

## **BDC 2008-09**

### **Accomplishment Description:**

#### **ACKNOWLEDGEMENTS:**

1. Department was awarded the College Award for Innovation, based on the development of the Agricultural Business Management Program in collaboration and partnership with the OSU Lane County Extension Service.
2. Department Director was President of Toastmasters Group at the LCC BDC (Lunch Bunch Club), and increased membership to 25 and received Distinguished Club status for past year. Earned Silver Level Advanced Communicator (highest level achieved in the club).
3. Department Director served as Vice-President of Oregon Pilots Association/Lane County EUG Chapter and the Department worked with LCC Flight Academy and City of Eugene to conduct Norwest Flyfest at EUG September 2008, a training event for pilots and educational event for anyone interested in General Aviation.
4. Department received the Business Industry Training System (BITS) RIDGE Award for Innovation and Best Practices for its partnerships and collaborations with a number of local agencies and organizations, in July 2008.
5. Department Lead Operations person, Shirl Meads, was selected as State Chair for BITS for 2009-2010.
6. ET Manager earned CPP (Certified Program Planner) at LERN Conference in June at St. Louis.
7. Department Director served on IT Director hiring committee, College Council and Budget Subcommittee, and completed the Aspiring Leaders Program.
8. Prepared for and passed without any findings or recommendations 3 reviews, monitorings, and audits required by contract funders (SBA, OECDD, and OSBDCN).

#### **COLLABORATIONS:**

1. Developed other synergistic collaborations/partnerships area chamber of commerce for other programs such as the Springfield Chamber Business Survival Tools Programs, Eugene Chamber Business Survival 3 class series, Fern Ridge Strategies of Success Program. Currently working with the Cottage Grove Chamber to plan a business survival/economic development program for businesses in Cottage Grove.
2. Built a stronger working relationship with SCORE (next door at the Eugene Chamber), to cross-refer and team counsel advising clients and to cross promote our programs, classes, and workshops.
3. Worked with the OSU Extension Service to collaborate and extend Business Development and Horticultural services to Lane County agricultural businesses.
4. Collaborated with the U of O Climate Masters Program to include a program for businesses through the BDC, to help businesses improve sustainability and profits, provide a better work environment for employees, and reduce carbon emissions from operations.
5. Planned and executed a successful Springfield Chamber Business Breakfast Program at the LCC CML, with me, Gary Smith, and Gene Hamacher presenting the program, based on business survival in tough economic times.

#### CONSORTIUMS & PARTNERSHIPS:

1. Improved the outreach focus of the Lane MicroBusiness Program/eDev, to increase referrals to BDC programs and classes, while Department Director served as vice-chair on their board of directors. Outreach is now to those entrepreneurs that are low income, minorities, artisans, disabled, veterans, women, and/or living in rural areas of Lane County.
2. Department Director served on Lane Workforce Partnership Workforce Response Team for 5th consecutive year, reviewing proposals for Region 5 employee training funds and awarding those funds.
3. Department Director served on the advisory board for the Emerald Valley High Performance Enterprise Consortium (EVHPEC) group and for the RV Consortium Group. The department sponsored an all day learning event with a Toyota Process/LEAN expert (Michael Hoseus) in October 2008. Director also served as a volunteer on the SELCO Supervisory Committee (oversees the organization's financial operations and the Board of Directors), and served on the Eugene Chamber of Commerce Economic Development Council.
4. The department conducted the Palo Alto Oregon Small Business Stimulus Program at the LCC BDC in June 2009, and gave away approx. 500 copies of Business Plan Pro in a single day from a booth in our parking lot. We were the lead center for the statewide activities conducted by Palo Alto.
5. Department is supporting the Oregon Enterprise Incubator (OEI) in the Olive Street Building and the Department Director is serving on the startup advisory board for (OEI), located in downtown Eugene.
6. The department partnered on a very successful Business Survival Boot Camp Training held at Holiday Inn at Gateway this last spring, where we worked with Cardinal Services, a state wide staffing service. The Department Director was Master of Ceremonies at the event where there were 68 attendees and overall attendee rating for the training was 4.3 (out of a highest rating of 5).
7. Involved in inception of SMART-UPS program, in conjunction with the Oregon Entrepreneur's Network (OEN). Sponsored and worked on the planning of the Mid-Willamette Valley Angels Conference for venture capital.
8. Working with Technical Assistance for Community Services (TACS) to re-launch our Non-Profit Business Management Program in the fall of 2009.

