

Small Business Development Center Administrative Unit Review 2018

Mission Statement

The COCC Small Business Development Center enriches the Central Oregon community by helping build Oregon's best businesses.

Department Purpose

The purpose of the SBDC is to advise and educate small business owners to create more sustainable businesses that produce economic impact for the Central Oregon community. Through classes, programs, tools and advising, the SBDC works with businesses throughout the COCC geographic region. In addition, the SBDC is an ambassador to the business community and a connection for small business owners to engage with COCC.

Strengths

The COCC SBDC provides advising for clients from pre-venture to exit offering support throughout the lifecycle of the business. There are programs focused on diverse groups including Spanish speaking, veterans and women. In addition, there are advisers available in each Central Oregon community to reach rural businesses where they are located.

The Small Business Administration (SBA) recognized the COCC SBDC as the 2016 Excellence and Innovation Center for Region 10.

The center focuses on economic impact and collects the statistics with a form signed by the client verifying that the SBDC had a significant role in their business achieving the impact. Some of the key categories tracked are business starts, jobs created, capital invested, sales increase and contracts obtained. In addition the center tracks number of classes, number of students, pre-venture vs. in business clients and other demographic information from clients.

The SBDC has a strong staff of former business owners and managers that have various expertise and experience. Most of these advisers have been with the center for a number of years, giving the center a low turnover rate in staff.

The SBDC has a strong relationship with other business support organizations including EDCO (Economic Development for Central Oregon), local chambers of commerce, Opportunity Knocks, local banks, CPAs and attorneys. Many of our clients come to the SBDC for assistance through these referrals. The center also has a great partnership with NeighborImpact and HousingWorks, supporting the IDA (Individual Development Account) programs. The Oregon SBDC Network and the

COCC local center also partner with the Oregon Employment Department to provide advising services for clients in their SEAP (Self Employment Assistance Program).

Challenges

The challenges the SBDC faces include having a facility that is laid out like a center. Our current facilities in Chandler Lab include a receptionist cubicle with offices off a hallway shared with the Bend Science Station. Our goal would be to have a business center for our clients.

The SBDC has been described as one of the best kept secrets in Oregon. We have the challenge of effectively marketing our services to our target market and becoming more visible in the community.

Creating a consistent advising experience to all our clients is another challenge that can be improved through professional development. The center needs more consistent professional development for the advisers.

Another challenge is having consistent funding from our stakeholders over a period of time.

Goals & Outcomes

1. Improve economic impact through long-term relationships with our clients allowing for a stronger business community that supports a thriving community overall with more jobs by increasing 5+ hour client engagements.
 - a. The number of 5+ hour clients will increase to twenty-five per quarter.
 - b. The number of businesses hiring new employees will increase by 25% annually as a percentage of overall businesses served.
2. Improve consistency of advising experience for clients across all advisers throughout Central Oregon by providing adviser training on best practices.
 - a. Clients will experience a more consistent advising session as measured by 80% satisfaction informed through a survey with a defined rubric.