OREGON SBDC NETWORK
2020-2024 STRATEGIC PLAN

Our 20 regional Centers and Global Trade Center serve more than 47 locations across Oregon in local communities with local advisers, providing access to a statewide network of support.

The Centers are hosted by Oregon’s 17 community colleges, Eastern Oregon University, Southern Oregon University, and the Columbia Economic Team. The Oregon SBDC Network is proudly hosted by Lane Community College and supports SBDCs across Oregon.

In 2019, the Oregon Small Business Development Center Network developed a five-year strategic plan, including new strategic directions to better serve Oregon businesses.

For FY 2022/2023, our core strategic objectives remain the same, with recalibrated goals that are clearly defined toward specific outcomes for the next year.

Five-Year Strategic Direction: 2022-23 Update

Enhancing Services
Focus on relevant, niche and collaborative service delivery with two primary goals:

- Develop guided pathways for training clients at each Center.
  Vision: Sustainable program and improved learning outcomes.
- Develop client assessment and intake process for advising.
  Vision: Heightened awareness of SBDC programs and longer-term client engagements.

Strengthening Partnerships
Develop, strengthen and leverage partner relationships to expand communications and services to clients with two primary goals:

- Improved partner communication and client engagement.
  Vision: Implement a partner tracking and referral system using existing tools.
- Enhance partner understanding of the SBDC through mutual relationship-building.
  Vision: Improved client referrals.

Assisting Underrepresented Businesses
Through a DEI, rural and socioeconomic lens, support underrepresented populations in the business communities we serve:

- Research representative demographics of each region/Center to analyze gaps of demographics of clients served compared with populations in the community; analyze bilingual capacities.
  Vision: Consistent support of underrepresented business populations statewide.
- Implement Oregon Inclusivity Project utilizing the Network Inclusivity Project Framework.
  Vision: Increase the level of support for underserved business populations.

Improving Performance
Enhance competence and increase capacity to serve existing and future clients:

- Implement an onboarding process, and provide an ongoing professional development system.
  Vision: Grow knowledge of SBDC statewide services to support clients.
- Continuously improve operations and systems to provide quality services:
  Evaluate current MIS systems, and identify unmet MIS and CRM needs. With data, research systems that meet the criteria for unmet needs.
  Vision: Improve internal SBDC systems to better meet the needs of staff and the clients we serve.
Oregon SBDC Network
2020-2024 Strategic Plan

Vision: The Oregon SBDC Network is Oregon’s preeminent provider of effective and innovative business advising and training services.

Mission: Helping Build Oregon's Best Businesses

Enhancing Services
- Improve spectrum of services with a focus on agility, accessibility, relevance and technology
  - Establish baseline and standards for spectrum of services and programs.
    - Five Year Vision: Sustainable program income across all Centers.
  - Create systems, platforms and processes to communicate and market the SBDC spectrum of services to clients.
    - Five Year Vision: Heightened awareness of SBDC.
  - Deliver distance learning and virtual training and advising with a personal touch. (Create programming with deep consideration to how the instruction is led).
    - Five Year Vision: Reach new audiences with core SBDC training.

Strengthening Partnerships
- Strengthen small business through productive partnerships and relationships with stakeholders and clients
  - Leverage partnerships for shared purpose and increased referrals, funding and spectrum of services provided.
    - Five Year Vision: Deep partner understanding of SBDC value.
  - Align SBDC strategic priorities with host, partners and stakeholders with improved understanding of best practices and related services.
    - Five Year Vision: Increase of host/partner investment of resources.
  - Establish consistent and effective communications, promotions and marketing.
    - Five Year Vision: Broader exposure of SBDC value to partners.

Assisting Underrepresented
- Assist the needs of underrepresented and rural businesses
  - Better understand the needs of the 'underrepresented' for each region.
    - Five Year Vision: Clearly communicate underrepresented target markets.
  - Improve accessibility of services in rural communities.
    - Five Year Vision: Rural communities have access to and are making greater use of SBDC services.

Improving Performance
- Improve organizational capability, performance and sustainability
  - Evaluate funding models and grow funding revenue.
    - Five Year Vision: Right sizing funding model with awards/incentives for Centers that have capacity and market opportunity to increase productivity.
  - Refine and review performance standards and measures.
    - Five Year Vision: Performance driven culture.
  - Maximize and enhance Center resources and focus on professional development and training creating consistency and quality throughout all Centers.
    - Five Year Vision: Culture of shared knowledge and collaboration.
  - Maintain SBM integrity statewide.
    - Five Year Vision: All Centers provide SBM Course.