

**Adding Value through Small Business Support**  
**Applied Economics and College of Business**

**The Statewide Need:**

OSU Extension Service is well known for its versatile nature of engaging communities in meaningful dialogue and designing educational programs that address societal needs specific to each need and locality. One such need that has not been adequately addressed is the dynamic support of local small and medium businesses during start-up through middle of business life cycle. This impacts every facet of community and our society and could greatly promote entrepreneurial opportunities of under-served and under-represented individuals and communities in rural and urban regions in Oregon. The state has continually seen the consequences of not meeting this need both in urban and rural settings through the loss of jobs, loss of businesses, bankruptcy, and decline of taxes to the state. We propose that OSU Extension partner with the Austin Family Business Center to place Extension Educators in strategic locations around the state to deliver needs-based business counselling and educational programs for startups, and small and medium businesses to enable them to succeed. These educators will partner locally and regionally with local Small Business Development Centers, Chambers of Commerce, Community Colleges, Economic Development Districts, Oregon Regional Solutions Centers and State and Federal Agencies to expand economic viability and vitality of the regions. These educators will use hands-on training to create curricula and programming that is unique to the day-to-day business operations to insure their success. This support is not currently being offered by any agency or institution. Specifically, they will also collaborate and partner with the new OSU Open Campus initiatives around the state to connect business success with the 40-40-20 initiatives in preparing Oregon's workforce.

**Desired Investment Levels:**

**Minimum**

Fund a minimum of three positions (3 FTE) covering three critical regions of Metro, Mid-Columbia and the Oregon Coast to serve as pilot sites. The educators will be located in Portland, The Dalles and Newport respectively. This request includes in addition to salary support \$5,000 in S&S for each of the 3 educator positions with long-term support coming from local partners and program fees. **\$321,000 annual/\$642,000 biennial.**

**Modest**

Fund six regions that correspond to the six Oregon Regional Solutions Centers. The Extension educators however, will be located at OSU Extension offices where logistics and S&S are appropriate and available. Although the whole state will be covered, educators in these positions will operate cross programs and across regional boundaries to utilize the full extent of Extension resources state-wide to ensure that all the needs Oregon businesses are taken care of. This request includes in addition to salary support \$5,000 in S&S for each of the 6 educator positions with long-term support coming from local partners and program fees. **\$642,000 annual/\$1,284,000 biennial.**

**Desired**

Provide investments to fund one business educator for each OSU Extension region except the Metro and Clackamas region which will require 3 additional educators to cover the large number of businesses in the urban areas for a total of 15 educators in the state This request includes in addition to salary support \$5,000 in S&S for each of the 15 educator positions with long-term support coming from local partners and program fees. **\$1,605,000 annual/\$3,210,000 biennial.**