

BDC 2011-12

One Stop/First Stop for Business Assistance and Resources

Summary:

Position the LCC SBDC, the Employee Training Department, and eDev as the first stop (and only stop needed) for Lane County organizations seeking assistance, or in the need of additional resources.

Description

Our goal is to use our physical presence at the SBDC to give personalized assistance and referrals to other resources when business owners and leaders from around Lane County walk in the door, call, or email. In addition, we want to provide an online directory of resources and contacts for people who may need assistance at any hour and any day of the week. Members of the Eugene Chamber's Economic Development Council had the following thoughts regarding a Business "First Stop and One Stop":

- Keep it simple and convenient,
- Needs both a physical and virtual presence,
- Current and comprehensive list of resources,
- Smooth and seamless process for entrepreneurs,
- Countywide coverage, accessible 24 x 7 with virtual/online,
- High level of customer service and followup,
- Greater collaboration between Lane County resources,
- Memorable name, contact info, and marketing,
- No "Red Tape",

...to name but a few of the major ideas.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

1. How does it continue the achievement of those goals?
2. If this is a continuation of an initiative started last year, make sure that relationship is clear.

How is this initiative linked to the efficiencies and productivities plans you had last year?

1. How does it continue the achievement of these plans?
2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.

This initiative would increase our outreach throughout Lane County and would simplify the search businesses and organizations go through for business assistance and for additional resources.

Describe the resources needed:

Primarily we need help with the online portion of the initiative to upgrade our website to provide better access and understanding for those seeking business assistance and/or additional resources.

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

We are forecasting a 15% increase in advising, which is a metric that we are measured on by the OSBDCN, SBA, and OBDD. This should then lead to a 5-10% increase in enrollment in our classes and programs for both the SBDC, ET, and eDev.

Department Priority:

HIGH

Unit Resources:

HIGHTwo primary resources are needed for this initiative:

1. upgrade of our website to make it easier to access and navigate (\$3000)
2. video production to add short explanative video clips for better understanding of the services and resources available through the SBDC/ET/eDev, including direct referral to other service providers and resources (\$4000).

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee

1. Category of request

- **Maintain existing technology**
- **Increase student access to technology**
- **New technology**

Please type in the category of the request in the field below.

Increase student access to technology and add new technology

2. Campus location

- **Main Campus**
- **Downtown Center**
- **Florence**
- **Cottage Grove**
- **CLC (list specific locations)**

Please type in the location of the request in the field below.

SBDC/ET/eDev Website

3. Names of the person(s) with more information (if needed):

Jim Lindly and Shirl Meads

4a. Budget ORGN

480020

4b. Budget PROG

150000

5.How many students will benefit per year?

We are estimating that we can reach an additional 500 organizations per year throughout Lane County with improved website access and navigation, along with new technology to make the understanding of our services clearer.

6. Describe the benefit?

Faster-Better-Cheaper business assistance and referral to resources for organizations throughout Lane County. Improved outreach throughout Lane County, closer working relationship with area economic development agencies and organizations, and increased business for the SBDC/ET/eDev and the college.

COMPUTER HARDWARE \$

COMPUTER SOFTWARE \$

\$3000

STAFFING \$

\$4000

INSTALLATION \$

LICENSING \$

Can this initiative be partially funded?

No

COMPUTER HARDWARE \$

(CH) Explanation of effect of partial funding:

COMPUTER SOFTWARE \$

(CS) Explanation of effect of partial funding:

STAFFING \$

(S) Explanation of effect of partial funding:

INSTALLATION \$

(I) Explanation of effect of partial funding:

LICENSING \$

(L) Explanation of effect of partial funding: