OREGON SBDC NETWORK
2024–2027 STRATEGIC PLAN

The Oregon Small Business Development Center Network’s three-year strategic plan includes new and relevant strategic directions to better serve Oregon businesses.

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

Mission:
Helping Build Oregon’s Best Businesses

Core Values:
Diversity, Accessibility, Honesty, Integrity, Responsiveness, Innovation, and Confidentiality

FOCUS AREA I: HUMAN CAPITAL
The Oregon SBDC Network is recognized for business advising excellence as a result of cultivating people who thrive in a culture of shared purpose, collaboration, and continuous learning.

Strategy I: Creating professional development opportunities for Oregon SBDC staff
Strategy II: Cultivating regular internal and external communication

FOCUS AREA II: ORGANIZATIONAL SYSTEMS
The Oregon SBDC Network has the organizational structure, systems, and funding to facilitate equitable access and capacity to deliver sustainable core services through all Centers.

Strategy I: Exploring organizational and funding models
Strategy II: Strengthening our fiscal management systems

FOCUS AREA III: ECOSYSTEM ALIGNMENT
All Centers will fulfill an integral entrepreneurial ecosystem role that supports small business viability and success within their service areas.

Strategy I: Responding to small business needs
Strategy II: Focusing on outcomes and roles
Strategy III: Delivering sustainable and consistent services

The Oregon SBDC Network is funded in part through a Cooperative Agreement with the U.S. Small Business Administration and the Oregon Business Development Department. Programs and services are provided to the public on a non-discriminatory basis. Language assistance services are available for limited English proficient individuals.