

BDC 2011-12

Strategies of Success Program (SOS) Throughout Lane County

Summary:

Deliver Strategies of Success (SOS) Small Business Management Style Programs throughout the major towns in Lane County. These are nine month (3 term programs) consisting of monthly classroom instruction, cohort learning group of entrepreneurs, and monthly one to one advising.

Description

Partner with the Chamber of Commerce in Springfield, Cottage Grove, Veneta/Elmira, Junction City, Florence, and Oakridge to provide SOS programs.

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 allows the college to serve all Lane County businesses and customize delivery of the business development services to each town and area.

Describe the resources needed:

The resources needed are:

- part-time instructor/coordinator
- classroom and advising area
- guest speakers on business development topics
- marketing and promotion
- travel to each area
- video-conferencing to minimize travel to each area

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.

To serve an additional 120 businesses throughout Lane County outside of the LCC SBDC signature Small Business Management Program which is currently serving 70+ businesses. Generate an additional 120 FTE for the college and get funding from outside grant sources (Trade Act and NECDBG).

Department Priority:

HIGH

Unit Resources:

We will use all department resources and outside funding resources for this project.

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee