



## Connect2DOT Program Update



**The Connect2DOT Program** is currently being managed by the Colorado Small Business Development Center (SBDC) Network as an innovative partnership to provide business and technical support services to small businesses in the transportation industry. The program has been implemented at the Denver Metro SBDC which is being used as a pilot center to assist the small business contracting community and determine the best services offerings statewide. Five additional SBDC's are slated to provide program services during the first half of 2013.

### Current Status

The placement of a statewide Program Manager in October was critical to building momentum and moving the program forward. A program outreach and work plan has recently been developed and a balanced scorecard with success metrics will be available at the end of the year. The following program activities have been implemented to date.

- Strategic partnerships with industry associations and complementary programs
- Speaking engagements at partner and prime contractor events
- Internal training for SBDC and CDOT staff
- Kiosk workstations with access to bid plans and documents, bid analysis tools, a small business network, and The Daily Journal
- Team of 7 consultants (3 bilingual) with expertise in the construction/transportation industry
- Flexible consultant engagement process to accommodate client schedules and locations
- Reverse trade fair and training for large-scale projects (e.g., US 6)
- Email marketing and promotion of program services and workshops
- Program web pages ([www.denversbdc.org/programs/connect2dot](http://www.denversbdc.org/programs/connect2dot) and [www.coloradosbdc.org/DocumentMaster.aspx?doc=1791](http://www.coloradosbdc.org/DocumentMaster.aspx?doc=1791))

### Planned Activities for 4Q 2012

The following are Connect2DOT initiatives slated between now and the end of the year.

- Program marketing and outreach
- 5 workshops/webinars hosted by the Denver Metro SBDC
- Standardized training kit (4 packaged training modules) for additional SBDC's
- Connect2DOT.org website development (launching January 2013)
- Consolidation of Bidder's Loop and Connect2DOT email announcements into single email marketing messaging system
- Weekly newsletter with program and industry information
- Centralized industry event calendar
- Kiosk equipment and set up for CDOT Center for Equal Opportunity and additional SBDC's
- Consulting expertise gap analysis and Consultant review
- Balanced scorecard and program metrics