distribution for your industry



Percentage of organizations in your industry sector with a higher DEi score

81.0%

Getting started

To get started now, please contact **Ann Mills** your business adviser with our partner **Northern Region**

email: a.mills@northern.org
 phone: (888) 555-1267

For 'actionable' background information on how you can benefit from e-solutions, please follow the link below:

[Actionable Information](#)

To take the next step please follow the link below and an advisor will contact you.

[Request for follow-up by an advisor](#)

The Numbers:

Across all four counties:

- Retail (14)
- Accommodation/Food Service (8)
- Other (8)
- Arts, Entertainment, Recreation (7)
- Construction (5)
- Professional/Technical (4)
- Healthcare (3)
- Ag/Forestry/Fishing; Finance/Insurance; Real Estate (2)
- Information; Manufacturing/Processing; Wholesale Trade (1)



Big Economic Impact

	Annual Revenue	Annual Operating Expenses	Revenue Impacts	Cost Savings	Total Benefit	Avg. per eSolution	No. eSolutions
Total	\$29,132,000	\$16,583,000	\$3,468,141	\$177,064	\$3,645,205	\$23,218	157
			11.9%	1.1%	13.0%		
		Top 1st	\$1,676,324	\$61,087	\$1,737,411		55
		Top 2nd	\$1,030,199	\$61,733	\$1,091,931		52
		Top 3rd	\$761,618	\$54,245	\$815,863		50
			\$3,468,141	\$177,064	\$3,645,205		157
Averages	\$529,673	\$301,509	\$63,057	\$3,219	\$66,276	\$23,218	157
		Top 1st	\$30,479	\$1,111	\$31,589		55
		Top 2nd	\$19,812	\$1,187	\$20,999		52
		Top 3rd	\$15,232	\$1,085	\$16,317		50

If you take the **total benefit** from all of the top 3 opportunities across the 55 businesses the total is **\$3.6M**, which averages to about **\$66K per business**. This is an estimate of annual benefit per year. The average benefit per e-solution is about \$23K per year.



“We will certainly use this information as we grow our e-business”

--Dottie Reeder, Sonny Bees Honey Farm

“This training session was informative, covered broad topics in an easy to understand manner, and was very effective at highlighting the importance of the internet for the success of a business.”

**- Celeste Hendrickson,
Superior Content Solutions**



“The Blueberry Patch gift store is always looking for an opportunity to expand its customer base. As a business we are fortunate to have a UW Extension Office active in supporting our education needs. ”

- Stephanie Miesbauer, Blueberry Patch Gifts



Continued Impact

“What surprised me most was how our online posts strengthened our local networks and referrals. But generally, if you don’t know what’s out there beyond your brick and mortar store, you don’t even know what business you could have.”

**--Katie Gellaty,
Solstice Outdoors**



Solstice Outdoors

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Ice Caves...A Spectacular Adventure

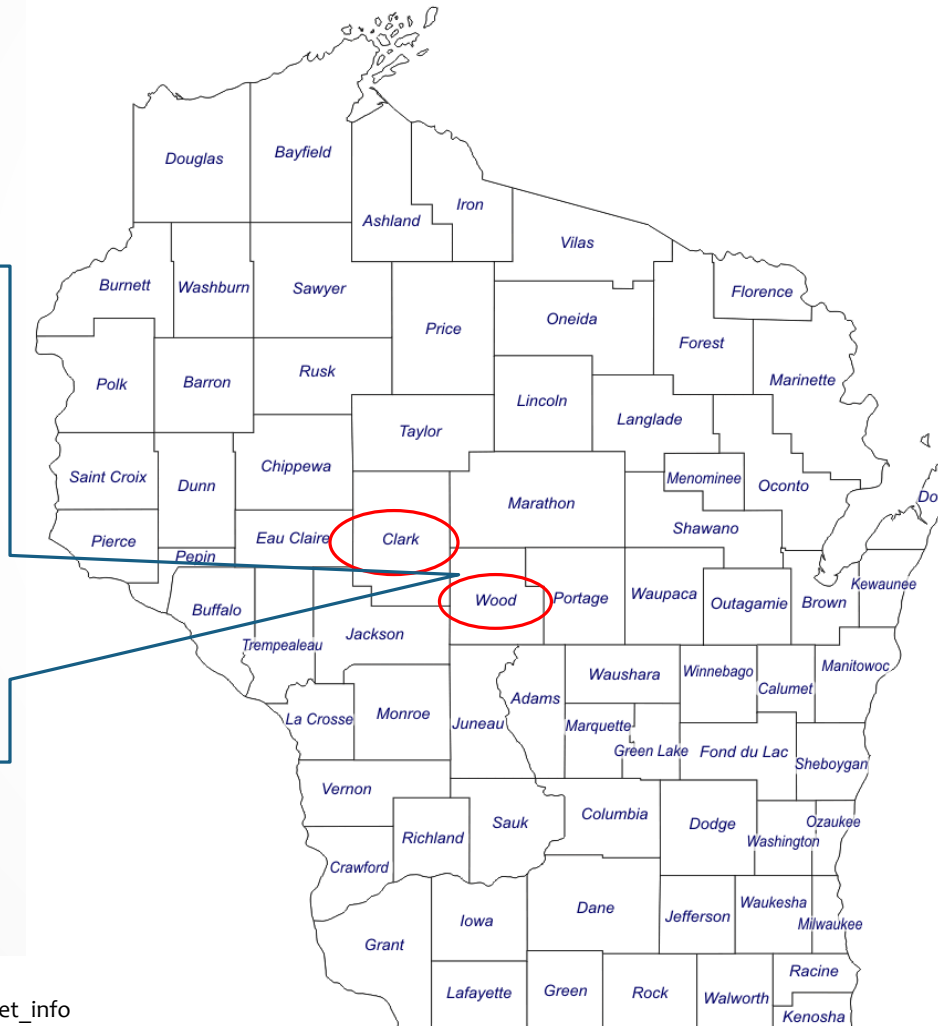


Adventuring this past weekend with gal pals took us to the ice caves of the Apostle Islands National Lakeshore. This place, right in our backyard is pristine and rather untouched in the summer, but this winter has transformed into spectacular displays of ice and caves, real caves with cubbies, crevices, ice and frost formations that look more like underground stalagmites and stalactites. The stark contrast of the gradient sandstone cliffs along the lakeshore and ice is what has drawn "cavers" from near and far. As a local I was rather skeptical that this year the ice caves would look any different than in years past, but they are quite

Our Second Pilot

Clark: 1,652 Rural Small Businesses

Wood: 3,006 Rural Small Businesses



Lessons Learned:

- Topics are relevant
- Pitch is accurate
- Trainers are good
- Hands-on is important
- Basic barriers to entry
- Test: immediate hands-on versus remote follow up

Day One: Group Training

Day Two: One on One Consultation

Why We Are Jazzed about This Approach

- * **Doesn't cost an arm or a leg - currently no charge to the business. Grant funded**
- * **Builds off of a local human network and makes it better – a collaborative team**
- * **An entry point for additional streamlined support & long-term relationship**
- * **Can create public-private partnerships**

Strategies Beyond this Pilot

Rural – with a Focus on Building
Community Capacity

Source of Success are Local Economic
Development Teams - led by UWEX County
Educators

Intentional Concentration on Adoption &
Utilization: Statewide Advisory Council



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