

## 2012 Program Report Card: CONNSTEP, Inc. (DECD)

*Quality of Life Result:* All Connecticut working age residents have jobs that provide financial self-sufficiency.

*Contribution to the Result:* Funding for CONNSTEP is used to offer reasonable rates for services to CT manufacturers and other small businesses. Our services for Continuous Improvement projects identify the areas for waste reduction. This allows companies to operate more efficiently, making them more competitive, financially sound, and able to retain employees. This further results in opportunity for growth projects, which CONNSTEP also offers, allowing expansion, new technology and the potential for new jobs.

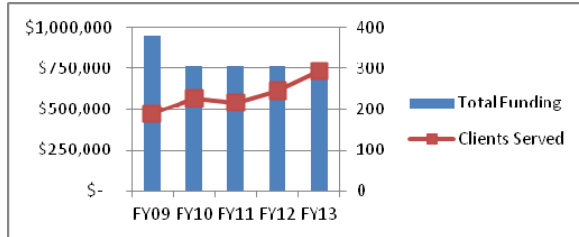
Program Expenditures	State Funding	Federal Funding	Other Funding	Total Funding
Actual FY 11	\$ 760,000	\$1,027,489	\$623,111	\$2,410,600
Estimated FY 12**	\$ 760,000	\$1,027,489	\$643,111	\$2,430,600

\*\*State funding proposal pending approval

*Partners:* CBIA, New Haven Manufacturing Assoc., Manufacturing Alliance of CT, CT Manufacturing Coalition, CT Agencies including: DOL, CDA, CTC, SBIR, CI and OWC, as well as State Universities and Community Colleges.

### How Much Did We Do?

Clients Served



Year	Total Funding	Clients Served	State Funding per Client
FY09	\$950,000	188	\$ 5,053
FY10	\$760,000	227	\$ 3,348
FY11	\$760,000	215	\$ 3,535
FY12	\$760,000	245	\$ 3,102
FY13	\$760,000	295	\$ 2,576

#### Story behind the baseline:

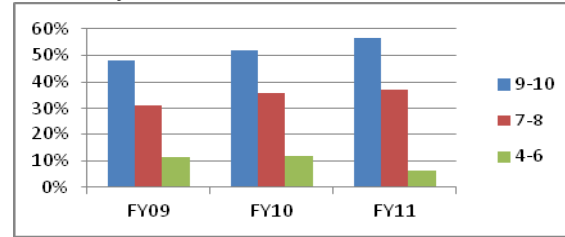
Programs are reaching a broader base of client company types. Quality division's audit and training services are increasing due to the revision of the international quality standards.

There is a conflicting trend. Client served trend is up, but value of service provided to client will erode with flat funding level.

Trend: ◀▶

### How Well Did We Do It?

How likely is a client to recommend services:



Customer Ratings	FY09	FY10	FY11
9-10	48%	52%	57%
7-8	31%	36%	37%
4-6	11%	12%	6%

#### Story behind the baseline:

Per independent third party survey required by Federal Funding source.

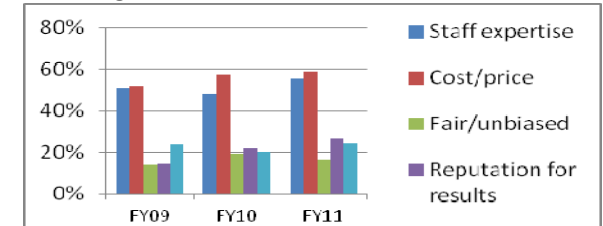
Satisfied customers are more likely to make recommendations to their network.

Trend shows increase in client satisfaction and thus likelihood of recommending CONNSTEP to others.

Trend: ▲

### How Well Did We Do It?

Two most important factors for the client choosing to work with CONNSTEP:



Factors in Decision	FY09	FY10	FY11
Staff expertise	51%	48%	55%
Cost/price	52%	57%	59%
Fair/unbiased	14%	19%	17%
Reputation for results	15%	22%	27%
Industry Knowledge	24%	20%	24%

#### Story behind the baseline:

Per independent third party survey.