#### FTE ACCOMPLISHMENTS:

1. Grew FTE from a high of 335.3 in 2007-2008 to 408.9 in 2008-2009 (an increase of approximately 22%).
2. Steady significant growth in FTE over past three years for overall department.
3. Lead all SBDC's around the state in FTE generation, by 300-400%.
4. Continue to generate meaningful FTE from Lane Micro Business/eDev Program.

#### PROGRAMS:

1. Developed Business Survival Tools Program for Springfield Chamber of Commerce conducted 2008-2009 and in the coming year.
2. Began development of Fern Ridge Chamber of Commerce Strategies of Success Program (SOS), to be conducted 2009-2010.
3. Began development of revised Non-Profit Business Management Program for relaunch in fall 2009.

4. Redesigned both the Agricultural Business Management Program and the Innovation Business Management Program and launched both programs in the fall of 2008.
5. Developed the Advanced Leadership and Communications Program, based around the Toastmasters leadership and Communications courses of study. Also include mentoring and 1:1 advising for participants.
6. Added a number of classes and workshops around the topic of surviving in business during tough economic times (business planning, financials, marketing and sales).
7. Offer Contractors Training and Certification through State Contractors Construction Board (CCB), all day Saturday and Sundays.

#### **PUBLIC RELATIONS & MARKETING:**

1. Increased and improved our marketing and advertising for our offerings throughout the year. We used radio, newspaper, chamber newsletters, direct mail, eblasts and enewsletters, business to business events, billboards, improved building signage, telemarketing and direct sales, networking, and social networking media to reach more prospective students/clients.
2. The Department Director was interviewed on local television and radio stations and the Register Guard, regarding the economy, and its negative effect on business, and for overall ideas for economic development. Gary Smith, Small Business Management Program Instructor was also interviewed numerous times for television and newspaper. We were able to promote LCC, BDC/ET/eDev and other departments at LCC that are business resources (CML, CE, Co-op, WDD, Adv. Tech., etc). Approximately 8-10 Media Interviews and 4 radio shows relating services to businesses and customized employee training.
3. Department Director made presentations on BDC/ET services at Chamber events around the county and to local civic groups (Rubicon Society, Leads Groups, Rotary Groups, Kiwanis).
4. The department worked on and supported the Bond Campaign and a the Department Director is a member of the Lane League. The BDC ran ads in support of the services LCC provides the community, during the Bond Campaign. Our department garnered business customer testimony and support for legislation and bond measures, concerning LCC and the Oregon Small Business Development Network (OSBDCN).
5. Two people from the BDC/ET provided Legislative representation for Lane and BDC during Capital Day for Lane Community College (visited Lane County Legislators and Senators). We also have built a relationship with LCC's Legislative Liaison (Brett), representatives of Peter DeFazio's office, and the Eugene Chamber's Legislative Liaison.
6. Increased outreach to Lane County Chambers of Commerce (Eugene, Springfield, Fern Ridge, Cottage Grove, Junction City, and Florence).
7. Attended national, state, local and college conferences and meetings to stay current with economic, and political issues and trends.
8. Participated in Lane's Career Fair, Business to Business Expo, Eugene Chamber Career Fair, Business After Hours, Work Trends, Hilton Job Fair, and Lane County Fair advocating services of Lane and the BDC/ET.

#### **Strategic Direction**

#### **Learning Plan Goals**

#### **Student Affairs Plan Goals**

#### **College Council Priorities**