

# 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

## Improving Services

Improve spectrum of services with a focus on agility, accessibility, relevance and technology

- A** Establish baseline and standards for spectrum of services and programs.  
*Five Year Vision: Sustainable program income across all Centers.*
- B** Create systems, platforms and processes to communicate and market the SBDC spectrum of services to clients.  
*Five Year Vision: Heightened awareness of SBDC.*
- C** 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

- A** Leverage partnerships for shared purpose and increased referrals, funding and spectrum of services provided.  
*Five Year Vision: Deep partner understanding of SBDC value.*
- B** 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.*
- C** Establish consistent and effective communications, promotions and marketing.  
*Five Year Vision: Broader exposure of SBDC value to partners.*

## Assisting Underserved

Assist the needs of underserved and rural businesses

- A** Better understand the needs of the 'underserved' for each region.  
*Five Year Vision: Clearly communicate underserved target markets.*
- B** 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

- A** 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.*
- B** Refine and review performance standards and measures.  
*Five Year Vision: Performance driven culture.*
- C** 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.*
- D** Maintain SBM integrity statewide.  
*Five Year Vision: All Centers provide SBM Course.*