Cost is a growing factor to customers as is staff expertise. Positive response to the criteria assist CONNSTEP with internal staff development and alignment of program services and their pricing.

Trend indicates client motivators are being addressed appropriately.

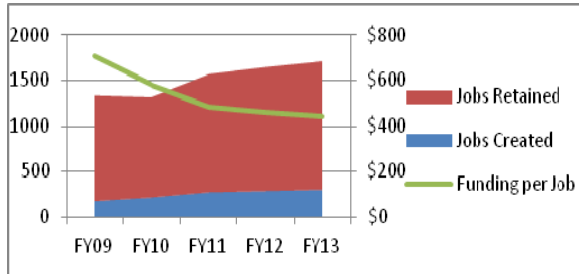
Trend: ▲

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*Quality of Life Result:* All Connecticut working age residents have jobs that provide financial self-sufficiency.

### Is Anyone Better Off?

Jobs Created or Retained



Year	Jobs	Funding Per Job
	Created or Retained	
FY09	1,338	\$710
FY10	1,319	\$576
FY11	1,576	\$482
FY12	1,654	\$459
FY13	1,720	\$442

#### Story behind the baseline:

Historical values from independent third party survey required by Federal Funding source.

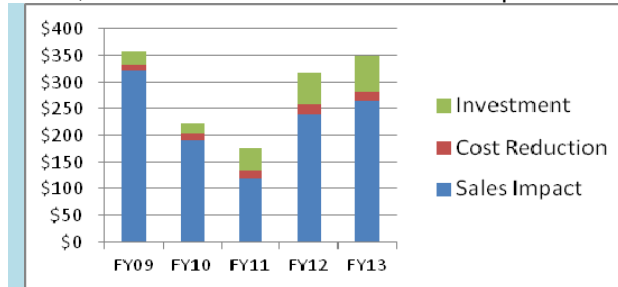
The graph reflects the percentage of created versus retained jobs against funding. Our program is mainly focused on adding knowledge to currently employed staff. As companies become more efficient and competitive through training, new jobs are added, but that is not the largest focus of our program.

Trend is in line with state and national projections.

**Trend: ▲**

### Is Anyone Better Off?

Sales, Cost Reduction and Investment Impacts



Financial Impacts (Millions)				
Year	Sales Impact	Cost Reduction	Investment	Total Impact
FY09	\$ 323	\$ 11	\$ 24	\$ 359
FY10	\$ 192	\$ 12	\$ 18	\$ 221
FY11	\$ 119	\$ 16	\$ 41	\$ 177
FY12	\$ 240	\$ 18	\$ 60	\$ 318
FY13	\$ 265	\$ 18	\$ 66	\$ 349

#### Story behind the baseline:

Impact data per independent third party survey.

Clients with improving product quality are more attractive in the supply chain increasing sales. Reducing costs including energy makes pricing more competitive and opens potential to go into new markets. New markets and general growth in sales allows companies to contemplate plant investments.

Positive impacts correlate with financially sound clients staying in business, remaining competitive and retaining jobs.

Trend reflects recent strong upward growth in Sales impacts. Expected to increase due to quality standard implementations and new market penetration.

**Trend: ▲**

### Proposed Actions to Turn the Curve:

As we provide our services to reach more clients, additional funding is necessary to prevent the need to increase fees charged to clients. Case to be proposed to legislators and partners.

Upward trend in customer satisfaction and value in services is integrated in our long-term strategic plan. To sustain and increase this trend, an in-depth marketing intelligence program is continuous to identify client needs, resulting in directed internal training and program development such as our Green Collar Training and Lean Leadership programs.

Developing programs for other businesses and market sectors ( i.e. healthcare, state and city/town government) based on established principles in Lean manufacturing. This will increase our clients served and jobs retained.

### Data Development Agenda:

As CONNSTEP develops new programs for growth and innovation strategies, consideration will be given to tracking measures. These results are longer in term than point of service events which are quantifiable. This will become part of our balanced scorecard in conjunction with quantifiable measures.