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 Underserved

Assist the needs of underserved and rural businesses

- Better understand the needs of the ‘underserved’ for each region.
  *Five Year Vision: Clearly communicate underserved 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.*