

SCORE Central PA's Outreach Report

by John R. Vincenti, Chapter Chair

Recently I was asked how our chapter has been doing as we enter our 22nd year of service in Central Pennsylvania, especially in Centre County.

Frankly I did not have the data to provide the person a proper answer. This article is a more comprehensive response.

“Entrepreneurship is alive and dynamic in Centre County.” It has kept SCORE Central Pennsylvania (SCORE CPA) Chapter 618 volunteers busy. Since 2005, when SCORE’s headquarters began using an on-line data base to record and update counseling activities, the chapter has recorded 1033 clients. This represents an average of 172 clients per year.

Clients come to SCORE in several ways:

- Through SCORE.ORG, the national program. Here one can pick a counselor based on their expertise or location.
- Or via SCORECPA.ORG using the on-line application.
- By calling the State College office or one at other county sites courtesy of Chambers in Clearfield, DuBois, Huntingdon or Lewistown.

Seventy-four percent of all 1033 recorded clients came from Centre County. Three percent came from Mifflin County. Mifflin was not part of the chapter’s original charter, founded in 1991. It joined SCORECPA in 2006. Three percent came from Clearfield and one percent from Huntingdon County. The remaining nineteen percent of clients came from outside the chapter’s four-county service area.

SCORE has been unable to acquire resident volunteers in Clearfield and Huntingdon counties for several years. Therefore SCORE’s opportunity to provide free and confidential counseling/mentoring to start-up and existing businesses has been stifled. Without resident member visibility and service, it makes it more difficult to get the word out and help existing or start-up small businesses locally.

SCORE CPA currently has 28 counselor/mentor, resource or intern members. Centre County represents 93 percent of the chapter’s volunteers. The remaining volunteers come from Mifflin County. The chapter is very fortunate to have a broad cross section of volunteers from diverse business backgrounds. Volunteers range in age from 20 to 80.

Client demographics:

SCORE Nationally:

54% male – 46% female – 46% are younger than 44 years old
69% are college graduates – 82% are white/Caucasian

SCORE Centre County:

62% male – 38% female – 51% are younger than 44 years old*
68% are college graduates* - 92% are white/Caucasian*

Nationally /Centre County comparison of status and/or reason why people come to SCORE:

50% Nationally/43% Centre County* were self-employed when they first sought SCORE mentoring
33% Nationally/37% Centre County* were considering starting a new business
33% Nationally/31% Centre County* were in the process of starting a new business
33% Nationally/31% Centre County* were already running a business

(*Based on best estimates from SCORE CPA members.)

SCORE’s business tools are extensively used to help clients succeed. SCORE CPA’s Business Improvement Workshops: Business Basics and Beyond the Basics include workshops on market plan, business plan, cash flow analysis, financial strategy, pricing strategy, customer communication strategy, promotion plan, web marketing strategy and feasibility plan. There are over 650 people on the Chapter’s emailing list who receive business related announcements and newsletters.

Clients come to SCORE CPA with a wide variety of business skills. Several clients have used team counseling, one client has used seven different SCORE CPA members thus far. SCORE uses face-to-face, internet and phone communications when interacting with clients.

- [Index of all articles](#) both Constant Contact and Chapter Newsletters
- [See the new businesses in the Business Directory](#): Accounting, Banking, Bookkeeping, Business Consulting, Energy, Franchising, Health-Fitness, Insurance, Investment, Media, Photography, and Remodeling/Custom Builder.