

What is MicroTest?

MicroTest is a management tool that helps your microenterprise agency gauge and improve its performance and client outcomes.

MicroTest Products & Services

- A tested and proven set of **performance measures**, used by dozens of agencies and endorsed by the Association for Enterprise Opportunity
- **Tools** to assess program performance and track client outcomes
- An **in-depth, two-day training** on performance and outcomes tracking
- **Technical assistance** to improve your performance and outcomes tracking
- **Expert consulting** to assist you to analyze and use your MicroTest data and reports
- **Comprehensive and customized reports** on your performance and your clients' outcomes
- An **annual meeting** where you connect to a community of practitioners committed to improving performance
- The **latest best practice resources** and findings from FIELD

MicroTest Helps Your Program

- Assess its overall performance using a nationally recognized set of measures
- Benchmark its performance against organizations with similar characteristics
- Determine how to direct its resources toward improved program performance
- Demonstrate to donors and clients your program's commitment to high performance
- Maintain a pulse on industry trends and top performance
- Connect to a community of practitioners seriously engaged in improving performance and client outcomes

A Testimonial

"As a performance-based organization, we establish annual goals for both the organization and each individual position. For organizational goals, we use several MicroTest performance measures that in turn help WEB staff work together as a team.

As a MicroTest member, we receive a detailed report showing WEB's performance. ... Now, after five years, we can look at our trends for each performance measure and compare these trends to other organizations with similar characteristics. This helps us focus on being one of the best in our industry."

Amanda Crook Zinn
Women Entrepreneurs of Baltimore, Inc. (WEB)
Baltimore, MD

Where is Microtest?



Currently, 75 organizations in 33 states participate in MicroTest. Our plan is to grow to 300 organizations.

MicroTest Supporters and Partners

The Charles Stewart Mott Foundation
J.P. Morgan Chase & Company
Hewlett Packard Company
Association for Enterprise Opportunity
The Ms Foundation for Women

How to Learn More

The MicroTest team includes staff and consultants of the FIELD program at the Aspen Institute:

Elaine Edgcomb, Director of FIELD
Joyce Klein, Senior Consultant to FIELD
David Black, Program Manager
Tamra Thetford, Research Projects Manager
Andrea Browne-Phillips, MicroTest Associate

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MicroTest's Mission

To help microenterprise programs assess and improve performance

MicroTest's Vision

MicroTest was founded in the belief that widespread use of microenterprise performance standards will:

- Improve performance and organizational stability within the industry
- Increase the availability of efficient and effective services for clients
- Help to make the case for increasing levels of support for effective microenterprise programs

2003 MicroTest Advisory Board

Frank Ballesteros, PMHDC/PPEP/MICRO

Marisa Barrera, ACCION New Mexico

Amanda Crook Zinn, Women Entrepreneurs of Baltimore

Marian Doub, Women's Initiative for Self-Employment

John Else, Institute for Social and Economic Development

Mary Matthews, Northeast Entrepreneur Fund, Inc.

Agnes Noonan, Women's Economic Self-Sufficiency Team

Vanessa Rush, Detroit Entrepreneurship Institute

Eloise Vitelli, Maine Centers for Women, Work, and Community



An Initiative of the
Microenterprise Fund for
Innovation, Effectiveness, Learning
& Dissemination (FIELD)

MicroTest

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*MicroTest has been endorsed by the
Association for Enterprise Opportunity (AEO)
as the industry's leading management tool
for gauging performance.*